

**ANALYSIS OF MEDICAL VERSION IN TEXTS OF ADVERTISING OF  
HYGIENE PRODUCTS IN THE FIGHT AGAINST COVID-19 (ON THE  
MATERIAL OF RUSSIAN AND UZBEK LANGUAGES)**

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**Abstract**

In today's pandemic, each of us first of all cares about our health. Of course, pharmaceutical preparations in the form of hygiene products will help us in this, with the help of which we can protect ourselves and our loved ones from becoming infected with the COVID-19 virus. Given the development of the pharmaceutical industry, a number of medical services during a pandemic and their advertising are of great interest among linguists. Our analysis of advertising texts with the participation of medical vocabulary from the point of view of linguistics, which we have undertaken, can serve as useful information in the prevention against COVID-19.

**Keywords:** advertising text, medical vocabulary, hygiene products, COVID-19 virus, treatment, protection means.

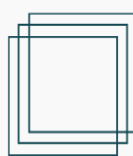
**Introduction**

Advertising text is present everywhere, it has a variety of topics, and carries a semantic meaning. Advertising displayed in the media has a specific text. The text of the advertisement awakens to perform this or that action, and also under its influence it is possible to influence the human consciousness, state [4].

The points of view of T.V. Orlova, E.E. Lanina prove that “the need for mass information arose when interpersonal, neighborly connections ceased to provide the minimum of awareness necessary for coordination of activities” [6, p. 21-22].

**Literature Review**

According to M.A. Rakhimova, “in the advertising art of Uzbekistan in recent years, the tendency to take into account the local mentality has been increasing. Since the target audience is the local population, then when preparing advertising, advertising agencies first of all take into account the peculiarities of the mentality of the indigenous population” [7, p. 56.].



In the modern world, advertising texts containing medical vocabulary are used for the following purposes:

- in print, text that is intended for visual perception. This includes flyers, handouts, tailored menus for special diets, services, etc.;
- in the media, these are advertising texts that are placed in newspapers, magazines, etc. for the distribution of pharmaceuticals;
- in the radio, where the text of the advertisement is voiced and transmitted to the listeners;
- on the global Internet, where each advertisement is played with high frequency to the general public;
- in outdoor advertisements (banners), and this is the text that takes its place in the very center of the city, a quarter where it is crowded. Color scale, brilliance and, of course, brightness are the characteristic features of outdoor advertising.
- in symbolic gifts that make up an advertising text with a corresponding theme.

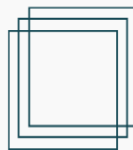
### **Analysis**

In addition to the above-mentioned goals of the advertising text, which reflects the medical vocabulary, it would be correct to name its functions. Its main function can be called the dissemination of important and useful information among the population. This is evidenced by the period of the pandemic associated with COVID-19 around the world, including in our country. This is stated below by our advertising texts, i.e. social advertising, in which medical vocabulary plays an important role. For instance:

a) personal hygiene products in the fight against infection with the COVID-19 virus. For example, advertising of medical disposable masks, gloves, antiseptics, antiviral badges, etc.

Wet wipe. As the most widespread hygiene product, a wet napkin has entered our life and managed to turn into a necessary item in everyday life. Wet wipes are in personal wipes for women, in briefcases for men and those who strictly follow personal hygiene. In families in which newborns or small children, the elderly, sick, etc.

In the texts of this hygiene product, you can feel the awakening of confidence in the reliability of the products with the words, antibacterial, gentle protection, tested, kills and destroys: bacteria, germs and weeds. For example: «Влажные салфетки AURA антибактериальные. Без триклозана», «Kleenex бережная защита. Антибактериальные влажные салфетки. Протестированы дерматологами с маслом ши и алоэ вера. Убивает 99,9% микробов и вирусы. Не содержит спирта», «Влажные салфетки Smile предназначены для обработки рук и тела. Уничтожают до 99% бактерий»; [“AURA antibacterial wet wipes. Triclosan free”, “Kleenex gentle protection. Antibacterial wet wipes. Dermatologically tested with

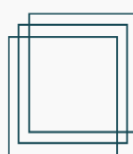


Shea Butter and Aloe Vera. Kills 99.9% of germs and viruses. Does not contain alcohol ", " Smile wet wipes are designed for hand and body treatment. They destroy up to 99% of bacteria"];

Special text distinguishes advertising of wet wipes, which reflect such feelings as caring for babies and their skin: «Детские гипоаллергенные Smile baby влажные салфетки без парабенов, без спирта. Успокаивают кожу малыша. Серия с экстрактом ромашки и алоэ», «Johnson`s от макушки до пяточек. Нет больше слёз. Влажные салфетки для чувствительной кожи новорожденных. Гипоаллергенно. Без отдушки. Не содержат мыло и спирт», «Солнце и луна влажные салфетки для детей. Создано мамами для мам», «Pampereino Baby Wipes детские влажные салфетки для самых маленьких. Забота с первых дней жизни. Гипоаллергенные. Без спирта», «Влажные салфетки ДЕТСКИЕ Baby care. Без спирта», «УМКА нежная забота с первых дней Детские салфетки. Гипоаллергенные. С экстрактами ромашки и череды. Не содержат спирт» «Для нежного очищения кожи используйте влажные салфетки HUGGIES!» [“Hypoallergenic baby Smile baby wet wipes without parabens, without alcohol. Soothes baby's skin. Series with chamomile and aloe extract ", " Johnson`s from crown to heel. No more tears. Wet wipes for the sensitive skin of newborns. Hypoallergenic. No perfume. Do not contain soap and alcohol ", " Sun and moon wet wipes for children. Created by moms for mums ", " Pampereino Baby Wipes baby wipes for the little ones. Caring from the first days of life. Hypoallergenic. Alcohol-free ", " Wet wipes BABY Baby care. Without alcohol ", " UMKA tender care from the first days Baby wipes. Hypoallergenic. With extracts of chamomile and string. Do not contain alcohol "" For gentle cleansing of the skin, use wet wipes HUGGIES!"];

For lovers and those who prefer the exotic aroma of citrus fruits, many manufacturers offer such wet wipes that smell of lemon, lime and even mint, and this gives an additional effect to advertising texts: «smart ЭКОНОМ ЛИМОН влажные салфетки универсальные освежающие. Не содержат спирта. Подходят для всех типов кожи», «Влажная салфетка Wet one ЛИМОН гигиеническая и антибактериальным эффектом. Ag + с ионами серебра», «Влажная салфетка Wet one МЯТА ЛАЙМ гигиеническая и антибактериальным эффектом Ag + с ионами серебра» [“smart ECONOMY LEMON universal refreshing wet wipes. Alcohol free. Suitable for all skin types”, “Wet one LEMON wet napkin with hygienic and antibacterial effect. Ag + with silver ions”, "Wet one Wet one LINE MINT hygienic and antibacterial effect Ag + with silver ions"];

In the texts of wet wipes for the whole family, for all skin types, sentence constructions often appear, containing words and expressions, such as money saving, bonuses in the form of gifts: «smart ЭКОНОМ влажные салфетки универсальные. ДЛЯ ВСЕЙ СЕМЬИ. Не содержат спирта. Подходят для всех



типов кожи», «smart ЭКОНОМ влажные салфетки универсальные освежающие. Не содержат спирта. Подходят для всех типов кожи. 5 штук в подарок. Эффективны от 99,9% микробов», «smart ЭКОНОМ РОМАШКА влажные салфетки универсальные освежающие. Не содержат спирта. Подходят для всех типов кожи», «Влажная салфетка Wet one ОЗОН гигиеническая и антибактериальным эффектом. Ag +с ионами серебра»; [“smart ECONOMY wet wipes are universal. FOR THE WHOLE FAMILY. Alcohol free. Suitable for all skin types”, “smart ECONOMY universal refreshing wet wipes. Alcohol free. Suitable for all skin types. 5 pieces as a gift. Effective against 99.9% of microbes”, “smart ECONOMY CHAMOMILE universal refreshing wet wipes. Alcohol free. Suitable for all skin types”, “Wet one OZONE wet napkin with hygienic and antibacterial effect. Ag + with silver ions ”];

Disposable mask. Before the onset of the pandemic, in our country and even in Russia, medical personnel, patients or visitors of patients were mainly crawling with disposable masks in medical institutions in order to avoid the spread of diseases, such as viral ones. And abroad, for example, in China and in a number of megacities of the world, due to air pollution from chemical waste from hyper-factories, residents had to wear disposable masks in order to avoid health problems. And at the moment, wearing masks is aligned with the rules of self-defense during a pandemic, since this is an important decision of the WHO. Examples:

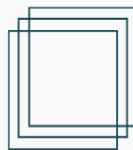
- in Russian, «Маска трёхслойная против пыли, бактерий», «SSK трехслойная гигиеническая маска. 600 сум» etc.;

- in Uzbek, «Changdan Bakteriyalardan White yuz niqobi uch qavat filtrlı», «100% x/b materialdan tikilgan kombinezon. Oddiy maskaning materialidan tikilgan kombinezonda odam terlab ketadi va ishlash qiyin boladi. Shuning uchun sertifikatları bor sifatli kop martalik kombinezonlar taklif qilamiz. Ozbekiston boyicha yetkazib berish xizmati bor», «Mezon» tibbiy niqoblari. 3 qavatli . 1-qavat (spanbond SS). 2-qavat (Mel'tblaun fil'tr). 3-qavat (spanbond SS)» etc.

### **Discussion**

Antiseptics. This hygiene product appeared in the 60s of the XX century in the USA. And today it is considered an important attribute in the fight against viral infections, including helping to keep your hands clean and protect from coronavirus. The texts of antiseptic advertisements are quite interesting and clearly differ. In the course of our research, we identified the following antiseptic advertisements in Russian and Uzbek languages, in which elements of scientific and colloquial styles are felt. For instance:

- in Russian, «БЕТАСЕПТИН трогать друга стало безопаснее. Противовирусный, противобактерицидный антисептик для рук», «ЗАРЯ используйте антисептик! Если нет возможности помыть руки», «СОФТАСЕПТ



С для отдыха и путешествий. Универсальные антисептические средства для обработки рук и дезинфекции кожи. **НОВИНКА**», «Антисептики ARAVIA PROFESSIONAL надёжная защита от вирусов и бактерий», «Halyk Protect чистота и защита ваших рук», «СЕПТИМА Гель для рук антисептический», «Alsoft R дезинфекция рук за 30 секунд», «AntiVirus спрей для детей. Спрей антисептический для детских ручек с увлажняющими компонентами», «Стоп вирус! Эффективные антисептики для рук от Ортекс Мед. 99% микробов и вирусов убивает беспощадно!»;

-in Uzbek, «TALA LUX qo`llarning terisini samarali tarzda dezinfeksiya qiladi va yumshatadi», «AntiCOR antiseptic sprej vositasi. Toshkent shahri bo`ylab yetkazib berish bepul», «HAND+SANITIZER antiseptic sprej 99,9% bakteriyalardan himoya», «Septa Gold antiseptik. Qo`llar uchun sprej lasyon. Etil spirit 99,9% bakteriyani o`ldiradi», «Sara Sept antiseptik sprej!!! Shoshiling! Aksiya! Super narx!», «DOCTOR G Qo`llar uchun sanitar sprej bakteriya va mikroblarni bartaraf etadi», «ANTISEPTIK GEL bor. Optomga 7000 sumdan. Quyuq va sifatli 96% li spirtidan tayyorlangan gel kerak bo`lsa lichkaga yozinglar!!!», «ANTISEPTIK GEL bor. Optomga 7000 sumdan. Quyuq va sifatli 96% li spirtidan tayyorlangan gel kerak bo`lsa lichkaga yozinglar!!!».

Antiviral badges were also on par in the fight against COVID-19. An example is the following advertising text of the antivirus badge in Russian, «!!!ХИТ ПРОДАЖ!!! Противовирусные значки, которые защитят тебя и твоего малыша от вирусов! В наличии только у нас по супер цене! Значок можно цеплять на одежду и на сумку. Можно использовать, как детям, так и взрослым. Снижает риск заболевания на 98%! Предупреждают, разбирают очень быстро. Количество ограничено».

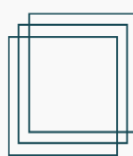
b) advertising of drugs for the treatment of the COVID-19 virus, which was relevant during the pandemic:

- in Russian, «КАРДИОМАГНИЛ Дарит Вам Время. Берегите себя и своё здоровье во время COVID-19», «МАХ-НАИР - против коронавируса!».

- in Uzbek, «Kalsiy D3 Nikomed vaqtini o`tkasib yubormaslik, baquvvatlikni yig`ish! Covid-19 vaqtida o`zingizni va sog`ligingizni asrang».

c) advertising of medical services for the detection of COVID-19, since it was during the pandemic that such medical services spread around the world in order to obtain permission to continue their activities in a work institution, to continue their studies, while passing state borders in a particular country. For instance:

- in Russian, «Заботимся о вашем здоровье вместе с Azimed Hospital МСКТ, цифровой рентген; ПЦР анализ на COVID-19; реабилитация после COVID-19 в стационаре», «Ищите, где сдать ПЦР-тест на COVID-19? Сдайте высокоточный ПЦР-тест в Ташкенте за 200 000 сум», «Ищите, где сдать анализ на вируснейтрализующие антитела к COVID-19 в Узбекистане? IgB S-RBD



методом ИХЛА в Ташкенте! Результат через 1-2 дня. Высочайшая точность», «Прошли вакцинацию от COVID-19, но не уверены в результате? Сдайте анализы на антитела IGG S-RBD методом ИХЛА к COVID-19. Цена 160 000 сум».

- in Uzbek, «COVID-19 EXPRESS 1 soatda covid-19 virusi tahlilini biling», «World health Organization COVID-19 ga qarshi emlanishni unutmang! Emlanish Sizni jiddiy kasalliklardan himoya qiladi va sog`liqni saqlash tizimini mustahkam qilishga yordam beradi», «World health Organization Tibbiyot xodimi sifatida Siz COVID-19 ga qarshi emlanganlar qatorida birinchilardan bo`lishingiz kerak, chunki Siz katta xavf oldida turibsiz».

With the development of the introduction of electronic documents in the public and private sectors, a number of medical institutions during the pandemic began to issue the results of analyzes with a QR code, which is reflected in the texts of advertisements issued in Russian. For instance:

«Где сдать ПЦР-тест на COVID-19 в Узбекистане? Сдайте высокоточный ПЦР-тест в Ташкенте:

- определяем все мутировавшие штаммы;
- можно получить результаты в тот же день;
- официальный бланк с QR-кодом»;

[“Where to take a PCR test for COVID-19 in Uzbekistan? Take a high-precision PCR test in Tashkent:

- we determine all mutated strains;
- you can get results on the same day;
- official form with a QR code ”;]

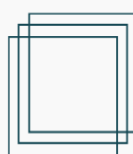
“Grand cross medical urgent testing for COVID-19. 11 points at korzinka.uz supermarkets. we issue an international certificate with a QR code ”.

d) advertising about the need to obtain a vaccine (vaccination) of an agitational nature in order to mass fight against COVID-19. For instance:

- in Russian, «Узбекско-китайская вакцина от коронавируса ZF-UZ-VAC2001 эффективна против индийского штамма коронавируса – Мининноваций».
- in Uzbek, «Men vaksina oldim. Emlanmaslik nafaqat cheklov, balki hayotni xavfda qoldirish hamdir(Madaniyat vaziri Ozodbek Nazarbekov)» (the text of the advertisement voiced by the Minister of Culture Ozodbek Nazarbekov)», «O`ZBEKISTON 24 Vaksina – najot!» (advertising of the Uzbek TV channel).

## **Conclusion**

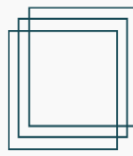
So, as our analysis of advertising text containing medical vocabulary proves, it can serve as useful information when distributing hygiene products or a number of medical services provided in order to prevent the infectious disease COVID-19. And



the correct selection of syntactic constructions in the preparation of an advertising text in each language we studied can provide accessibility to consumers.

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