

## CONCEPT OF HEALTH IN ENGLISH ADVERTISING DISCOURSE

## КОНЦЕПТ ЗДОРОВ'Я В АНГЛОМОВНОМУ РЕКЛАМНОМУ ДИСКУРСІ

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The article provides an in-depth exploration of how health is depicted and communicated in advertising discourse, shedding light on the nuanced strategies utilized by advertisers to promote health-related products and services. By scrutinizing the language, imagery, and messaging employed in these advertisements, the study unveils the intricate ways in which concepts of health are constructed and portrayed to consumers. Moreover, it delves into the multifaceted impact of these advertisements on consumer perceptions and behaviors concerning health, underscoring their potential to shape individual choices and societal attitudes towards well-being. Through a comprehensive analysis of the interplay between advertising and the concept of health in contemporary society, the article offers valuable insights into the dynamic relationship between commercial messaging and public health discourse, ultimately contributing to a deeper understanding of the complexities surrounding health promotion in the modern era. Analyzing a concept in advertising discourse involves a systematic examination of linguistic and visual elements used in promotional materials to convey the concept to the target audience. This process begins with defining the concept and collecting diverse advertising materials featuring it. Analyzers then identify linguistic and visual elements, considering the context and audience factors that influence interpretation. Discursive strategies are analyzed, including persuasion techniques and appeals to emotion or reason. Effectiveness is evaluated by assessing brand recognition, message clarity, and impact on consumer attitudes and behavior. Comparisons are made across different campaigns and platforms to identify common themes and variations. Ultimately, the analysis aims to interpret findings and draw conclusions about how the concept is constructed, communicated, and perceived in advertising discourse, informing our understanding of consumer culture and advertising practices. Analysis revealed recurring themes and motifs associated with the concept in advertising discourse, providing insight into how it is represented and perceived by consumers. The results obtained from analyzing a concept in advertising discourse provide valuable insights into consumer behavior, marketing effectiveness, and the role of advertising in shaping cultural and societal attitudes.

**Key words:** concept, nuclear zone, peripheral zone, advertising discourse, health.

У статті представлено глибоке дослідження того, як концепт ЗДОРОВ'Я зображується в рекламному дискурсі, проливаючи світло на нюанси стратегій, які використовують рекламодавці для просування товарів і послуг, пов'язаних зі здоров'ям. Завдяки ретельному аналізу мови, образів та меседжів, які використовуються в рекламі, дослідження розкриває складні способи, в які концепції здоров'я конструюються та представляються споживачам. Крім того, воно заглиблюється в багатогранний вплив цієї реклами на сприйняття та поведінку споживачів щодо здоров'я, підкреслюючи її потенціал для формування індивідуального вибору та суспільного ставлення до добробуту. Завдяки всебічному аналізу взаємодії між рекламою та концептом ЗДОРОВ'Я в сучасному суспільстві, стаття пропонує цінну інформацію про динамічний взаємозв'язок між комерційними повідомленнями та дискурсом громадського здоров'я, що в кінцевому підсумку сприяє глибшому розумінню складнощів, пов'язаних з популяризацією здоров'я в сучасну епоху. Аналіз концепту в рекламному дискурсі передбачає систематичне вивчення лінгвістичних і візуальних елементів, які використовуються в рекламних матеріалах для донесення концепту до цільової аудиторії. Цей процес починається з визначення концепту та збору різноманітних рекламних матеріалів, в яких він присутній. Потім аналітики визначають лінгвістичні та візуальні елементи, враховуючи контекст і фактори аудиторії, які впливають на інтерпретацію. Аналізуються дискурсивні стратегії, зокрема техніки переконання та апеляції до емоцій і розуму. Ефективність оцінюється шляхом аналізу впізнаваності бренду, зрозумілості повідомлення та впливу на ставлення і поведінку споживачів. Порівнюються різні кампанії та платформи, щоб виявити спільні теми та варіації. Зрештою, аналіз має на меті інтерпретувати результати та зробити висновки про те, як будується концепт та як він сприймається в рекламному дискурсі, поглиблюючи наше розуміння споживчої культури та рекламних практик. Аналіз виявив повторювані теми та мотиви, пов'язані з концептом ЗДОРОВ'Я у рекламному дискурсі, що дає уявлення про те, як він репрезентується та сприймається споживачами. Результати, отримані в результаті аналізу концепту в рекламному дискурсі, дають цінну інформацію про поведінку споживачів, ефективність маркетингу та роль реклами у формуванні культурних і суспільних установок.

**Ключові слова:** концепт, ядерна зона, периферійна зона, рекламний дискурс, здоров'я.

**Introduction.** Studying concepts holds significant importance across various domains for several compelling reasons. Firstly, delving into concepts enables individuals and researchers to achieve a

profound understanding of abstract ideas, phenomena, or objects, fostering enhanced comprehension and knowledge acquisition. Moreover, concepts serve as fundamental elements for effective communication,

facilitating the conveyance of complex information in a concise and meaningful manner [12]. Additionally, analyzing concepts supports problem-solving endeavors by providing frameworks and structures for organizing information, identifying patterns, and generating innovative solutions [9]. Furthermore, the exploration of concepts nurtures critical thinking skills, empowering individuals to evaluate information, challenge assumptions, and engage in reasoned analysis and argumentation. Concepts often transcend disciplinary boundaries, fostering interdisciplinary connections and collaboration across diverse fields of study [13]. Moreover, studying concepts stimulates innovation and creativity by encouraging individuals to explore new perspectives, think beyond conventional frameworks, and generate novel ideas. Engaging with concepts also contributes to personal development by nurturing intellectual curiosity, promoting lifelong learning, and enhancing cognitive flexibility and adaptability. Furthermore, understanding concepts plays a pivotal role in societal progress by informing decision-making, policy development, and social change initiatives aimed at addressing complex challenges and advancing collective well-being. In essence, studying concepts is an essential aspect of education and research endeavors, serving as a cornerstone for intellectual growth, effective communication, problem-solving, and societal development [14].

The importance of understanding the portrayal of HEALTH concept in advertising discourse lies in its profound impact on consumer behavior, perceptions, and societal norms regarding health. Advertisements shape how individuals perceive health-related products and services, influencing their purchasing decisions and lifestyle choices [11]. Moreover, these representations can contribute to broader societal attitudes towards health, potentially perpetuating unrealistic standards or promoting harmful behaviors [8]. By examining the role of advertising in constructing the HEALTH concept, researchers and policymakers can better understand its implications and work towards promoting more accurate, balanced, and beneficial portrayals of the HEALTH concept in media and marketing.

Scientists who studied the problem of advertising discourse have focused on various aspects, including the language used in advertisements, the psychological effects of advertising on consumers, and the socio-cultural implications of advertising practices. Their research aims to understand how advertising shapes consumer behavior, influences societal values, and impacts individual perceptions and decision-making processes [7]. Additionally, they explore ethical considerations surrounding advertising practices

and the role of regulation in shaping the advertising industry [4].

**Materials and methods.** Various approaches are employed in scientific research to study concepts. These include theoretical analysis, where concepts are examined within theoretical frameworks to understand their meaning and implications. Empirical research involves gathering data through observation or experimentation to study concepts in real-world contexts. Interdisciplinary perspectives integrate insights from different fields, while historical analysis traces the development of concepts over time. Comparative studies explore variations in how concepts are understood across different contexts or cultures. Computational methods utilize technology to analyze large datasets and uncover patterns. Philosophical inquiry involves critical reflection on the underlying assumptions and implications of concepts. These approaches offer diverse methods for studying concepts and advancing knowledge within different domains [5].

The HEALTH concept encompasses various dimensions beyond mere absence of illness. It includes physical well-being, mental and emotional well-being, social connections, and overall quality of life. Health involves not only the absence of disease but also factors such as nutrition, exercise, sleep, stress management, and access to healthcare. Additionally, factors like environmental conditions, genetics, socioeconomic status, and cultural influences contribute to one's health. Thus, the concept of health is multifaceted and encompasses holistic well-being across different aspects of life.

The material for research on the concept of health in advertising discourse includes a variety of sources and data, such as:

- analyzing actual advertisements from various media platforms (e.g., print, television, online) can provide insights into how health-related products and services are marketed to consumers;
- studying entire marketing campaigns focused on health-related products or services allows for a comprehensive analysis of messaging strategies, target audiences, and promotional tactics;
- data on consumer responses to health-related advertisements, such as purchasing decisions, brand perceptions, and engagement metrics, offer valuable insights into the effectiveness and impact of advertising strategies;
- conducting content analysis of health-related advertisements involves systematically analyzing textual and visual elements, including language, imagery, symbols, and themes, to identify patterns and trends in advertising discourse;

– collecting data through surveys and interviews with consumers can provide qualitative insights into perceptions, attitudes, and behaviors related to health advertising;

– reviewing regulatory documents and guidelines related to health advertising, such as advertising standards, guidelines for pharmaceutical marketing, and regulations on health claims, offers insights into legal and ethical considerations in advertising discourse;

– reports from market research firms, advertising agencies, and industry publications provide information on trends, spending patterns, and consumer preferences in health-related advertising;

– analyzing case studies of successful or controversial health advertising campaigns can offer in-depth insights into the strategies, challenges, and outcomes associated with different approaches to health advertising;

– drawing from existing research in fields such as marketing, communication, public health, and media studies provides theoretical frameworks, conceptual insights, and empirical findings relevant to the study of health advertising discourse;

– comparing health advertising discourse across different cultural contexts and countries can illuminate cultural norms, values, and attitudes toward health and advertising practices.

By utilizing diverse sources and methods, it is possible to conduct comprehensive research on the concept of health in advertising discourse, exploring its complexities, implications, and societal impacts.

**Results and discussion.** The field principle of studying a concept involves examining it within the broader context of related concepts, theories, and phenomena. Rather than isolating the concept, researchers consider how it interacts with and is influenced by other factors within its field of study. This approach recognizes that concepts do not exist in isolation but are interconnected within a larger framework [3]. By applying the field principle, researchers can gain a more comprehensive understanding of the concept and its significance within its disciplinary or interdisciplinary context. This perspective encourages researchers to explore the relationships, interactions, and dynamics that shape the concept's meaning and implications.

The nuclear words of the HEALTH concept are the central and fundamental terms that encapsulate its essence. These include:

1. Well-being
2. Wellness
3. Fitness
4. Vitality

5. Wholeness

6. Balance

7. Flourishing

8. Optimal functioning

9. Quality of life

10. Holistic health

These words capture the core aspects of HEALTH concept, encompassing physical, mental, emotional, and social well-being, and highlight the overarching goal of achieving a state of overall wellness and thriving.

In the periphery of the HEALTH concept they would find terms and ideas that are related but not central to its core meaning. These peripheral aspects may include:

1. Disease prevention
2. Healthcare access
3. Medical treatments
4. Public health policies
5. Environmental factors
6. Social determinants of health
7. Health disparities
8. Health promotion
9. Lifestyle choices
10. Healthcare systems

While these elements are connected to health and can influence it, they are not the central focus of HEALTH concept itself. Instead, they operate around the edges or periphery, contributing to the broader understanding and context of health.

The following examples illustrate how advertisers often use words associated with health and well-being to promote their products or services, appealing to consumers' desires for improved health and vitality.

1. Well-being: "Our product promotes overall well-being, keeping you healthy and happy every day".

2. Wellness: "Experience the ultimate wellness retreat with our spa package, designed to rejuvenate your body and mind".

3. Fitness: "Get fit and stay active with our gym membership, featuring state-of-the-art equipment and personalized training programs".

4. Vitality: "Unlock your inner vitality with our energizing supplements, packed with essential nutrients to boost your energy levels".

5. Wholeness: "Discover the power of holistic healing with our natural remedies, restoring balance and wholeness to your life".

6. Balance: "Find balance in your busy life with our meditation app, helping you achieve inner peace and harmony".

7. Flourishing: "Join our community of like-minded individuals and start flourishing in every aspect of your life".

8. Optimal functioning: "Our advanced formula optimizes cognitive functioning, helping you stay sharp and focused throughout the day".

9. Quality of life: "Improve your quality of life with our revolutionary home automation system, simplifying everyday tasks for you".

10. Holistic health: "Experience the benefits of holistic health with our wellness center, offering a range of services to nurture your body, mind, and spirit".

The examples below demonstrate how advertisers may incorporate peripheral aspects of HEALTH concept into their messaging to highlight the broader context and impact of their products or services on individual and societal well-being:

1. Disease prevention: "Protect yourself from illness with our immune-boosting supplements, fortified with essential vitamins and minerals".

2. Healthcare access: "Gain easy access to quality healthcare with our telemedicine platform, connecting you with licensed doctors from the comfort of your home".

3. Medical treatments: "Experience relief from chronic pain with our innovative treatment options, tailored to your specific needs by our team of medical professionals".

4. Public health policies: "Support public health initiatives with our environmentally friendly products, contributing to a cleaner, healthier planet for future generations".

5. Environmental factors: "Reduce your carbon footprint with our eco-friendly household products, promoting sustainability and environmental health".

6. Social determinants of health: "Address social determinants of health with our community outreach programs, providing support and resources to underserved populations".

7. Health disparities: "Combat health disparities with our inclusive healthcare services, ensuring equitable access to medical care for all individuals".

8. Health promotion: "Join our wellness challenge and kickstart your journey to better health with daily tips, recipes, and motivational support".

9. Lifestyle choices: "Take control of your health with our lifestyle coaching program, empowering you to make positive choices for a healthier, happier life".

10. Healthcare systems: "Experience seamless healthcare coordination with our integrated electronic health record system, streamlining communication between providers for better patient care".

So, the HEALTH concept holds significant importance in advertising for several compelling reasons. Firstly, health-related products and

services appeal to consumers' desire for well-being, longevity, and quality of life. Advertising health-related products can leverage the aspirational appeal of health to attract consumers and drive purchasing behavior. Additionally, there is a growing demand for health-related products and services due to increasing awareness of health issues, changing lifestyles, and aging populations. Advertising plays a key role in informing consumers about available health options and meeting their needs and preferences. Health-related advertising builds trust and credibility with consumers by demonstrating a commitment to promoting health and well-being. Brands that prioritize health and safety in their advertising can establish strong relationships with consumers based on trust and authenticity. Moreover, advertising has the power to influence consumer attitudes, beliefs, and behaviors related to health. By framing health-related messages in persuasive and compelling ways, advertisers can motivate consumers to adopt healthier lifestyles, make informed choices, and prioritize their well-being.

**Conclusions.** To conclude, in-depth analysis of HEALTH concept leads to a deeper understanding of its multidimensional nature, encompassing physical, mental, social, and emotional well-being. Understanding the complexities of HEALTH concept enables more effective communication among healthcare professionals, policymakers, and the general public, facilitating the exchange of information and promotion of healthy behaviors. Studying HEALTH concept equips individuals and organizations with the knowledge needed to make informed decisions about healthcare practices, policies, and resource allocation. Insights gained from studying HEALTH concept inform the development and implementation of health promotion strategies, aimed at improving public health outcomes and reducing the burden of disease. Understanding the determinants of health and risk factors for disease allows for the development of targeted interventions and prevention programs to mitigate the onset and progression of illnesses. Understanding the pragmatic aspects of health communication involves examining how language is used to achieve communicative goals, negotiate meanings, and address the needs and expectations of different interlocutors. Overall, from a linguistic perspective, studying HEALTH concept provides valuable insights into the ways the language shapes perceptions, representations, and communication about health, contributing to a more nuanced understanding of health-related issues and effective health communication strategies.

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