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# Service Parts of Speech as an Important Component of Advertising Text in Russian and Uzbek Languages (By the Material of Advertising in the Sphere of Medicine)

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**Gafurov Bakhtiyor Zakirovich**

*Doctor of Philosophy PhD, Associate Professor of Uzbek language and literature department  
Bukhara State Medical Institute Named after Abu Ali ibn Sino*

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**Abstract:** in advertising texts in Russian and Uzbek, which reflect medical vocabulary, service parts of speech are widely used. When compiling the syntactic constructions of the advertising text in each language we study, the service parts of speech perform their linguistic functions. In our case, since the advertising text serves to distribute pharmaceutical products or a number of medical services, the service parts of speech used in them perform the functions of connecting words or sentences, to enhance the meaning of words or their negation, in order to form words or case forms, etc. This is evidenced by the examples of advertising texts analyzed by us in Russian and Uzbek.

**Keywords:** advertising text, medical vocabulary, service parts of speech, prepositions, conjunctions, particles.

## I. Introduction

The advertising text of medicines or services may be of little relevance if you do not give the appropriate color when pronouncing the words that make up the main content of the text. This moment is taken into account when broadcasting a commercial on radio or television in the form of a video or audio presentation; and in print and in the press on logos and with the help of computer graphics.

In the advertising text of pharmaceuticals and a number of areas of medical services in Russian and Uzbek versions, service parts of speech are widely used. Given the active use of their authors in the texts of advertisements for pharmaceuticals or medical services, we conditionally form their formulas using capital initial letters, taking into account their use in sentences. For example, the preposition is "P", the particle is "PT", the conjunction is "C", and the case ending is in Uzbek; to convey the meaning of Russian prepositions - "RP", formative postpositions (conjunction) of adjectives - "FP".

Consider, as an example, Russian particles and

their Uzbek equivalents. In Russian, the negative particle "не" is actively used. For instance:

- **in the text of advertising in Russian,** «*Супрастинекс Аллергия - не помеха на пути к успеху!*» - (formula: PT+P+P= advertising text);

«*Зиртек доступность цены – уже не новость*» - (formula: PT= advertising text);

«*Dr. Khasanov Ринопластика. Шрамы украшают мужчину, но не кривой нос. Показание к ринопластике: деформация носа после полученной травмы*» - (formula: C+PT+P+P = advertising text);

«*Ищите «Хайкиназол»? Теперь он называется «Диласен! «Диласен» бальзам не требует дополнительного применения шампуня. Убирает перхоть, зуд и покраснение*» - (formula: PT+P = advertising text);

«*Colgate Когда говорят не сможешь быть «папой в декрете» я улыбаюсь!*» - (formula: PT+P = advertising text);

«*Псило-бальзам: Не верь! Не бойся! Не чеши!*» - (formula: PT+PT+PT= advertising

text);

«**Актофлор–С** активируете полезную микрофлору кишечника. Реклама Бад не является лекарственным средством. **Актофлор–С** имеются противопоказания» и «**БОБОТИК** симетикон чтобы не болел животик» - (formula: PT+C+PT = advertising text).

## II. Literature review

In the Uzbek language, the meaning of this particle is conveyed using the incomplete verb (to`liqsiz fe`l) "emas". Usually in the Uzbek language, the incomplete verb "emas" is used both with verbs and with nouns, adjectives, pronouns. For example: o`qimoq emas (no need to learn), o`qimoq kerak; u emas (not him), sen emas (not you); suv emas (not water), hayot emas (not life); shirin emas (not sweet), nozik emas (not graceful, not fragile), etc. Consider the combination of the Uzbek incomplete verb "emas" with parts of speech in advertising texts:

- **in the text of the advertisement in Uzbek**, «**Sperolin** Bepushtlik – bu hukm emas. Uning yechimi bor!» - (formula: PT(incomplete verb) = advertising text);

«**БАДЯГА GEL** Ko`karish va lat yeganda kosmetologik vosita. Lat yegan sohaga qarab miqdor belgilanadi bu dori vositasi **emas** gel ko`rinishida bo`lganligi sababli teriga surtiladi 20-30 daqiqa turadi keyin iliq suvda yuvib tashlanadi» - (formula: C + PT (incomplete verb) = advertising text);

In addition to particles in the advertising text of pharmaceuticals and a number of areas of medical services, as well as other official parts of speech, prepositions are widely used. Such a preposition as "без" is especially actively used in combination with nouns, numerals, pronouns and adverbs in the form of the genitive case, and in the Uzbek language in the form of a similar word-forming particle "-siz", which is used in the formation of adjective forms. For instance:

- **in the text of advertising in Russian**, «**VisuCaps** Восстанавливает зрение без операции. Сократите внутриглазное давление. Натуральный комплекс 1 капсула в день» (the preposition without in combination with the noun operation in R.P. and the formula:

P = advertising text);

«Совместный выкуп **витаминов без переплат**. Только оригинал. Доставка 7-8 дней» (the preposition without in combination with the noun overpayment in R.P. and the formula: P = advertising text);

«Рано появились проплешины? Вместо стильной стрижки, прячешь зылысины? **b2b\_beautyclinic** Сделаем тебя моложе. Специалисты нашей клиники восстановят волосы **без боли**» (the preposition without in combination with the noun pain in R.P. and the formula: P = advertising text);

- **in the text of an advertisement in Uzbek**, particles can be expressed as a separate word or derivational suffixes, which are part of the forms of adjectives. «**Bosh og`rig`im yo`q, faqat maqsadlar! Ibuklin active** bosh og`riqsiz faol hayot!» - (formula: PT+FP = advertising text);

«**Krinol** Qalqonsimon bez faoliyatini tiklang! Retsepsiz beriladi» - (formula: FP= advertising text);

«**ARTRAID** ushbu mahsulot eng qarovsiz qolgan bo`g`imlarni **ham** tiklaydi. Bo`g`imlardagi og`riq batamom yo`qoladi»- (formula: FP= advertising text);

## III. Analysis

In the Uzbek language, the postposition (particle) "–mi" (li) is used in the formation of interrogative sentences, and the particle **uchun** is used to enhance the meaning and is translated into Russian as a preposition "для".

«**Spirтли** ichimlik ichish va tamaki chekishga chek qo`yish muammomi? Buning yechimi **GO TOX** – Hindiston meditsinasi tomonidan ishlab chiqarilgan maxsus preparat. Bu tabiiy Maxsulot bo`lib, inson organizmi **uchun** mutlaqo xavfsiz, **GO TOX** ni iste`mol qilganda nikotin **va** alkogolga bo`lgan xoxish yo`qoladi» - (formula: FP + PT + C = advertising text);

«Sochlaringiz nimjon va siyrakmi? Ko`p to`kilib sizni bezor qildimi? Dag`al, quruq **yoki** juda ko`p yog ajraladimi? Oqargan sochlarni tabiiy qoraytirish **uchun** «**RAPM**» malhamli shampunlari. Bularning echimi «**imbir**» tabiiy maskasi» - (formula: C+P = advertisement text) or «Zararsiz ozmoqchimisiz? «**Kod S new**» ozish

**uchun.** *Qorin, bo`ksa, qul, oyoqdagi yog`larni eritish uchun o`ta samarali tabiiy preparat! Millionlab mijozlar tanlovi!»* or as the ending of the form V.p. (-ga): «**World health Organization COVID-19 ga qarshi emlanishni unutmang! Emlanish Sizni jiddiy kasalliklardan himoya qiladi va sog`liqni saqlash tizimini mustahkam qilishga yordam beradi»**- (formula: PO + PO + PO = advertising text);

«**Placenta extract gel – Vitiligo (oq dog`lar) uchun** maxsus vosita kremdan iborat bo`lib, dengiz ilonidan maxsus ingredient qo`shilgan preparat, oq dog`lar paydo bo`lganda qo`llaniladi. Birgalikda foydalanish uchun tabiiy krem to`plamiga kiradi. Ushbu krem terining oq joylariga samarali ta`sir qilib, terining tabiiy rangini tez fursat ichida tiklaydi!» - (formula: PT+PO+PT= advertising text);

Next, consider the use of the Russian preposition "от" in the advertising text of pharmaceuticals and a number of areas of medical services. And in the text in Uzbek, this preposition is used as a case ending "-dan". For instance:

- **in the text of advertising in Russian,** «**Сустафлекс Полное избавление от болезней суставов»** - (formula: P= advertising text);

«**Maxim** Скажи поту нет! Проверенный антиперспирант в Узбекистане. Избавиться от потливости: мечты сбываются» - (formula: P + P = advertising text);

«**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»** - (formula: P+C+PT+P+P+P= advertising text);

«**Узбекско-китайская вакцина от коронавируса ZF-UZ-VAC2001 эффективна против индийского штамма коронавируса – Мининноваций»** - (formula: P + P = advertising text). This text of the advertisement, in addition to the preposition "от", contains one more preposition "против", which is used when indicating the phenomenon against which any remedy is applied or any action is taken.

«**Мазь от геморроя «Хуа То»** Моментально устраняет боль, зуд и жжение; Заживляет раны, останавливает кровотечение; Снимает воспаление и отеки в анальной

зоне; Способствует быстрому сокращению геморроидальных узлов в размерах; Укрепляет сосуды прямой кишки» - (formula: P+C+C+P+P= advertising text);

- **in the text of the advertisement in Uzbek,** «**Dermazol – zambururug`lardan davolovchi preparat . Ketokonazol 2%. Krem»** - (formula: PT+PO= advertising text);

«**Diqqat! Super yangilik! O`rta Osiyoda ilk bora. Qandli diabet «Сахар» kasalligiga qarshi «Ала-Диабет» preparati!!! Qandli diabetdan azob chekayapsizmi? Unday bo`lsa Sizga Sunnat asosida tabiiy o`simliklardan tayyorlangan «Ала-Диабет» yordam beradi. DORIXONALARDAN SO`RANG!»** - (formula: PO + PO = advertising text);

The Russian preposition “для” in the Uzbek language appears in the meaning of the union “**uchun**” or the case ending “-ga” of the form V.p. nouns. For instance:

- **in the text of advertising in Russian,** «**Ацекард - препарат для профилактики инфаркта и инсульта»** - (formula: P + C = advertising text);

«**Mini Max** чёрные вкладыши для одежды. Для защиты от пота 12 штук» - (formula: P + P = advertising text);

«**En jee New** вкладыши для защиты одежды от пятен пота» - (formula: P + P = advertising text);

«**Фестал** тройное действие для пищеварения при бурления, вздутия, тяжести. 1) способствует устранению тяжести 2) Экстракт желчи действует желчегонно 3) гемицеллюлаза уменьшает вздутие живота» - (formula: P + P = advertising text);

«**Гексализ – французские таблетки для лечения боли в горле»** - (formula: P + P = advertising text);

«**Комплексная защита. Sensodyne-** зубная паста для чувствительных зубов» - (formula: P = advertising text).

The following example differs from the others in that the four declarative sentences of the advertisement for **RONTO** eye drops actively

use the preposition "для", which emphasizes that this remedy is intended to solve a number of symptoms in eye problems. Example:

«**RONTO для** ежедневного ухода за глазами.

Для всех видов линз.

Для облегчения сухости глаз.

Можно использовать с жесткими линзами.

Для снятия усталости и покраснения глаз» - (formula: P+P+P+P+P+P+C= advertising text.

In terms of tautology, the Uzbek particle "uchun" is in no way inferior to the Russian preposition. For example: «**Placenta extract gel – Vitiligo (oq dog`lar) uchun maxsus vosita kremdan iborat bo`lib, dengiz ilonidan maxsus ingredient qo`shilgan preparat, oq dog`lar paydo bo`lganda qo`llaniladi. Birgalikda foydalanish uchun tabiiy krem to`plamiga kiradi. Ushbu krem terining oq joylariga samarali ta`sir qilib, terining tabiiy rangini tez fursat ichida tiklaydi!**». This advertising text in the Uzbek language differs from others in that the author used the union "uchun (when translating an analogue of the Russian preposition "для")" twice in the content of the text, i.e. in the first and second sentences in order to emphasize the effectiveness of this pharmaceutical product.

«**Аджисепт – пастилки для** рассасывания. Пастилки **Аджисепт в** семейную аптечку» - (formula: P + P = advertising text);

«**СПЕЦИАЛЬНОЕ ДРАЖЕ МЕРЦ** Комбинированный препарат для кожи, волос, ногтей и всего организма»; «Комплекс упражнений для спины. Скачайте бесплатно» - (formula: P + C + P = advertising text);

- in the text of the advertisement in Uzbek, «**Revard - sochlar va soqollarning o`shishi uchun №1 maxsulot**» - (formula: C+PT = advertising text);

#### IV. Discussion

The Russian prepositions "s" and "so" do not give way to other prepositions. They also actively act as part of the syntactic constructions of advertising texts containing medical vocabulary. For instance:

«**Пересадка волос в Стамбуле.** Превосходное качество с роскошным обслуживанием. Обновленная технология» - (formula: P + P = advertising text);

«**Лесной бальзам с** иммунаактивным действием. Тройной эффект двойная мята. 1. Защита дёсен. 2. Антикариес. 3. Экстра свежесть. **На** каждый день» - (formula: P + P = advertising text);

«**МАСЛО ЧЕРНОГО ТМИНА «ЛИК» с** витамином Е. Биологическая активная добавка к пище» - (formula: P + P = advertising text);

«**Випросал В** целебная мазь со змеиным ядом» - (formula: P=advertising text);

«**Инъекции красоты со** скидкой 25%. Убрать морщины за 10 минут!» - (formula: P + P = advertising text);

The preposition "о" (haqida) is usually used with two cases. These are the accusative and prepositional cases. For example, in the form P.p. «**Заботимся о** вашем здоровье вместе с **Azimed Hospital МСКТ, цифровой рентген; ПЦР анализ на COVID-19; реабилитация после COVID-19 в стационаре**» - (formula: P + P + P + P + P = advertising text);

The particle "haqida" in the Uzbek language tends to describe something or direct someone to a goal, and you can compare it with the Russian peridlogues "о, об", which are used in Russian in the form of a prepositional case.

- advertising text in Uzbek, "**vaksinauzb ZF-UZ-VAC2001 vaksinasi haqidagi axborot resursi**" - (formula: PT= advertising text);

And the following example of the text of an advertisement for a pharmaceutical product in Russian contains the preposition "for" repeated twice and two single-root words: intravenous and intramuscular. Example: "**ЦЕФЕПИМ порошок для** приготовления раствора для внутривенного и внутримышечного введения" - (formula: P + P + C = advertising text).

The borrowed word "gel-гель" is widely used in advertising texts of pharmaceuticals, actively replenishing the vocabulary of medical vocabulary in Russian and Uzbek. In the ESMT

(encyclopedia dictionary of medical terms) the word **gel** (lat. gelu frost; gelo freeze, solidify; syn. jelly) is a solid, often gelatinous colloidal system consisting of a liquid dispersion medium enclosed in a spatial grid formed by the combined particles of the dispersed phase; all dense tissues of the body are gels in structure [8].

The medical term **gel** in the texts of advertisements for pharmaceuticals is used to convey the soft form of a particular ointment produced by various pharmaceutical companies. And when analyzing the texts of advertisements for pharmaceuticals in Russian and Uzbek, we came across the fact that the service parts of speech have their own weight and play an important role in the preparation of such syntactic constructions. For example, a suggestion **для**:

- **in Russian advertising text**, «*Контрактубекс Гель для наружного применения лечение рубцов*» - (formula: P= advertising text);

«*Анасен Гель с охлаждающим эффектом. Гель для дёсен*» - (formula: P + P = advertising text);

Particles "да" to convey a sign of approval or consent and "нет" in order to deny something: «*Вольтарен эмульгель Скажи чистым рукам – да, а боли - нет*» - (formula: PT + PT = advertising text). But one should not skip the union "а", which in this example contrasts the phrase clean hands with the word pain.

The prepositions “при” and “у”, classifying in the grammar of the Russian language as simple, can be located in the same sentence carrying a special character: «*Калгель гель зубной Снимает боль возникающую при прорезывании зубов у детей*» - (formula: P + P = advertising text). In this example, the preposition "with" indicates the quality and property of the object, and the preposition "у" indicates the persons among whom something is happening;

«*Долобене гель движение без боли! Благодаря высокой эффективности препарата Долобене гель, пациенты с растяжением связок смогли приступить к*

*тренировкам уже через 6 суток после начала лечения, а пациенты контрольной группы (без лечения) – только через 11 суток*» -

(formula: P+P+P+P+P+P+C+P+PT+P= advertisement text). In our chosen example, the preposition “без” indicates the absence of something, and the preposition “с” helps to describe the symptom, the preposition “к” indicates the contact of someone with something, the preposition “через” indicates a period of time, in order to explain the possibilities of the drug, the adversative union "а" is used.

The connecting union "и" in Russian and the unions "va, bilan" in the Uzbek language are especially distinguished when they are used in advertising texts that contain medical vocabulary. The authors of advertising texts use them to connect words in simple sentences by listing nouns, adjectives, pronouns, verbs, adverbs in them, or in sentences to form complex structures. For instance: «*Ортопедический матрас Family, выполненный на основе зависимого пружинного блока «боннель», изоляцию верхнего покрытия от пружинного основания обеспечивает войлок и защитная сетка отличающаяся повышенной устойчивостью к износу и механическому воздействию*» - (formula: P + P + C = advertising text, the union "и" is used to create a complex sentence structure);

«*Вытягивающая подушка Остио! Избавляет от боли в шее и в голове*» - (formula: P + P + C + P = advertising text, the union “и” is used to connect adverbs of the place);

«*Микосан – избавляет от грибка кожи и ногтей всего за 7 дней*» - (formula: P + C = P = advertising text, the union "и" is used to connect nouns);

«*При острых и хронических заболеваниях ротоглотки Танзилгон*» - (formula: P + C = advertising text, the union "и" is used to connect adjectives);

«*Окутиарз Har tomchida – ko`z qurishi sindromi bilan xastalangan kishilar uchun qulaylik. Ko`z sathini namlantiradi va himoya qiladi*»- (formula: PT+PT+C= advertising text,

the union "va" is used to connect predicates expressed by verbs);

«*Gerpesga qarshi preparat. Gepnec-Cmon krem. Gerpesni davosi. Virusni bloklaydi va uni ko'payishini to'xtatadi*»- (formula: C= advertising text, the union "va" is used to connect predicates expressed by verbs);

«*MINOXIDIL Soch va soqol o'stiradi. Sinalgan effekti 5% lik*»- (formula: C= advertising text, conjunction "va" used to connect nouns);

«*Tishlarni «yengil» tozalaymiz! Calibon — go'zal tabassum uchun! Aksariyat kishilar tishlarini to'g'ri tozalay olmaslikdan aziyat chekadilar. Bu yumush qanday qilinishini bilolmay, xafa bo'ladilar. Ammo aslida hamma gap tish cho'tkasi va pastasini to'g'ri tanlashda! Tishlaringizga mos keladigan yumshoq yoki qattiq cho'tkalarni, so'ng esa ehtiyojingga mos pastalarni tanlang. Uzluksiz foydalaning. Qarabsizki, jilmayganingizda olam Sizga qarab jilmayadi!*» - (formula: PT+S+S+S+S= advertising text);

«*Mushaklar va bo'g'imlar og'rig'ida DIP RILIF GELI*»- (formula: C= advertising text) and «*Флексипарум НЕО Гель og'riq va yallig'lanishni qoldiradi. Harakatni tiklashga yordam beradi*»- (formula: C= advertising text). In these two examples, the union "va" is used to connect homogeneous members in simple sentences.

## V. Conclusion

In Russian, the unions "a" and "также" help to attach homogeneous members of a sentence or a sentence as part of a complex one and carry a connecting meaning. For instance: «*Сиримол капсулы Аминокислоты являются источником энергии, а также способствуют восстановлению костей, кожи, мышц*» - (formula: C= advertising text);

The union "потому что" as a compound tends to connect parts of a complex sentence. For instance: «*Дермазол плюс шампунь, потому что перхоть это медицинская проблема*» - (formula: C= advertising text).

So, along with the parts of speech in the analyzed advertising texts in Russian and Uzbek, which contain medical vocabulary, service parts

of speech are also actively involved. If in the texts of advertisements in Russian the authors use prepositions, particles and conjunctions, then in the Uzbek language, due to the lack of prepositions, the forms of case endings of nouns are selected.

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