
ESSENCE AND ALPHABETICS OF ADVERTISING OF MEDICINAL PRODUCTS

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Abstract: The article introduces the nature and features of advertising for medicinal products. The requirements for the advertising of medicinal products are determined by an ordinance of the Minister of Health.

These are contained in the Law on Medicinal Products in Human Medicine (LMPHM). Pharmaceuticals are part of consumer goods. They are intended to meet precisely defined needs when a particular need arises, in a specific set of situations, and thus they are a kind of special commodity.

The subject of alphabets are the alphabets of the various sign systems. Advertisements for medicinal products are composed of the alphabets of at least five sign systems: verbal, clothing, colour, signs and physical characteristics.

There are ads designed only for women, as well as the specific female ads intended for the mother and baby. There are others presenting the masculine position. Typical language strategies in their use are binding them to different types of sentences by speech, their participation in dialogical text structures, in antitheses, in different types of repetitions. The parts of speech used and their specific grammatical features in the realization of the creative are described in detail. The predominant chromatememes are also given.

The contribution of language takes an important place in the realization of commercial goals in the semiotic realization of ads.

Keywords: essence and alphabets of advertising, medicinal products, the chromatememes, sign systems

1. ADVERTISING OF MEDICINAL PRODUCTS

Advertising of medicinal products is any form of information, presentation, promotion or proposal designed to encourage the prescription, sale or use of the medicinal product and includes:

1. advertising intended for the population;
2. advertising intended for medical professionals;
3. visiting of medical sales representatives at medical specialists;
4. supply of samples of medicinal products;
5. sponsorship of promotional meetings and scientific congresses attended by medical specialists, including the payment of their travel and accommodation expenses in the respective country where the event is held.

2. SPECIFICS OF THE ADVERTISING OF MEDICINAL PRODUCTS

1. Advertising to the general public is only allowed for medicinal products that are available without a prescription.
 2. Advertising prescription-only medicinal products is prohibited on the Internet, with the exception of vaccination campaigns approved by the competent authorities.
 3. The content of the ad should match the summary of the medicinal product and present only the indications given in the marketing authorization.
 4. Advertising of the medicinal product should only focus on its correct use by objectively presenting the therapeutic indications of the medicinal product without exaggerating the possibilities for treatment, prophylaxis or diagnosis of the medicinal product.
 5. Advertising should not contain misleading information.
 6. Advertising may not contain a proposal and/or a promise for a gift and/or other material or non-material benefit.
- The requirements for the advertising of medicinal products are determined by an ordinance of the Minister of Health. These are contained in the Law on Medicinal Products in Human Medicine (LMPHM).

3. PHARMACEUTICALS

Pharmaceuticals are part of consumer goods. They are intended to meet precisely defined needs when a particular need arises, in a specific set of situations, and thus they are a kind of special commodity.

According to Abraham Maslow's classification, they are designed to satisfy a basic need and relate to one of the most important values for man - his life and health. Pharmaceuticals are a specific consumer product also, due to one more fact, the decision-maker for purchase and use in many cases differs from the end user of the product. It is for this reason that their production, sale and use is subject to regulatory control by the public. In European countries with a developed market economy, the pharmaceutical product market is characterized with perhaps the highest level of normative regulation.

4. THE SUBJECT OF ALPHABETICS

The subject of alphabets are the alphabets of the various sign systems:

- Symbols that combine high-abstraction characters, such as words.
- Iconic, combining different images.
- Index, unifying characters such as: chromatemes (colours as signs), proxemes (the positioning of things in space as a sign), vestemes (clothes as signs); architectemes (buildings as signs); temporemes (time as sign), kinemes (gestures as signs) of physical characteristics.

5. FIVE SIGN SYSTEMS

Advertisements for medicinal products are composed of the alphabets of at least five sign systems: verbal, clothing, colour, signs and physical characteristics.

6. TYPICAL LANGUAGE STRATEGIES

There are ads designed only for women, as well as the specific female ads intended for the mother and baby. The formula of the relationship "mother-baby" is active: In baby vitamin drops advertisement, it's written: "Mothers know what their kids need!" The verbal level is activated by the use of positive semantic lexical expressions: "fast", "efficient", "effective", "secure", "guaranteed", "beneficial", "unique", "reasonable", "instantly", "maximum", "powerful", "super", etc. ("Super concentrate", "Quickly relieves pruritus", "It acts quickly in pain", "Against diarrhoea with rapid effect", "Reliable relief in the morning", "Instantly dissolves on the tongue", "It affects favourably ...", "maximum coverage", "the most powerful probiotic", "Removes spasms and effectively eliminates pain", etc.) The effect of communicative impact is reinforced by the combination of two consecutive adverbs - "Guaranteed fast sleep, and complete sleep", The adjectives used are usually graded: "For better absorption, for better effect", "Now in new, more convenient package", "Helps for easier adaptation", "The most effective protection against ticks and mosquitoes", "The most concentrated pectin in the market", "20% less wrinkles only after 8 weeks", etc. Imperative is used frequently: "Feel the invisible power of silver", (for the advertisement of female pads Palomita), "Attack the flu to max", "Continue to be active", "Don't suffer!", "Gain back your balance in daily life!", "Say YES to the healthy nails", etc. Verbs describing advertised products are with positive and negative semantics - along with 'relieving', 'supporting', 'prevents', 'maintains', 'regulates', etc. ..., also are used: 'removes', 'eliminates' ("Eliminates completely fungus under the nails"). The effect of negation is achieved by using the prefix "without": "without bitter taste", "without odor", "without contraindications", "without danger of habituation", "without GMO".

Typical language strategies in their use are binding them to different types of sentences by speech, their participation in dialogical text structures, in antitheses, in different types of repetitions:

o Dialogue mode:

Question (inference) – answer: "Imagine a world without heart attacks and strokes! "This is our mission!" (In advertising of a blood pressure monitor).

Neutral position – "you" position: "Diarrhea stops, you keep going".

o Antithesis:

"It does not just stop but cure diarrhea"

"Heals the throat and not only temporarily relieves the symptoms"

"Little pill, great need".

o Repetition of a propositional construction with the proposition "for": "helps for", "a prudent strategy for ..." for people who live naturally, "for people subjected to physical and mental effort", "for sport without pain".

o Quantitative words. They are highly dependent on the broad context, including both the characteristics of the situation and the assessments of the addressee. The forms of comparison, level and gradation are present both explicitly and implicitly in the ad's text:

- quantifiers: 100% vegan probiotic, 50% more, decongests the nose in just 2 minutes; thanks to the triple moisturizing effect; triple action: antifungal, analgesic and antibacterial; quick relief only after 30 minutes, 20 billion useful bacteria

- adverbs: humidity is preserved *continuously*, it destroys *completely*;

- adjectives: *improved* elasticity, *new* generation of liquid patches, familiar formula in *new* packaging, *new economical* packaging.

o Semantic markers for uniqueness: a *single* product for your beautiful skin;

o The metaphorical phrase: "The Fat Trap", "Beauty Comes From Inside", "Science Is Beautiful."

It is noteworthy that a drug is intended for the treatment of several diseases: "Trichevazine capsules" - in swelling, heaviness, fatigue, leg pain; varicose veins; to relieve the symptoms of hemorrhoids. This double, triple, and so on. action is also represented by the noun plus: "Chitosan plus".

In every communicative situation a sign or a symbolic complex corresponds to the contextual field of the communicators. For example, pleasure from the male point of view of cars is related to the idea of physical strength and power, while to women, with convenience and feminine beauty. *Pleasuremax* – translation means "maximum pleasure" because it is meant for excitement and comfort for both partners. This is the advertisement of a specially designed and shaped condom with a unique layout of ribs and dots to create a unique feel for two. The ad logo: "Think of Two!", Which can be interpreted differently depending on the emphasis in the word "think" (thoughts), makes it easier for the audience to remember it.

7. THE CHROMATEMES

The chromatememes are based on the pink color. The colors on which they count are the playful pink color of the packaging foil as well as the standard box for 3 condoms. According to psychologists, the pink color means romance, kindness, love, passion. It brings a sense of comfort, soothes, saves from intrusive thoughts, helps in crisis. The ad will be both introductory and supportive because DUREX is well known to the public in Bulgaria.

8. CONNOTATIVE COMMUNICATION

The contribution of language takes an important place in the realization of commercial goals in the semiotic realization of ads. In most cases, advertising is emotional communication, that is, it is a connotative communication.

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