TIBBIY REKLAMA MATNLARINI YARATISH USULLARI

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ANNOTATSIYA

Ushbu maqolada tibbiyotga oid reklamalarning adresat ongiga turli usullar vositasida yaratilgan matnlar orqali ta'sir qilishi va natijada reklama qilinayotgan dori-darmon iste'molchilari doirasining kengayishi xususida fikr yuritilgan. Tibbiyotga oid reklamalar yaratishning usullari ommaviy axborot vositalari orqali e'lon qilinayotgan tibbiy reklama matnlari misolida asoslangan.

Kalit so'zlar: tibbiy reklama, dori-darmon, reklama tili, adresat, muammoni hal qilish usuli, ta'sir.

METHODS OF CREATING MEDICAL ADVERTISING TEXTS

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ABSTRACT

This article discusses the effects of medical advertising on the human mind through texts created in a variety of ways, resulting in an increase in the number of consumers of the advertised drug. The methods of creating medical advertisements are based on the example of medical advertisements published in the media.

Keywords: medical advertising, medicine, advertising language, addressee, problem solving method, impact.