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## Concept of dissertation

Subject of my dissertation is development of pharmaceutical advertisement throughout the history and its influence not only on the expansion, but also change of the existing canons of applied in pharmacy. This issue has so far rarely appeared in Polish studies, both in terms of historical and cultural.

In my thesis, I analyze and interpret firstly the importance of education, secondly value of information, finally aesthetic value in pharmaceutical advertisement.

Comparing past to the present, we can think about aesthetics and language of pharmaceutical advertisements directed at patients. It should be emphasized that the language of the advertisements is composed of selected words and typography both equally exposes the power of their message. Functionality as the goal of typography gave advertisers the chic that determines the order of information needed. The graphic layout of advertising messages allowed to expose the advantages of the medicines.

The informational content of pharmaceutical advertisements is related to the choice made by patients. To improve the performance level of advertisers' messages, they used a number of tricks.

The educational value of advertising was provided to patients through the provision of information that could contribute to a positive change in everyday life. This change would be related to avoiding health problems common to the general public, such as beauty and lifestyle.

History shows the impact of advertising, influenced the pharmaceutical industry and even shaped it. It is worth to add that advertising is a historical source for research as an area for further research in pharmacy.