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VISUAL RESOURCES IN DENTISTRY COMMERCIAL ADVERTISEMENT TARGETING DENTISTS AS CONSUMERS

Visual elements have become indispensable in dental advertisements, with images, typography, and logos playing vital roles as rhetorical devices. These visuals expedite decisionmaking by offering a quick, comprehensive overview of products and services, fostering trust and professionalism among dental practitioners. Verbal information and numerical data are complemented by visual resources in approximately 96% of the advertisements, where typographical features are strategically used to draw attention to critical information. Logos, serving as self-mention metadiscourse devices for manufacturers, contribute to brand recognition and identity. Visual elements are integral to dental commercial advertisements targeting dental professionals, offering both aesthetic appeal and semantic depth.

Key words: visual resources, rhetoric devices, persuasiveness, argumentation, print advertisement.

Візуальні елементи стали незамінними в стоматологічній рекламі, а зображення, типографіка та логотипи відіграють життєво важливу роль як риторичні засоби. Ці візуальні елементи сприяють швидкому прийняттю рішень, пропонуючи всебічний огляд продуктів і послуг та підкреслюючи їхні незаперечні переваги. Вербальна інформація та цифрові дані доповнюються візуальними ресурсами приблизно в 96% проаналізованих рекламних повідомлень. Візуальні ресурси включають типографіку (колір, тип і розмір шрифту, тощо), зображення рекламованого продукта, ретнген- зображення, які використовуються для привернення уваги до критично важливої інформації. Логотипи, слугуючи метадискурсивними засобами самозгадування для виробників, сприяють впізнаваності та зростанню ідентичності бренду. Візуальні елементи є невід'ємною частиною комерційної реклами стоматологічних товарів, орієнтованої на професіоналів, і надають повідомленню естетичної привабливості та смислової глибини.

Ключові слова: візуальні ресурси, риторичні прийоми, переконливість, аргументація, друкована реклама.

As professional communication assumes an increasingly vital role in social interactions, it has gained significant attention in interdisciplinary research on a global scale. While there exists an abundance of studies highlighting various facets of medical texts, genres, and discourse, there has been a notable dearth of research that closely examines the linguistic, stylistic, and pragmatic characteristics of the genre of dentistry commercial advertisements, particularly those targeting dental professionals (i.e., materials related to dental practice that are published, displayed, distributed, or utilized by dental practitioners).

With the starting of the usage of advertising as an influence and persuasion tool in mass communication, the role of advertisement becomes more important and advertisers use different persuasion techniques to place advertising messages to the mind of their target audiences. In this process, visual elements become important

tools of advertisements and especially with using visual figures as rhetorical devices, advertisers try to communicate much more accurately and effectively [2, p. 53].

Understanding the mechanisms engendered in advertising within the professional context and the participants' roles in the context enable not only to create more sophisticated and persuading professional advertisements in terms of commerce, but to protect and support the public interest of dental community. The dental industry employs a range of visual strategies to captivate its professional audience. Visuals expedite decision-making by providing a quick, comprehensive overview of products or services. The purpose of this study is to explore visual reader-oriented strategies employed in the dentistry commercial advertisements.

We investigated40 printed advertisement samples from highly reputable special journals (both printed and e-format on the journal websites) "The Journal of American Dental Association", under the heading *Professional Product Review*, "British Dental Journal" (BDJ), heading *Product News*, "Dentistry Today" under the heading *Industry News, Product Highlights* for 2017 – 2022. The identification and analysis of the visuals employed in the advertisements is grounded on the Kress van Leeuwen framework [3].

The role of visual (graphic) elements in constructing the meaning of different texts is being extensively discussed now. High-quality visuals in dental advertisements can convey a sense of precision, and attention to detail, instilling trust in dental practitioners [1, p. 123]. In this study we share the view of E. Kumpf [4], C. Mancini [5], G. Kress [3] on non-verbal elements as framing metadiscourse because they represent an important way by which authors structure their discourse for particular readers and guiding their thinking in the direction the author wishes to flow.

Verbal information and numerical data in about 96% of advertisements investigated are underpinned and complemented by visual rhetoric. The latter includes typographical resources, imagery, e.g. photos of products, patients before and after treatment, X-ray or MRT-pictures that enhance the believability of advertisement claims (Fig. 1).

Improve your initial diagnostics

Obtain a high-quality image
- Make an informed assessment with our high-quality sensors with a theoretical resolution of 33 lp/mm
- Adjust your X-ray to your diagnosis with customizable installation options of your X-ray generator
- Work with comfort and precision thanks to the personalized installation of your X-ray generator
- Obtain a reproducible X-ray thanks to the control of the positioning offered by our holder systems

Fig.1. The Heliodent Plus intraoral X-ray unit from Dentsply Sirona.

Typographical resources, including alignment, font, and print size vary throughout the advertisements. Bold print, colours, italics, capitalization, underlining as well as enlarged print size are used in headings and text to draw

attention to certain information, which is considered as especially important for consumers (Fig. 2). Visual elements guide the consumer's reading and provide rapid access to a particular component of the text for the revision.

Fig. 2. Harmonize™ Nanohybrid Universal Composite from Kerr Restorative

Other visual representations in the dentistry advertisements are logos, which are a self-mention metadiscourse devise for the manufacturers. Logos are used to represent a company's identity visually and aid in brand recognition (Fig. 3); they have a multitude of applications, including use on social media accounts, websites, business cards, and various other platforms. Logos can also be used to make an impression on a customer that will likely last long after the initial contact.
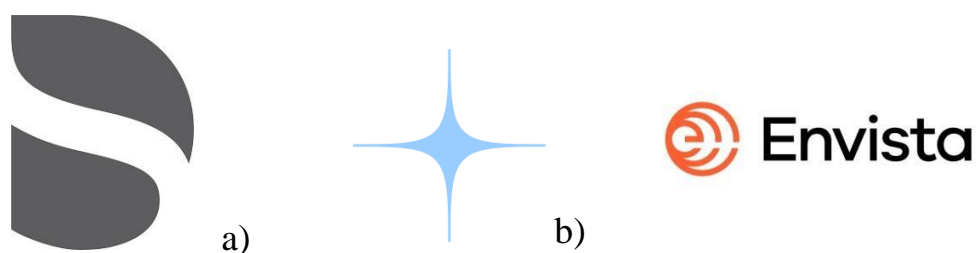

Fig.3. Logos of top dental product brands: a) Dentsply Sirona (USA), b) Dentalcorp (Canada), c) Envista (USA).

Thus, visual resources, being important elements in dental commercial advertisements targeting dentists as consumers, use both aesthetical and semantic structure and by this way they constitute a visual rhetorical expression. They enhance the effectiveness of advertisements by conveying professionalism, trustworthiness, and innovation. The use of high-quality images, infographics, and typographical resources caters to the specific needs and preferences of dental professionals. Visual elements are essential tools for capturing attention and fostering informed decision-

making, ultimately benefiting the dental industry and the quality of care provided to patients.

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