

JOURNALISM

E.V. Volokhova

(People's friendship university of Russia. Moscow, Russia)

Advertising genres of pharmaceutical products in the printing press for professionals

The article discusses advertising genres of pharmaceutical products in the print media for professionals. Transformation of advertising genres, the emergence of new forms and the special importance of the object of advertising for health make the study of advertising genres of pharmaceutical products in the press for professionals an urgent task. On the basis of advertisements placed in the press for professionals, we have identified the following genres of advertising of pharmaceutical products: a detailed advertisement, world history, consultation with a specialist (species this genre - an interview with a specialist, expert consultation, professional), catalog, detailed ad with a mini-history, comics, question-answer, debunking myths, pattern of use of the drug, article, competition from the manufacturer.

Key words: advertising, pharmaceutical products, advertising genres, print media professionals, genres advertising of pharmaceutical products.

December, 4, 2014
