

## Medical Advertising and its Classification

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**ABSTRACT:** This article discusses medical advertising and its classification. The specifics of medical advertising are based on the example of medical advertisements published in the media.

**KEYWORD:** medical advertising, commercial medical advertising, social medical advertising, drug advertising, medical service advertising, medical device advertising.

### I. INTRODUCTION.

Medical advertising is a form of mass communication that includes the promotion of medicines, medical devices, medical services, as well as a call for public health.

Alimpieva, Y. Anokhina, Y. Yermolaeva in their small study "Advertising in medicine" show several directions of advertising in medicine:

- a) advertising of health and beauty;
- b) advertising of medical services reflects the professionalism of the physicians who provide these services, and sometimes the technical equipment of the clinic;
- c) advertising of medicines is aimed at the professional medical community and consumers<sup>1</sup>.

The Medical Dictionary of The Free Dictionary by Farlex describes advertising as follows: a form of paid advertising that can be made.

Types of advertising that affect health:

- advertising of doctors;
- Prescription drugs.

### II. METHODOLOGY.

Medical advertising has not been studied in Uzbek linguistics. However, the question of its definition and classification is not covered, and in this small method we have tried to find a solution to the existing problem in addition to observation and description.

<sup>1</sup> Алимпиёва Д.А., Анохина Е.А., Ермолаева Е.В. Реклама в медицине. <https://medconfer.com/node/5781>

### III. RESULTS AND DISCUSSION.

In the United States, the FDA (Food and Drug Administration) regulates the promotion of the pharmaceutical industry and its products and requires a "fair balance" in advertising so that all activities report an equally report of clinically relevant information, i.e., a physician's prescription. should provide the risks and benefits that affect<sup>2</sup>.

According to the Singapore Government Agency's website Health Sciences authority (HSA), medical advertising is defined as any medical product used or displayed on a person's medicines, as defined in Section VI of the Singapore Government's Medicines Act. is an advertisement that may cause you to believe what device, appliance, hardware or personal belongings<sup>3</sup>.

At the heart of medical advertising is the issue of human health. Therefore, they must be reliable (free of false information). It should be noted that in many countries today there are restrictions on the advertising of medicines. In Canada, for example, direct medical advertising to the general public is generally prohibited. Switzerland also bans drug advertising on radio and television. Medical advertising restriction codes are also available in Austria, Belgium, Germany, the Netherlands, Norway, Ireland, Denmark, France, Finland, the Czech Republic ...<sup>4</sup>. This is due to the diversity of medical knowledge of the population and the fact that the advertised drugs are taken without consulting a doctor. This initiative has been promoted in Uzbekistan as well. Proposal to ban drug advertising and close pharmacies was put forward by the Social Democratic Party "Adolat"<sup>5</sup>. Article 22 of the Law of the Republic of Uzbekistan "On Advertising" is entitled "Advertising of medicines, cosmetics and household chemicals" and defines the legal basis for the advertising of medicines. By law, medical advertising must include:

full name of the drug (including international pharmacological name) and name of the manufacturer;  
information about the use or application of the drug.

The law also prohibits the advertising of drugs in medical advertising in the following cases:

- medicines prescribed only by a doctor;
- drugs containing narcotic drugs and (or) psychotropic substances;
- Drugs not approved for medical use in the Republic of Uzbekistan<sup>6</sup>.

Medical advertisements are initially divided into two groups according to their purpose (Figure 1):

- a) commercial medical advertising;
- b) social medical advertising.

<sup>2</sup> Segen's Medical Dictionary. © 2012 Farlex, Inc. <https://medical-dictionary.thefreedictionary.com/advertising>.

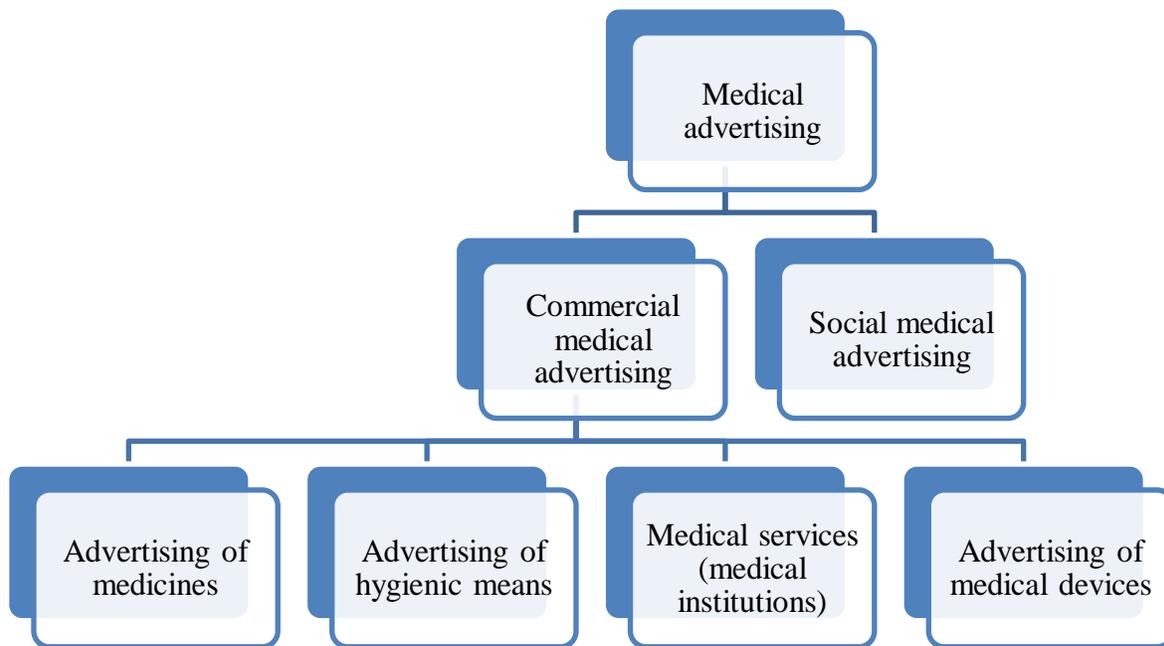
<sup>3</sup> <https://www.hsa.gov.sg/advertisements-and-promotions-of-medicinal-products>

<sup>4</sup> Молчанов И. Медицинская реклама. 2002. <https://psyfactor.org/mr-medrecl.htm>

<sup>5</sup> Dorixonalar va dori reklamalari ta'qiqlandimi? <https://youtu.be/TcZDJM8Mo-8>

<sup>6</sup> O'zbekiston Respublikasining "Reklama to'g'risida"gi Qonuni. <https://lex.uz/docs/-25458>

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**Figure 1. Classification of medical advertising**

The main purpose of creating commercial medical advertisements and presenting them to the public is to create an audience of buyers, expand the existing audience and make economic profit by promoting the existing medical product as well as medical services. Commercial medical advertisements can be grouped as follows:

**a) Advertising of medicines:** If you have a runny nose and need to treat the flu, use nazaferon. Nazaferon protects the body from influenza and viruses. Nazaferon can be used for infants, pregnant and lactating women. "If my child has to go to kindergarten, I'm fine!" Because with nazaferon we are protected!

Nazaferon - protect your loved ones! (From the text of the advertisement "Nazaferon")

**b) Advertising of hygienic means:** - *We women don't want to feel anything these days.*

*"Wait, what did you say?"*

*We women don't want to feel hygienic these days! With the new Always platinum, this is possible. Designed for good absorption, almost odorless, virtually wrinkle-free. Feel life! Always platinum 5 times with ease. Reliable protection from Always. Quality at an affordable price (Always hygienic tool from the ad text).*

**c) Advertising of medical services (medical institutions):** *Chinese medicine has a history of five thousand years and more than seven hundred Chinese herbal medicines. Chinese medicine treats patients using akubunktor hot dishes. In addition, Chinese herbal soup is used to treat various chronic complications in the human body. Well-known Chinese doctors and specialists have been working in the Chinese Medical Hospital for a long time.*

*At Guangzhou Hospital, China uses ancient mysterious prescription methods in the treatment of chronic diseases: acupuncture and modern scientific methods. We care about your health!*

**d) Advertising of medical equipment:** - *Do not know how to get rid of excess weight? To overcome this, you need VEST BRAUN SHOP massagers. You can use this massager with your own hands*

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*without anyone's help. A professional masseur can be used not only by you, but by every member of your family. As your body enjoys it, you have the opportunity to heal. Big discounts are currently available for massagers with 8 different nozzles. So call 983 28 83 with code 70 now and get a 40% discount. Keep in mind that free shipping is available throughout Uzbekistan. Remember, your health should always come first. (VEST BRAUN SHOPing (from the text of the VEST BRAUN SHOPing ad).*

Commercial advertising aims to motivate consumers to take action, such as buying a product. For social advertising creators, such a task is not important. The purpose of social advertising is to change the public's attitude to any problem and to form new social values in its audience in the future. The first social advertisements were created in 1906 when civil society organizations in the United States appealed to public service announcements when the American Civil Society called for the protection of Niagara Falls from the savagery perpetrated by electric companies<sup>7</sup>. The topic of social advertising is an idea that should have a certain social significance. Social advertising dedicated to common human problems (fight against violence, nature protection, child health, AIDS, etc.) is intended for the general public.

In terms of impact, social advertising is much stronger than commercial. Often, social advertising is shocking, warning, and strongly recommended, and sometimes it sounds like excerpts from a guide with rules. However, at the same time, in some cases you can find the quality of the recommended text, i.e. the text with positive comments about something, advice or desire. Often, the full power of the social text is hidden behind advice or inquiry. The target audiences of the two types of advertising are significantly different: for commercial advertising it is a very narrow marketing group, for social advertising, the whole society or an important part of it<sup>8</sup>.

Medical social advertising is a form of mass communication that serves to shape new social values by changing (positively) public attitudes toward human health issues.

The main functions of medical social advertising are:

1. Provide information on social health services (for example: free vaccination, such as free treatment of certain diseases, including tuberculosis, by public hospitals);
2. Formation of new behaviors (smoking cessation, anti-alcohol propaganda and other elements of a healthy lifestyle);
3. Coordinate the efforts of health organizations (for example, the World Health Organization, the Ministry of Health) and sponsors in addressing social issues related to medicine.

### III. CONCLUSION.

So, in the classification of medical advertising, first of all, it is necessary to pay attention to the purpose of advertising. In this regard, medical advertising is divided into commercial and social medical advertising. The quantitative effectiveness of commercial medical advertising over social medical advertising is explained by the abundance of drugs in the pharmaceutical world.

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<sup>7</sup> Русаков А. Романтизм и прагматизм социальной рекламы. [http://www.socreklama.ru/analytics/list.php?ELEMENT\\_ID=4984&SECTION\\_ID=107](http://www.socreklama.ru/analytics/list.php?ELEMENT_ID=4984&SECTION_ID=107)

<sup>8</sup> Иванова А. Строй текста рекламной пропаганды: на материале английского языка. Автореф. дисс. – Москва. 2009. <https://www.dissercat.com/content/stroi-teksta-reklamnoi-propagandy>

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