

Actualization of “Health” Concept in Texts of Advertising Messages

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Abstract— This article is devoted to the realization of the vital “health” concept in advertising discourse. It considers how the conceptual advertising space invades the addressee’s mental world and uses cultural concepts for pragmatic purposes, actualizing their cognitive criterions, creating new meanings. On the basis of the analyzed corpus of advertising texts for medical centers, we have distinguished the lexical units actualizing the concept of “health” and its various criterions, activating semantic contexts. We also have defined the lexical representatives of the concept.

Keywords: *concept of “health,” advertising messages, advertising texts of medical centers, semantic contexts*

I. INTRODUCTION

In the twentieth century, advertising acquired the status of a public institution, and during its development has undergone significant functional changes. If at the initial stages its informative function was leading, then in the modern world, advertising is a specific type of communication with cognitive and pragmatic content, since it reflects, describes, represents and evaluates the world in which a person lives, forming his attitude to this world [1: 395]. However, advertising functions are not reduced by these changes. New trends to study the linguoculturological aspect of the language as a whole, and the advertising language in particular, as a reflection of the speaker’s stream of consciousness. Thus, these trends determine its description and evaluation by revealing the world picture in it. Considering these guidelines, researchers are interested in studying the conceptual space of advertising texts [2].

When creating an advertising text, the advertiser specially uses cultural, basic concepts with anthropologically meaningful content for pragmatic purposes, selects language means, ways of text space arrangement for a potential consumer to form and create a positive image of the product or service. Thus, advertising texts are material for identifying the concepts existing in the mental world of the mass audience, an averaged person. In our research, the identification of the concept structure and the forms of its implementation is carried out within the framework of linguoconceptology. A concept is a mental unit that reflects human knowledge and experience and has a complex, multidimensional structure.

II. MATERIALS AND METHODS

The transfer of any information and the process of communication in general also represent the transfer and exchange of concepts [3]. The mental representations of the concept include

cognitive structures: propositions, gestalts, frames, scenarios, contexts, etc. While organizing knowledge, the concept not only stores information, but is also a valuable unit of communication studied within the cognitive-discursive paradigm.

The category of the concept allows realizing the mechanism of reflection of the world picture both in the human mind and in the text. In modern linguistics, conceptual analysis, according to which the study of the concept structure is carried out in the field of language and text, is widely used, i.e. the concept content is revealed through its representatives. Taking into account different approaches to the study of the concept notion, we consider the concept, reconstructing it from the advertising text, which is conceptual by its nature. The concept is represented mainly in the word. In advertising communication, it can be represented by the lexical elements of a foreign language and “support” by non-verbal means.

The concept has a certain structure. It is presented in the form of a system of cognitive criterions, which belong to different components of the cognitive structure and have a different status. The structure of this unit, being flexible, can be described in terms of the core and periphery, the dominant and the interpretative part. The core of the concept is a system of their multi-functional components: conceptual, value, figurative elements. The potential criterion structure of the concept is organized by the conceptual element. The value element influences the diversity of the language representation of the concept and reflects the degree of its development. The figurative element fixes the conceptual and value components in the native speaker’s mindset. The core is represented by a combination of the base layer and additional cognitive layers, criterions. In the advertising texts these elements are represented by means of performing the functions of information sharing, influence and appeal. This paper identifies cognitive criterions explicated in the advertising text and studies the current layer of the basic concept of “health” that exists in the mass linguistic consciousness of modern native speakers and is found in a print advertising dedicated to medical centers. We have analyzed about 150 commercial texts of various genres: advertisement, consultation of a specialist, interview, address, etc.

Advertising is usually based on value orientations, therefore advertisers often appeal to the concept of “health” due to its importance. The focus of our attention was the conceptual structure of the text of the advertising message, reconstructed on terms of the basic concept of “health.” The conceptual interpretation field includes cognitive criterions interpreting the information content of the concept. As a material for the study of the interpretational field, we took texts on the advertising of medical clinics.

The concept of “health” is a vital concept under the name “the main thing”; it is one of the priority spheres of human life, acting as a basic fragment of the conceptual and linguistic picture of the human world. In the hierarchy of human values, health occupies a high position, since it correlates with basic, primary needs. S.G. Vorkachev, analyzing the value component of concepts, distinguishes between teleonomic and nonteleonomic concepts, and understands the first ones as “verbal meanings that send to the universals of spiritual culture and create the meaning of life for a person” [4: 66]. According to the author, “teleonomic concepts are the highest spiritual values that form and encapsulate a moral ideal for a person, straining after which creates moral justification for his life - an ideal for which it is worth living and not sorry to die” [ibid.]. The concept of “health” is characterized by high semiotic density. Regular representation of this concept confirms its value significance. In the Russian linguoculture there are hundreds of precedent units that are the means of expression of this concept (proverbs, sayings, idioms, aphorisms, etc.). Moreover, with a traditional greeting, people usually wish “health first”. The precedent phenomena are considered to be the means of representing the nuclear part of the sphere of culture concepts [5: 13] and realize the semantic-sense links with mentally significant concepts, which include the concept of “health”.

Currently, this concept is actively interpreted in advertising texts. This is determined by extralinguistic factors and indicates not only the actualization of the concept of “health” in the mind of modern human being, but also some modification of the common mindset. Advertising discourse, creating social needs, not only reflects changes in priorities and values of a person, but also provokes them. This is particularly true for advertising in the field of medicine, since the “health” concept basic for the value picture of the world becomes a discourse-developing concept. In the mental world of the modern linguocultural society, health becomes an instrumental value, a component of the modern concept of “quality of life”. Market relations in the field of health make it a sort of commodity.

Advertising that responds to the needs of society uses this concept for pragmatic purposes. In this regard, this text seems to be sufficient and abundant material for the study of the modern layer of the “health” concept, recorded in the mass linguistic consciousness.

The concept explication by different language units is determined by the communicative conditions and the intention of the author, the advertiser. The names of concepts, their synonyms, contextual equivalents of concept names and so-called concept-satellites are considered as language means. In advertising, the functions of influence and information sharing are achieved by means of realization of the system property of language units in the text. This system property is equivalence, a particular expression of which is synonymy [6]. The increase in the number of linguistic units representing the concept and detailing its criteria reflects the need to maximize the repetition of semantic elements in order to influence. In the advertising text, this property represents communicatively significant components of the concept, as well as organizes the unity of the topic and discursive integrity. Thus, the word “health”, being the name of a concept, has in the language semantic synonyms “health” [zdorov’ishko] and “being in a good health” [zdravie], containing senses of assessment. It allows the lexemes to participate in the impact function in the advertising text, for example: “... and even health [zdorov’ishko], completely spoiled and wasted by modern life, our specialists will be able to recover” (Kto glavnyy. Rostov-on-Don, 2018. Vol.5).

When contextual name equivalents of the “health” concept replace it in advertising texts, thus they provide the realization of connotation and, therefore, impact functions, and also fulfill the text-forming role of the concept. The equivalence phenomenon

exists due to such a sign function as a nomination. The minimal nominative language unit representing the concept in the advertising text is a word that expresses the concept name and implements its nuclear features.

In the texts of medical center advertising, the concept “health” acts as the basic concept, while the remaining names of the concepts are considered as concepts of equivalents, synonyms, cognitive criteria associated with it: “medication”, “medicine”, “doctor”, “medical center”, “treatment”, “nursing”, etc.

The basic concept, becoming the dominant name, creates around itself a single semantic context, involving concept equivalents, as well as other words that are contextually and associatively connected with the word-concept chosen as the basic concept. And concept, along with the keywords explicate the meaning, organizing the text space. For example, the concept of “health” in the advertising text “Health is a trend” includes concepts- equivalents “healthy lifestyle”, “physically healthy person”, “patient”, “dental clinic”, “author's dentistry”, “specialists” and also attracts words and phrases that create a semantic field of health - vitality, live life to the fullest, harmony level, supporting you on the way to healthy lifestyles, dental health, inner state, glow with health, etc. (Kto glavnyy, 05.2018).

III. RESULTS AND DISCUSSION

On the basis of the studied corpus of advertising texts of medical centers, the following equivalents of names were identified which are specific with respect to the basic concept. They are lexical units, which objectify the concept of “health” and its various criteria in different situations of its use and activate the following meaningful contexts:

- 1) the gradual state (illness- medical center - health);
- 2) health care;
- 3) health status as a condition for successful human life;
- 4) health status as a value;
- 5) health as a commodity;
- 6) healthy lifestyle;
- 7) beauty, as an integral segment of health.

Most texts devoted to advertising of medical centers actualize the semantic context of the “gradual state”. The state of health is considered “before and after” applying to a medical center, a cause-and-effect dependence of a good state of the body after a visit to a medical center is observed. Regular reference is made to the opposite state of health - the disease. More specific on the scale of abstract names, the state unit “disease” helps to understand the content of the high-level abstraction unit “health”. Independently of the antonym, the conceptual content of health, especially in the context of advertising of a medical center, does not have the necessary informational support from negative to positive health characteristics. So, the article “Keep your eyes open!” is based on the explication of the antonym concepts of “health” and “disease.” The frequency of special words in the field under the study draws our attention, first of all, caused by terminological nature of lexical units-representatives which are in the field of the “disease” concept: myopia, long-sightedness and astigmatism, presbyopia (age-related reduced eyesight), cataract, loss of eyesight, etc. In this context, the cognitive criteria of the concept “health” exchange “semantic energy with related, connected fields” [7: 9] with their binary concept of disease. However, the lexicon of health / disease spheres showed that complex antonymic concepts are two areas of a common structured cognitive space with intersecting

segments. The blurred line between scientific and unscientific knowledge determines the abundance of medical terms. Medical vocabulary becomes part of the national lexicon, the ordinary native speaker is aware of the names of diseases, symptoms, medications, diagnostic procedures, etc. The names of the procedures that can be referred to both the concept of "health" and the concept of "disease" are also widely represented: Lasik vision correction, the top of the most popular, safe, high-tech, completely painless procedures; hospitalization, microsurgery, correction, implantation, healing process, recovery, surgery, etc. Nominations of positive "influence" of medicine on health conditions also become rapidly actual: a clear picture, a perfect image, improved vision up to 100%, the ability to return to your usual rhythm, saving the patient from glasses and contact lenses, improving visual acuity both near and far (Kto glavnyy. Rostov-on-Don, 2018. Vol.5).

The context of "health care" also becomes actual in the texts about medical centers. Nowadays, health care needs the help that medical institutions of various kinds provide. Thus, the article "The Most Real Smile" presents the following nominations that actualize this cognitive field: Fortunately, you can completely get rid of the problem with the help of implantation ...; experienced specialists of our clinic will help you ...; The purpose of our center is quick and effective assistance ...; you need high-quality diagnostics, and we are ready to help you with this ... (Kto glavnyy. Rostov-on-Don, 2018. Vol.10). The lexical "help" representation is presented in contexts with several attributes: effective, high-quality, fast, experienced, etc. "Care about your health" is the slogan of our clinic ... rely on the team of professionals and ... we will help to recover the body, get rid of the effects of stress and overwork ... (Kto glavnyy. Rostov-on-Don, 2018. Vol.10). Health improvement is necessary for everyone, and our concern is to help you with this ... (Kto glavnyy. Rostov-on-Don, 2018. Vol.4). In addition to the lexical representation of "health improvement", the predicative basis of the statement includes the short form of the adjective "necessary" - something that cannot be dispensed with and the advertised clinic can take care of this. "For me, this is some kind of salvation - you come here, surrender on bail, like a small child, and they say to you: "So, well, here you need to be mended, here you need to be repaired, here you need to be cleaned." And you are psychologically comfortable, because you temporarily disclaim all responsibility to which you are accustomed to... (E. Gordon about the "Kivach" clinic). The contextual environment: "salvation", "surrender on bail", "disclaim responsibility" actualizes the semantics of "care". The "health" concept "is very representative in modern material culture, as it reflects one of its fashionable postulates: a modern person must be healthy" [8: 17]. The pragmatic attitude of people towards health grows with the ability to influence it through preventive medicine.

The context of "health status as a condition for successful human life" becomes actual in advertising texts about medical centers and is the most productive, its components contain a large number of synonymous nominations that explicate health as a component of success. "Today, with the help of a smile, a huge number of important issues are being resolved, and self-confidence, which directly depends on it, is one of the signs of a successful person. And, probably, nothing is more important than carefully and attentively to treat the state of your teeth." (Kto glavnyy. Rostov-on-Don, 2018. Vol.10. The concept of "success" and "successfulness" is cultivated in modern society and correlates with an important part of a person's life, his health: "Health status directly reflects the integrity of our connection with the world - the level of life harmony. To live life to the fullest, to shine with health, to irradiate happiness - this is the definition we give to a successful person" (Kto glavnyy. Rostov-on-Don, 2018. Vol.11).

Representation of success as a state of healthy, full of strength and energy organism becomes traditional in Russian culture, health becomes an integral component of success. The frequency of word usage also indicates the conventional nature of such correspondence. "The very concept of "health" is not just the absence of diseases, but a special level of energy, when from the very morning you feel such a surge of energy that they will definitely be enough for important things ..." (Kto glavnyy. Rostov-on-Don, 2018. Vol.13). The context of "health status as a value" interferes with the context of "health status as a condition for successful human life". "Everyone knows that you can't buy health, and after all, well-being is a kind of "armor" from stress and a guarantee of a quick and easy solution of any tasks" (Kto glavnyy. Rostov-on-Don, 2018. Vol.12). Health is perceived as the main value, pushing wealth into the peripheral zone, which is reflected in the use of proverbs, formulating popular wisdom: "you cannot buy health". In the corpus of the texts under study, figurative language means - phraseological units, proverbs, sayings, that are part of the cognitive base of Russian speakers, are considered by us as explicators of the "health" concept. "Our life is so arranged that we begin to worry about the most important thing, our health, when the disease progresses, it has been said that: "until the heart aches, the eyes do not cry" but any doctor knows that prevention is much better than treatment! This is what the "check-up" program at our clinic is aimed at ..." (Kto glavnyy. Rostov-on-Don, 2017. Vol.8). Health acts as a condition for all the rest of human life, being a causative member of the opposition "health - importance in life". "In a series of filming days and business meetings, the "bells" from the body are muffled by phone calls and messengers, and when awareness comes that you lose the most important thing - health ... you have to go away, take a pause and hear your body ..." (Kto glavnyy. Rostov-on-Don, 2017. Vol.5). The lexical marker "the most important" indicates the final significance of health, which, according to the context, can be lost. This context is widely represented in advertising messages dedicated to medical centers, which proves the high-value content of the concept "health, which occupies the highest level in the hierarchy of values". Health as a value phenomenon is recognized by a native speaker in the form of a necessary condition for work and human life.

Verbalisation of "health as a commodity" is part of the linguistic picture of the world and also finds its expression in words and phrases. Thanks to modern commercial advertising, health acquires the character of independent capital, commodity of various types of demand, i.e. it can be cherished, lost, wasted, invested, used, sold and bought.

"...we all know that in our country medicine is far from perfect, and it is unlikely at the state clinic I can get the range of diagnostic services that I was offered at the Etalon Medical Center. I do not consider that high-tech research on expert-class equipment is a waste of money, no, this is an investment, an investment in one's health" (Kto glavnyy. Rostov-on-Don, 2017. Vol.13).

Health is becoming an economic concept. "Now the topic "it is impossible to get sick" even has the second economic aspect, because qualified medical assistance has become inaccessible for material reasons" [9: 248]. The context of a "healthy lifestyle" is fit in the structure of the "health" concept as an integral part. The intensity of promoting a healthy lifestyle in modern society, and its redundancy in the discourse of the mass media provoke active formation and determine its regulatory status, which is currently being actualized. Lexical units objectifying the concept of healthy lifestyles indicate a series of actions undertaken to achieve, strengthen and maintain optimal health.

"... - Catherine, why health clinic?"

- I, for example, do not have a healthy lifestyle. At all. I hate sports, I like to drink wine, I am all the time under stress, but now it's fashionable to be healthy, everyone has healthy eating and healthy lifestyle ..." (Kto glavnyy. Rostov-on-Don, 2018. Vol.13). This example is very vivid. The value understanding of the concept of "healthy lifestyle" not so much in the vital, as in the social aspect, which is typical for the Russian linguistic culture can be seen here. The meaning of the concept is represented by the cognitive criterion "disapproving diet and pastime."

The use of mental attitudes towards health care and sticking to healthy lifestyles accompanies the realization of the context "beauty as an integral health segment" [10]. "Physical, as well as the psychological health of a person are closely interconnected with his appearance, beauty, if you want ... In order for a woman to be and appear beautiful, she needs to look after her own health" (Kto glavnyy. Rostov-on-Don, 2018. Vol.5). Beauty is directly correlated with the health status and natural uniqueness, the concept of "health" and beauty are in cause-effect relationships, or in relation to causation, i.e. if there is no health, then there is no beauty. Beauty and health in the linguistic consciousness are value concepts, they are demanded by people and society, there is an urgent need to be healthy and beautiful and medical centers are ready to offer "ideal conditions for health maintaining and returning youth and beauty. In our center, you can have therapeutic courses of apparatus physiotherapy and massage, all types of baths and wrappings have a strengthening and rejuvenating effect on the body, cryotherapy, "beauty system", heat therapy, everything from treatment to rejuvenation" (Kto glavnyy. Rostov-on-Don, 2018. Vol.6).

Lexical units objectifying the context "beauty as an integral segment of health" include the phrases "well-groomed hair", "fresh complexion", "snow-white smile", "healthy blush", "slender figure", "beauty shots", "cosmetic surgery".

IV. CONCLUSION

Summarising the features of the "health" concept, highlighted in its linguoculturological modeling on the basis of advertising texts, we can draw preliminary conclusions.

First, "health" appears in the language and language consciousness as a value concept, occupying the highest level in the hierarchy of values.

Secondly, today the concept of "health" is actively explicated in advertising texts, activating various semantic contexts. However, the explication of the concept by different language units and the activation of any context is determined primarily by the communicative conditions and the intention of the author, the advertiser. Thus, the advertiser realizes the affecting function and stimulates the post-communicative action — making the choice of a particular product or service, and also addresses the addressee's mental world, appealing to culturally important concepts for pragmatic purposes.

Thirdly, the value component of the concept "health" is realized in all contexts we have identified: the gradual state (illness - medical center - health) \ health concern \ health status as a condition of successful life \ health status as a value \ health, as a commodity \ healthy lifestyle \ beauty, as an integral segment of health. Analysis of advertising texts revealed the actualization of the cognitive features of the "health" concept, which, in our opinion, are a cognitive mechanism that organizes language means in order to introduce the necessary meanings into the minds of people.

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