VISUAL STRATEGIES FOR REPRESENTING PROFESSIONAL VALUES IN DENTISTRY ADVERTISEMENTS TARGETED AT DENTAL PROFESSIONALS

ВІЗУАЛЬНІ СТРАТЕГІЇ РЕПРЕЗЕНТАЦІЇ ПРОФЕСІЙНИХ ЦІННОСТЕЙ У СТОМАТОЛОГІЧНІЙ РЕКЛАМІ, ОРІЄНТОВАНІЙ НА ФАХІВЦІВ ГАУЗІ

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Background. In recent years, the study of multimodality in advertising has gained significant attention, particularly in the context of specialized markets such as dentistry. The integration of visual and linguistic elements in advertisements targeted at dental professionals has become a crucial area of research, highlighting the complex interplay between different modes of communication [1; 2; 5].

Multimodal analysis in advertising extends beyond traditional linguistic approaches, encompassing visual metadiscourse and the strategic use of imagery to convey persuasive messages [3; 4]. This approach is particularly relevant in dentistry trade advertisements, where technical information must be balanced with compelling visual representations to engage dental professionals effectively. The use of visual metadiscourse in dental advertisements serves multiple functions, including establishing credibility, attracting attention, and facilitating the interpretation of complex information [4]. For instance, infographics and visual representations of dental products or procedures can quickly communicate key features and benefits to time-constrained professionals.

Linguistic metadiscourse, working in tandem with visual elements, plays a crucial role in guiding the reader's interpretation and reinforcing the advertisement's persuasive intent. In the context of dentistry, this might involve the use of specialized terminology, statistical data, or expert testimonials to build trust and authority. Research has shown that the effective integration of visual and linguistic metadiscourse can significantly enhance the persuasive power of advertisements [1; 3]. This is particularly important in the dental industry, where products often require detailed explanation and visual demonstration to convey their value to professionals [2, p. 195].

As the advertising landscape continues to evolve, understanding the multimodal nature of dental trade advertisements becomes increasingly important for both marketers and researchers in the field. By leveraging the combined power of visual and linguistic elements, advertisers can create more engaging and effective communications tailored to the specific needs and expectations of dental professionals.

The **aim** of this study is to analyze visual strategies in representing professional values in dentistry advertisements targeted at dental professionals.

Materials and Methods. A corpus of 130 printed advertisements showcasing innovative dental products such as tools, equipment, materials, and software was sourced from three dental journals published between 2021 and 2024**: Dentistry Today** (USA), **Compendium of Continuing Education in Dentistry** (USA), and **The Journal of the American Dental Association**. The analysis focused on linguistic, semiotic, and design elements to determine how professional values are visually and textually conveyed.

Results and Discussion. The study has show the most effective visual elements for conveying dental expertise in advertisements targeted at dental professionals involve imagery of advanced technology, images of dental

professionals, patient outcome focus, focus data visualization, professional branding elements, and color psychology effects.

In dental advertisements, advanced technology plays a crucial role in establishing credibility and expertise. Visuals featuring state-of-the-art equipment, such as intraoral scanners (appearing in 60% of ads), 3D imaging systems (45%), and robotic tools (30%), emphasize innovation and demonstrate a commitment to staying at the forefront of industry advancements.

Equally important are images of dental professionals collaborating as a team. Advertisements often depict dentists working alongside hygienists or specialists, with 35% of ads incorporating such visuals to highlight teamwork and shared expertise. These images reinforce the idea of comprehensive patient care and professional cooperation within the field.

A strong patient outcome focus also shapes dental marketing strategies. Despite targeting professionals, half of the analyzed advertisements included visuals of successful patient results – such as restored teeth and aesthetic smiles – linking the promoted product or service to tangible improvements in clinical care. This approach underscores the real-world benefits of the advertised innovations.

To further enhance credibility, data visualization plays a key role in conveying product efficacy. Charts, graphs, and infographics-featured in 40% of ads-effectively illustrate clinical benefits, such as bond strength improvements of 25–30% or a 15% reduction in chair time. These visual elements translate technical data into digestible, compelling messages that reinforce product superiority.

Additionally, professional branding elements help establish brand identity and reliability. Recognizable logos, consistent color schemes, and typography appeared in 70% of advertisements, reinforcing trust among dental professionals. Logos, in particular, serve as a lasting visual identifier, ensuring brand recognition across various platforms, from social media to business cards and websites.

The strategic use of color psychology effects further enhances the perception of professionalism and expertise. Blue, present in 65% of ads, and green, in 40%, evoke associations with cleanliness and health, while white-featured in 90%-emphasizes sterility and precision. Complementing this, minimalist designs with clean lines and sterile aesthetics appeared in 80% of advertisements, reinforcing a sense of trust, hygiene, and safety in clinical practice.

By integrating these visual elements, dental advertisements effectively communicate expertise while resonating with the professional audience's values of innovation, competence, and patient-centered care.

Conclusions. Advertisements targeting dental professionals go beyond mere product promotion; they strategically align with core professional values such as precision, innovation, patient safety, and efficiency. The use of persuasive language, scientific validation, and visually reassuring elements contributes to building trust and influencing purchasing decisions. Understanding these representational strategies can help dental professionals make more informed choices and enhance their awareness of advertising influence within the industry.

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