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# АКТУАЛЬНІ ПИТАННЯ СУСПІЛЬНИХ НАУК ТА ІСТОРІЇ МЕДИЦИНИ

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ЛІНГВОПРАГМАТИЧНІ ОСОБЛИВОСТІ  
НІМЕЦЬКОМОВНОГО ФАРМАЦЕВТИЧНОГО  
РЕКЛАМНОГО ДИСКУРСУ

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медичний університет", Чернівці (Україна),  
lapagalina46@gmail.comLINGUOPRAGMATIC FEATURES OF THE  
GERMAN-SPEAKING PHARMACEUTICAL  
ADVERTISING DISCOURSE

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**Лапа Галина, Семисюк Альбіна.** *Лингвопрагматические особенности немецкоязычного фармацевтического рекламного дискурса. Цель исследования* – рассмотреть лингвопрагматические особенности немецкоязычного фармацевтического дискурса рекламы с точки зрения ее роли и значения как составляющей когнитивной основы иноязычной профессиональной коммуникации. Изучение роли и места немецкоязычного фармацевтического дискурса в современном лингвистическом корпусе, его цель, формы, лингвопрагматические особенности составляют **научную новизну**. В статье использованы такие **научные методы**: описательный, структурно-семантический, метод стилистического анализа. **Актуальность** темы связана с тем, что возрастает необходимость изучения дискурса языков для профессиональных целей с учетом их прагматических особенностей. На основе актуализации одной из основных функций языка – функции воздействия на участников коммуникации, возможно сделать **вывод** о строгоориентированной прагматической установке, разнообразии форм и особенностей ее языкового воплощения.

**Ключевые слова:** *дискурс, фармацевтический рекламный дискурс, прагмалингвистика, лингвокультура, профессиональный социум, жанровая реализация.*

**Introduction.** The linguistic and pragmatic features of the German-language pharmaceutical discourse of advertising are considered from the point of its role and importance as a constituent cognitive basis for foreign-language professional communication. The study of this purpose is carried out from the standpoint of pragmalinguistics and the increase in the proportion of pharmaceutical discourse in social communication, aimed at a wide range of communicants. As a kind of institutional discourse, the German pharmaceutical advertising discourse is characterized by objectivity, information, logicity, professional orientation and special functions, is a dynamic phenomenon for enriching knowledge of languages for special purposes.

**The purpose of the article.** The purpose of the study is to describe the mechanisms for the formation of German pharmaceutical advertising discourse to reveal the nature of its qualitative certainty, to identify lingual-pragmatic peculiarities, on the basis of the isolated characteristics of advertising texts for disclosure of the addressing specifics of advertising information, which is still not sufficiently studied aspect in the linguistics of the specialized text taking into consideration specifics of its organization and socio-communicative tasks.

**The object.** Authentic promotional texts of various genres (instructions for medical use of medicines, messages,

information, television pharmaceutical presentation of modern pharmaceutical products, complaints, announcements) served as the research material.

**Topicality.** Discourse is a language immersed in life; advertising discourse is a targeted professional information (text) E.P. Isakova<sup>1</sup>. This is also a communicative activity that is carried out in the context of a social situation. The linguistic component of advertising statement (text) is the completed linguistic communication, which in various ways guides the audience to certain actions, and constitutes the content basis of the advertising discourse and has a targeted orientation (different groups of people, patients, users, specialists). All this makes it possible to outline this as a feature of the studied discourse, its metadiscursiveness, that is, when its structure is spoken about, then its communicative significance, lying in the aspect of the meaning expression, is distinguished. Its metadiscourse parameters are aimed at focusing the users on the content of the advertising text and provide the process of speech interaction. As to the detailed analysis of possible speech situations, we believe that the vertical division of professional languages, proposed by the German linguist L. Hoffmann<sup>2</sup>, who defines the notion "specialized language" as a plurality of lexicogrammatical and stylistic means, which provide communication in a particular professional field, and are implemented in the texts in

<sup>1</sup> Isakova E.P. "Gramatychna organizatsiya tekstiv reklamnogo ta instruktivnogo kharakteru v ergonomichnomu aspekti" [Text grammatical organization of advertising and structural character in ergonomic aspect], *Problemy semantiky slova, rechennia ta tekstu: Zb. nauk. pr.* [Problems of the word, speech and text semantics: the collection of scientific works], K.: Vyd. Tsentru KNLU, 1999, Vyp. 2, P. 70–77 [in Ukrainian].

<sup>2</sup> Hoffman L., Kalverkamper H. Wiegand Fachsprachen: ein internationales Handbuch zur Fachsprachenforschung und Terminologiewissenschaft, Berlin: Walter de Gruyter, 1998, P. 10–12 [in German].

specialty, should be addressed to. The combination of professional texts in a complex with numerous accompanying background factors creates the discourse of a certain industry (in our case, pharmacy). Thus, taking into account such linguistic factors as the degree of abstraction of the professional language, its forms, the scope of use and the contingent of users, L. Hoffmann<sup>3</sup> distinguishes the following types of communication: between a scientist and a scientist, a scientist and scientific-technical personnel, specialists of various branches of the material production, representatives of trade, consumers.

In addition to a clear distribution of social statuses and roles for institutional discourses, a peculiar variety of communication themes is also distinctive, which depends on the specific purpose of communication within the given institution. The general purpose of the scientific discourse is the formation of new knowledge about the surrounding world, which is presented in a vertical form and stipulated by communicative canons.

An important element in the structure of advertising discourse is a speech event, which reflects the content of the advertising speech act, the peculiarity of which is the informational content of the presented knowledge (in our case, knowledge about the diseases, their manifestation, warnings to protect health, statements of different formats to prevent uncontrolled use of drugs, fighting with bad habits, use of certain tested drugs, and their therapeutic actions, etc.). The feature of German-speaking pharmaceutical advertising discourse is its interdiscursiveness - the interaction of different types of discourses, that is, when the integration of different branches of knowledge (pharmacy, medicine, chemistry, botany, pharmacology, sociology, psychology) is used. The minimum unit of the studied discourse is a speech act aimed at linguistic interaction with communicants for the achievement of the goal, which is based on the social-programme aspect of the statement.

The expediency of choosing German-language pharmaceutical advertising discourse is the object of our study stipulated by the need to consider this particular type of communication taking into account the versatility of its tasks, the diversity of genres and the presentation of elements of professional information for communication with users of pharmaceutical services and other professionals.

**Research methods.** Linguistic description, structural semantic analysis, elements of stylistic analysis to characterize the linguistic and pragmatic peculiarities and the genre specificity of the lexical and terminological units of advertising texts were used to make it possible to state the fact that the German-speaking pharmaceutical advertising discourse is a part of medical discourse and enriches its professional orientation.

#### Analysis of scientific research and publications on

**the problem under investigation.** The theory of discourse in linguistics is connected with the name of the French scientist E. Benvenist, who for the first time proposed the interpretation of discourse as "any expression that determines the existence of the Communicants and their influence on them." Thus, he considers discourse as a communicative event between the speaker and the user of information. N.D. Arutiunova<sup>4</sup> believes that discourse is a linked text in its combination with pragmatic factors. Within the problem under study, we considered it expedient to use the V.I. Karasik<sup>5</sup> approach to the discourse classification, namely, to include the pharmaceutical advertising discourse to the mass-information variety, which envisages professional communication.

The theoretical and methodological foundations of our study are also the main principles of pragmalinguistics (N.D. Arutiunova<sup>6</sup>, M.N. Makarov<sup>7</sup>, G.G. Pocheptsov<sup>8</sup>, J. Lich), cognitive linguistics (O.S. Kubryakova<sup>9</sup>, O. Zalevska), sociolinguistics (V.I. Karasik)<sup>10</sup>. We also take into account some of the research positions of J. Cook, O.S. Ivanova, A. Botsman<sup>11</sup> concerning communicative characteristics and features of genre realization in the advertising discourse of the above specialty.

Advertising discourse is a special kind of communication. Formally, the advertising discourse, taking into consideration versatility of its tasks, has significant varieties of means, options and elements of the presentation system of its communicative directions for contacts with the users of pharmaceutical services.

Advertising today is an integral part of a wide range of contemporary media (the term "advertising" from the Latin "reclamare") appeared in the second half of the XVIII century.

Today there is a large number of definitions of this concept, we share the view of V.M. Avrasin, who considers advertising discourse as one of the models of social and dynamic communication process. A discursive approach to the study of advertising allows us to expand the understanding of the subject of our study.

N. N. Koptev characterizes advertising discourse as a variety of the institutional, organized by a set of typical situations of communication (speech events) for the given sphere, presented in typical models of speech behavior, defined by a limited subject of communication, a specific palette of intentions and followed from them speech strategies.

Using the previously mentioned definition, we support the view of this linguist and, proceeding from it under the pharmaceutical advertising discourse we understand the text stipulated by the situation of advertising communication within the professional speech. That is, discourse is a completed message, which has a clearly directed pragmatic point containing the distinct signs of the oral speech and written

<sup>3</sup> Ibidem, P. 10–12.

<sup>4</sup> Arutiunova N.D. Diskurs. Lingvisticheskii entsyklopedicheskii slovar' [Discourse. Linguistic Encyclopaedia dictionary], M., 1990, P. 136–137 [in Russian].

<sup>5</sup> Karasik V. I. Yazykovoii krug: lichnost', kontsepty, discours [Language circle: personality, concepts, discourse], Volgograd: Peremena, 2002, P. 47–51 [in Russian].

<sup>6</sup> Arutiunova N.D. Diskurs. Lingvisticheskii entsyklopedicheskii... op. cit., P. 136–137.

<sup>7</sup> Makarov M. L. Osnovy teorii diskursa [Fundamentals of discourse theory], M.: ITDGG "Gnozis", 2003, P. 191–193 [in Russian].

<sup>8</sup> Pocheptsov G. G. Teoriia ob kommunikatsii [Theory of communication], M.: Refl-buk, K.: Vakler, 2001, P. 201–203 [in Russian].

<sup>9</sup> Kubriakova E. S. "Evolutsiia lingvisticheskikh idei vo vtoroi polovine XX veka" [Evolution of linguistic ideas in the 2<sup>nd</sup> part of the XX century], *Yazyk i nauka kontsa XX veka* [Language and science of the late XX century], M.: RAS, 1995, P. 87–89 [in Russian].

<sup>10</sup> Karasik V. I. Yazykovoii krug: lichnost'... op. cit., P. 47–51.

<sup>11</sup> Botsman A. "Structural, Semantic and Pragmatic Peculiarities of English Patient Instruction Leaflets", 6<sup>th</sup> National Tesol Ukraine Conference: "The Way Forward to English Language and ESP Teaching in the Third Millennium" January 23–24, 2001. Conference Papers, Kyiv, 2001, P. 14–15 [in English].

The forms of existence of advertising discourse are diverse, constantly evolving and enriching, there is also a mix of advertising genres.

Verbal and non-verbal components of advertising texts in the formation are characterized by the functional orientation of the text. Graphic presentation of pharmaceutical advertising information is accompanied by a verbal unit, since the verbal sign clearly represents the content of the image, its function and essence, the main purpose of information advertising in general (Roy P.K)<sup>12</sup>.

Such kind of advertising discourse as advertising advertisement occurs in lexicographic pharmaceutical publications. In the study of the advertising discourse, investigated by us, we use the following definition of this phenomenon as a brief statement of any fact in order to induce the addressee to take any action (linguistic and pragmatic motivation). This genre is characterized by a standard form of presentation of advertised information, the use of terminology units, language clichés, nomenclature names, stating slangs, lack of imagery and non-personal style. Advertising is multifunctional, informative and pragmatic, however, this genre forms a positive response of the addressee to the advertisement, since all its parts (title, introduction, main text, suggestion) draw attention to a particular group of people.<sup>13</sup>

One of the language functions is the function of influence on communicants, which is clearly manifested in the pharmaceutical advertising discourse. Following E. L. Dotsenko<sup>14</sup> we keep to the definition of advertising discourse concept as a completed message, which has a purely oriented pragmatic purpose (attention to the subject and purpose of advertising). Advertising message is inherent in its style of consistent teaching of information that distinguishes it from other styles, and is characterized with pragmatic orientation.

The increase in the proportion of pharmaceutical discourse in social communication contributes to the diversification of the text forms communication, oriented to a broad-based media, and determines the genre composition of pharmaceutical discourse within a communicative-functional paradigm<sup>15</sup>.

Models of the scientific communication taking into account grammatical and lexical means are shown in their implementation and communicative-pragmatic aspects.

Advertising texts are the texts of the broad sphere functioning from the point of the necessity of disclosing the presentation of professional information relevant to professionals and users of advertisements<sup>16</sup>.

Such approaches of domestic and foreign linguists to the determination of the pragmatic and linguistic features of the pharmaceutical advertising discourse as a part of the medical discourse are theoretical grounds for the further elaboration of the theory of professional discourse development.

**Exposition.** Advertising today is an integral part of a wide range of contemporary media (the term "advertising" - from the Latin language, "reclamare" appeared in the second half of the century).

Today there is a large number of interpretations of this phenomenon. In our study, following Kozhedorova M.<sup>17</sup>, we consider the pharmaceutical advertising discourse as one of the models of social communication, the specifics of which are the presence of terminology and commonly used vocabulary, where the professional stratum forms the following basic concepts: *Pharmazie, Gesundheit, Krankheit, Mensch, Arznei*," *Arzneimittel*," *Hygiene*," *Schmerz*," *Medikament*," *Sauberkeit*," *Therapie*," *Wirkstoffe*", etc., which are used for cognitive terminology and lexical units of the specialty. A discursive approach to the study of German-language pharmaceutical advertising allows to broaden the understanding of the subject under study, the linguistic and pragmatic features of this discourse.

The research material served as authentic promotional texts of various genres (instructions for medical use of medicines, messages, information, television pharmaceutical presentation of modern pharmaceutical products, complaints, announcements).

These genres are texts of a broad scope for the presentation of professional information (in our case, pharmaceutical), relevant for professionals and users in an optimal structural-semantic way: *Sedaston ist Formel des Gleichgewichts, Antral für die Gesundheit der Leber, Kleine Herzen für grosse Herzen*, which is one of the forms of manifestation of the pragmatic direction of advertising discourse.

Advertising TV news is characterized by its style of information presentation (more extensive information with a video presentation), which distinguishes it from other styles (for example, instructions).

In the advertising pharmaceutical discourse the function of the language influences on communicants, therefore each informational zone should be modeled taking into account the indicator of addressability (age, professional, amateurish, general public). The set of indicators forms a model of text perception, providing the addressee with the most effective orientation in the information. In the linguistic aspect we define stylistic features of the combination of discursive forms of scientific and official-business styles. Substylish variability is connected with the functioning of specialized professional languages in advertising texts, the semantic space of which is united into one conceptual network - informative, advice, and caution<sup>18</sup>.

The space of the connotative range is connected with the significance of the nominative units, the variety of their forms, the variety of shades of lexical means. Advertising (including a specialist) is perceived at the associative level.

<sup>12</sup>Roy P.K. "Stochastic Resonance as an Emerginy Technique for Neuromodulation and Pharmacolinguistics: Using Nonlinear Dynamics to Analyze Drug-Induced Language Translation and EEG", *Journal of Quantative Linguistics*, 2004, Vol. 11, N 1-2, P. 49-77 [in English].

<sup>13</sup>Kosilova M. F. "Instruktsi k medikamentam: lingvistika na sluzhbe praktiki" [Instructions to medicine: linguistics in practical work], *Vestnik Moskovskogo un-ta. Seria 9. Filologiya* [Moscow State University Bulletin. Series 9. Philology], M., 2003, N 2, P. 100-117 [in Russian].

<sup>14</sup>Dotsenko E. L. *Psychology Manipulation: Phenomena, Mechanisms and Protection*, M.: Retch, 2003, 304 p. [in English].

<sup>15</sup>Podolkova S. V. "Realizatsiya komunikatyvnosti u teksti tehnicnoi reklamy i anotatsii naukovykh eksperymentalnykh statei" [Communication implementation in texts of technical advertisement and annotations of scientific-experimental articles], *Visnyk Kharkivskogo nats. Un-tu im.V. N. Karazina* [Bulletin of Kharkiv State University named after V.N.Karazin ], Kharkiv, 2001, N 536, P. 145-152 [in Ukrainian].

<sup>16</sup>Okhrymenko V. I. "Reklamnyi tekst iak vyd globalnoi kauzatsi" [Advertising text as a type of global causation], *Problemy semantky slova, rechenia i tekstu. Zb. Nauk. Pr.* [Problems of the word, speech and text semantics: the collection of scientific works], K.: Vyd. Tsentru KNLU, 2000, Vyp. 4, P. 129-138 [in Ukrainian].

<sup>17</sup>Kozhedorova M. *Linguostylistic Peculiarities of German Advertising*. [Electronic resource], Marina Kozhedorova. Site - Access Mode: <http://Marina02051986.Narod.com> - Date of use 27.12.2010 [in Russian].

<sup>18</sup>Pilnick A. "The interactional organization of pharmacist consultation in a hospital setting: A purative structure", *Journal of Pragmatics*, 2001, Vol. 33, N 12, P. 1927-1945 [in English].



esaurus, it has functions that perform lexical units of the commonly used language, vocabulary terminology of the related branches of medicine and pharmacy, narrow-branch terms, borrowed terms from English, Latin, French languages. The Bank of Terminology is represented by the names of international pharmaceutical companies of trademarks, diseases, medicines.

**Лапа Галина, Семисюк Альбіна. Лінгвопрагматичні особливості німецькомовного фармацевтичного рекламного дискурсу.** Актуальність наукової розвідки пов'язана з тим, що у зв'язку з появою сучасних тенденцій досліджень медичного дискурсу зростає необхідність вивчення дискурсу фахових мов з урахуванням їхніх лінгвопрагматичних особливостей. **Мета дослідження** – вивчення лінгвопрагматичних особливостей німецькомовного фармацевтичного рекламного дискурсу, вербальної кодифікації, опис механізмів, формування досліджуваного дискурсу з огляду на його роль та значення як когнітивної складової іншомовної фахової комунікації. Дослідження цієї проблеми проводиться з позиції прагмалінгвістики та з урахуванням збільшення питомої ваги зазначеного дискурсу в соціальному спілкуванні. У статті використані такі **наукові методи**: описовий, структурно-семантичний, метод стилістичного аналізу.

**Наукова новизна.** Спроба виокремити, підкреслити об'єктивність змісту його текстової інформації і засоби щодо збагачення знань про мови за професійним спрямуванням, наголосити на тому, що його жанри віддзеркалюють комунікативну діяльність, яка здійснюється у контексті соціальної ситуації. Підсумовуючи все сказане, можна дійти **висновку**, що лінгвопрагматичні особливості німецькомовного фармацевтичного рекламного дискурсу активізуються в основній функції фахових мов – функції психологічного впливу на учасників комунікації у різноманітних формах лінгвістичного відтворення. Щодо подальших **перспектив вивчення** цієї проблеми, вважаємо за доцільне продовжити досліджувати новітні жанри, які формують німецькомовний фармацевтичний рекламний дискурс, його метадискурсивність, сучасні моделі з урахуванням лінгвістичних засобів реалізації прагматичних аспектів в межах комунікативної соціальної парадигми для здійснення зв'язку з користувачами фармацевтичних послуг та інших фахівців.

**Ключові слова:** дискурс, фармацевтичний рекламний дискурс, фахова мова, прагмалінгвістика, комунікативний професійний соціум, жанр, жанрова реалізація.

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