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ЛІНГВОПРАГМАТИЧНІ ОСОБЛИВОСТІ НІМЕЦЬКОМОВНОГО ФАРМАЦЕВТИЧНОГО РЕКЛАМНОГО ДИСКУРСУ

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LINGUOPRAGMATIC FEATURES OF THE GERMAN-SPEAKING PHARMACEUTICAL ADVERTISING DISCURSE Galina LAPA, Albina SEMYSIUK

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Лапа Галина, Семисюк Альбина. 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 фармацевтичного 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 её 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 discurse 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 discurse in social communication, aimed at a wide range of communicants. As a kind of institutional discurse, the German pharmaceutical advertising discurse is characterized by objectivity, information, logicality, 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 discurse 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.** Discurse is a language immersed in life; advertising discurse 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 discurse 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 discurse, 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 metadiscurse 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>&</sup>lt;sup>1</sup> Isakova E.P. "Gramatychna organizatsiya tekstiv reklamnogo ta instruktyvnogo kharakteru v ergonomichnomu aspekti" [Text grammatical organization of advertising and structural character in ergonomic aspect], *Problemy semantyky slova, rechennia ta tekstu: Zb. nauk. pr.* [Problems of the word, speech and text semantics: the collection of scientific works], K.: Vyd. Tsentr KNLU, 1999, Vyp. 2, P. 70–77 [in Ukrainian].

<sup>&</sup>lt;sup>2</sup>Hoffman L., Kalverkamper H. Wiegand Fachsprachen: ein internationals 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 discurse 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 discurses, 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 discurse 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 discurse 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 discurse is its interdiscursiveness - the interaction of different types of discurses, 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 discurse is a speech act aimed at linguistic interaction with communicants for the achievement of the goal, which is based on the socialprogramme aspect of the statement.

The expediency of choosing German-language pharmaceutical advertising discurse is the object of our study stipulated by the need to consider this particular type of communication taking into account the versatilitry 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 discurse is a part of medical discurse and enriches its professional orientation.

Analysis of scientific research and publications on

the problem under investigation. The theory of discurse in linguistics is connected with the name of the French scientist E. Benvenist, who for the first time proposed the interpretation of discurse as "any expression that determines the existence of the Communicants and theirinfluence on them." Thus, he consideres discurse as a communicative event between the speaker and the user of information. N.D. Arutiunova believes that discurse 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 approach to the dicurse classification, namely, to include the pharmaceutical advertising discurse 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 discurse of the above specialty.

Advertising discurse is a special kind of communication. Formally, the advertising discurse, taking into considerationversatility 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 discurse 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 discurse asa 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 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 discurse we understand the text stipulated by the situation of advertising communication within the professional speech. That is, discurse is a completed message, which has a clearly directed pragmatic point containing the distinct signs of the oral speech and written

<sup>&</sup>lt;sup>3</sup> Ibidem, P. 10–12.

<sup>&</sup>lt;sup>4</sup> Arutiunova N.D. Diskurs. Lingvisticheskii entsyklopedicheskii slovar' [Discurse. Linguistic Encyclopadia dictionary], M., 1990, P. 136–137 [in Russian].

<sup>&</sup>lt;sup>5</sup> Karasik V. I. Yazykovoi krug: lichnost', kontsepty, discurs [Language circle: personality, concepts, discurse], Volgograd: Peremena, 2002, P. 47–51 [in Russian].

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

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

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

<sup>&</sup>lt;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. Yazykovoi krug: lichnost'... op. cit., P. 47–51.

<sup>&</sup>lt;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 Millenium" January 23-24, 2001. Conference Papers, Kyiv, 2001, P. 14–15 [in English].

The forms of existence of advertising discurse 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 discurse as advertising advertisement occurs in lexicographic pharmaceutical publications. In the study of the advertising discurse, 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 discurse. Following E. L. Dotsenko<sup>14</sup> we keep to the definition of advertising discurse 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 discurse 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 discurse 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 discurse as a part of the medical discurse are theoretical grounds for the further elaboration of the theory of professional discurse 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. 17, we consider the pharmaceutical advertising discurse 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 Germanlanguage pharmaceutical advertising allows to broaden the understanding of the subject under study, the linguistic and pragmatic features of this discurse.

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 Herzchen für grosse Herzen, which is one of the forms of manifestation of the pragmatic direction of advertising discurse.

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

<sup>&</sup>lt;sup>15</sup> Podolkova S. V. "Realizatsiya komunikatyvnosti u teksti tehnichnoi reklamy i anotatsii naukovo-eksperymentalnyh 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>&</sup>lt;sup>16</sup>OkhrimenkoV. I. "Reklamnyi tekst iak vyd globalnoi kauzatsi" [Advertising text as a type of global causation], *Problemy semantyky slova, re-chennia t tekstu: Zb. Nauk. Pr.* [ Problems of the word, speech and text semantics: the collection of scientific works], K.: Vyd. Tsentr KNLU, 2000, Vyp. 4, P. 129–138 [in Ukrainian].

<sup>&</sup>lt;sup>17</sup>Kozedyorova M. Lingvuostylistic Peculiarities of German Advertsing. [Electronic resource], Marina Kozedyorova. Site - Access Mode: httpp://Marina02051986.Narod.com - Date of use 27.12.2010 [in Russian].

<sup>&</sup>lt;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].

Verbal advertising in the professional language of pharmacy is a slogan, a linguistic unit that contains a term enriching the connotative fragment of the nomination.

Advertising in the above-mentioned sublanguage is a form of communication between pharmacists, pharmaceutical chemists, leading specialists, pharmaceutical production, doctors, clients and patients for the education of a healthy lifestyle, cautions from the consequences of self-treatment, etc. It offers services to a targeted audience through the use of various lexical constructions, which are marked by the precision of style, logic of expression, attractiveness (if there is an artwork available), a trademark of a pharmaceutical company, universal verbal pharmaceutical symbols, clear to a wide range of communicants.

Integration of the information space leads to the consolidation of the information flow, therefore, advertising reflects this process and affects the development and organization of communication in a figurative form, taking into account the different levels of its specificity<sup>19</sup>. Briefness of information content, although each element carries a meaningful load, with a diverse range of professional orientation, despite the shortage of advertising messages, distinguishes the studied discurse among the others. The most complete features of advertising are manifested in television publicity, in advertising information, in pharmacies, medical institutions (influenza, AIDS, tuberculosis, smoking, etc.), onthe clothes of doctors and pharmacists, stationery, automobile transport of pharmaceutical companies, the nomenclature of medicinal products and means for medical use and so on.

Advertising has a psychological effect on users<sup>20</sup> for example, harmfulness of smoking which has a mortal impact on human health - Rauchen tötet, is written on tobacco products. Advertising is also aimed at the necessity of treatment - Tbc ist heilbar, as well as the successful result of timely treatment, information correctness in medical education and the promotion of knowledge about hygiene and disease prevention. Linguostolic means of expression in the discurse under study must be clear to everybody, clearly and for a long time, intervene in the minds of communicators, as they carry information important to life and health, and explain the use of pronouns in this discurse: dein, wir, ich, dieses: Deine Gesundheit ist in deinen Händen. Selbstbehandlung schadet der Gesundheit; Impfungen schützen das Leben.

The saturation of the pharmacy information field with advertising products has the following forms: literature, newspapers, magazines, modernly illustrated, clearly professionally oriented, with high-quality design, the main aspect of which is the advertising image, standard compositional schemes<sup>21</sup>. The advertising framework should be dynamic, and the information is modern, sometimes partially updated - *Festal - Neofestal, Doppelherz - Kraft zwei eir Herzen*, that is, advertising information should create complete knowledge about the advertising object, adding new design elements and pragmatism of the message parameters.

All this allows to create an advertising concept for the purpose of pharmaceutical advertisement (medicines and their therapeutic effect, care for hair, skin, teeth, eyes, nails, etc., vitamins, hygiene products, baby food).

**Conclusions:** The linguistic potential of the advertising portal in the German-speaking pharmaceutical discurse is

extremely diverse; there are different variations that allow a clear presentation of the information to the user in order to familiarize him with the state of modern pharmaceutical production, to make a choice in favor of the most effective means for medical application for the prevention and treatment of diseases in branches of immunology, ophthalmology, pediatrics, diseases of the cardiovascular and respiratory systems, personal hygiene.

Advertising in pharmacy is a special kind of communicative activity of pharmacists, pharmaceutical chemists, commodity experts, pharmacist managers who work in the pharmaceutical industry, which develops intensively, and requires communication actions depending on the purpose and object of advertising, means of advertising arrangement, its functional purpose, influence and the degree of effectiveness that creates an advertising discurse as a system that allows you to consider its pragmatic, stylistic and linguistic features. We have recorded the following types of advertising discurse in the German pharmacy sublanguage: TV commercials, printed brochures, internet advertising, advertising services, advertising of goods, advertising of companies, service of drugs'order promotion. They are one of the manifestationforms of the society medical culture. Here we observe a specific style of information presentation that distinguishes it from the styles of other advertising genres: use of ellipsis, phraseologisms, affirmative and questioning sentences, determining the form of communicative contact with the addressee, which realize psychological influence on it and has a pragmatic orientation. As to the cognitive function, an advertisement generates an attitude towards the object of advertising and is directed to behavior after the information perception.

Basic principles of advertising discurse are: accessibility for users; the language of the advertisement must contain maximum of the facts provided the verbal minimum; cause positive emotions (negative information is desirable to avoid; duplicate objections should not be used - nicht ohne Vergnügen, nicht ohne Schmerzen, nicht ohne Nebenwirkungen); the use of "you"appealin advertising information, as a way of approaching the communicant. Available forms of appeal to a wide range of communicants. It is advisable to use slogans, peculiar for the national culture, in adverticements

The most extensive portal for pharmaceutical advertising is pharmacy pharmaceutical windows, stained-glass windows, windows, cabinets, doors of premises, computer equipment with various variations of advertising products.

A discursive approach to the research of advertising in the genre of pharmacy allows us to consider this problem as a kind of institutional, which is formed by means of typical for this sublanguage of speech situations, imagination about typical models of linguistic behavior, a specific set of intentions and such speech strategies, coming out of them, that is, advertising discurse is a complete message with a clear practical orientation, presented in a variety of ways: (use of nominative sentences, terminology units, appeals, stating character of advertising speech Rauchen ist schadlich, Sorge fur deine Gesundheit. The linguistic features of the German pharmaceutical discurse under study are the part of the medical discurse that has an information value and actively interacts with other layers of lexical and terminological thesa-

<sup>&</sup>lt;sup>19</sup>Mokshantsev R. I. Advertising of Psychology, M.: Infra, 2009, 230 p. [in English].

<sup>&</sup>lt;sup>20</sup> Ibidem., 230 p.

<sup>&</sup>lt;sup>21</sup>Repiev A. P. "Advertising Text" and "Advertising Language" [Electronic resource], The School of Alexandr Repiev. – Access Mode: http://repiev.ru – Date of use 17.03.2011 [in Russian].

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 дискурса фахових мов з урахуванням їхніх лінгвопрагматичних особливостей. Мета дослідження – вивчення лінгвопрагматичних особливостей німецькомовного фармацевтичного рекламного дискурсу, вербальної кодифікації, опис механізмів, формування досліджувального 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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