



## PERSONIFICATION AS A LINGUOCOGNITIVE DEVICE IN MEDICAL ADVERTISING

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**Abstract.** This article discusses how personification is an important cognitive and methodological tool that attracts the attention of recipients. The opinions are substantiated on the example of medical complaint texts.

**Keywords:** personification, medical advertising, linguocognitive, stylistic device.

Personification is the transfer of human qualities to inanimate objects and phenomena, which is effectively used in medical advertisements. In particular, human characteristics are transferred to the advertised drug.

*To protect the ventricles from antibiotics, Enterogermina forte is used in cases of intestinal microflora disorders. It **helps** from the first day of taking antibiotics and promotes recovery in just 5-7 days. Family probiotic when taking the antibiotic Enterogermina forte (from the advertising text for the drug “Enterogermina forte”).*

*The Diabetes complex contains more than a dozen beneficial plants and herbs that help **cleanse** the body, **filter** blood, **strengthen** the immune system, **improve** sleep, **rejuvenate** the body, and, most importantly, keep you active.*

*Through polyoxidonium, we are able to **activate** immunity in areas where the virus **has entered**. Immune cells **help** to stop viruses and reduce the risk of their spread (from the advertising text of the drug “Polyoxidonium”).*

From the point of view of cognitive linguistics, animation is actually a form of metaphor, and abstract or inanimate objects, events and processes are understood on the basis of human behavior. This significantly simplifies and emotionally enhances the consumer's perception of information in advertising texts. By humanizing medicines in medical advertisements, they are conceptually depicted as friends, helpers, and protectors. In this case, the systems of the human body (immunity, muscles, blood) carry out their activities like humans. Biological processes are equated to processes such as cleaning, restoration, and acceleration. These conceptual metaphors are based on a person's previously familiar experience of the world, and as a result, the process of getting acquainted with medical products and understanding their functions is simple and based on a vivid imagination. In advertising texts, active, conscious, selfless actions are imposed on medicines by



animating them. Take, for example, the sentence “Enterogermina forte is rushing to help” in the advertisement text for Enterogermina cited above. This expression means that the medicine is described as a friend or helper. With the help of this conceptual metaphor, medicine becomes an active, helpful, socially significant, animated tool. In medical advertising, the organism is represented as a mechanism (or a battlefield). In particular, the immune system is often portrayed as a military system. For example, immune cells help to stop viruses and reduce the risk of their spread (from the advertising text for the drug “Polyoxidonium”). Or the immune system fights disease and defeats viruses. Also, the healing process is equated with the cleansing process in many medical advertisements. For example, expressions such as “cleansing the body” and “filtering the blood” allow for the representation of a medication as a “cleanser”. Such depiction in medical advertising increases the audience's trust. In short, animation is not just a stylistic tool, but a cognitive mechanism that actively operates based on the metaphorical nature of human thinking. In medical advertising, this tool revitalizes the product, structurally organizes new information in the audience's mind, and strengthens trust in the medical product. Animation serves to make advertising texts more effective, as it concretizes abstract concepts and makes it easier for the audience to understand new information.

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