

Stylistics Analysis of Technical Writing Procedure of Maxirest Pharma Omeprazole Capsule Drug Information Leaflet

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ABSTRACT

This study undertakes a stylistic analysis of the technical writing features employed in the drug information leaflet of Maxirest Pharma's Omeprazole capsules. Guided by Crystal and Davy's (1969) linguistic stylistic framework, the research explores key features such as clarity, structured organization, nominalization, passivation, complex noun clusters, and syntactic negation, all of which contribute to the formal and instructional tone characteristic of scientific and medical documentation. Graphological elements—headings, bullet points, punctuation, abbreviations, and acronyms—are analyzed for their role in enhancing readability and navigation. The analysis also highlights the use of medical register and technical jargon, which are critical in ensuring accuracy and audience-specific communication. Findings underscore the significance of stylistic precision in pharmaceutical leaflets for effective dissemination of medical information, ultimately promoting patient safety, comprehension, and proper medication adherence. These insights may inform future practices in medical writing, especially in the design of patient-friendly drug leaflets without compromising scientific accuracy.

Keywords: Stylistics Analysis, Technical Writing, Maxirest Pharma Omeprazole, Capsule Drug and Information Leaflet

INTRODUCTION

The drug information leaflet for omeprazole serves as a crucial communication tool in the healthcare sector, providing essential information about the medication to both patients and healthcare professionals [1]. He describes Omeprazole as a widely used proton pump inhibitor, which is primarily prescribed for conditions related to excessive stomach acid, such as gastro-esophageal reflux disease (GERD) and peptic ulcers. Given the importance of accurate and comprehensible information in promoting safe and effective medication use, concise language that communicates the essence of the leaflet is necessary. To achieve this, the development of the leaflet must abide with the linguistic and scientific features of technical writing. This analysis focuses on the stylistic elements of technical writing employed in omeprazole drug information leaflets, highlighting the use of clear language, structured organization, and precise instructions. Additionally, it delves into the prevalence of passive voice and nominalization, which contribute to the formal tone and objectivity of the text. By exploring these stylistic features, there can be better understanding on how the leaflets facilitate communication, enhance patient understanding, and ensure adherence to medication guidelines. Ultimately, this analysis underscores the significance of effective technical writing in the realm of pharmaceuticals, where clarity and precision are paramount for patient safety and therapeutic efficacy. The research method adopted for the study is a qualitative research design while the analysis is hinged on [2], framework. The theory is suitable for this analysis because the model investigates the semantic, syntactic, graphological and discourse aspects of a text. The modal is considerably comprehensive and fulfills the purpose of the analysis.

LITERATURE REVIEW

Concept of Technical / Scientific writing

According to [3], technical and scientific writings are specialized forms of communication used to clearly and accurately convey complex information to a specific audience. He presented the following as the key characteristics of technical / scientific writing:

- i. Objective, precise, and concise language
- ii. Simplified grammar and easy-to-understand visuals
- iii. Formal tone written from a third-person perspective
- iv. Reliance on factual content and data rather than personal opinions
- v. Situating information within the context of previous published work

Concept of Stylistics

[4], define stylistics as a branch of linguistics which studies the features of situational distinctive uses of varieties of language made by individuals and social groups in their use of language. It can be referred to as a sub-discipline of linguistics that is concerned with the systematic analysis of style in language and how this can vary according to factors such as genre, context, historical period, author etc. [4]. Stylistics can therefore be defined as the study of text from a linguistic perspective. As a discipline, it links literary criticism and linguistics but has no autonomous domain of its own. Stylistics has the following levels of analysis:

- i. Phonetics/ phonology,
- ii. Graphitic/ graphological,
- iii. Lexical
- iv. Syntactic and rhetorical devices

Medical Register

Medical register, according to [5], is traditionally regarded as the language used by medical experts when communicating in expert-to-expert context. In this respect, it is a professional register, as [6], describes that is full of formal and technical vocabulary, and characterized by archaism (including many Latin terms) with specialized semantic sets, in other word, medical language is similar to the language of law.

[6], refers to the significance of medical register as a kind of Language that brings medical language to life and helps in developing the understanding to communicate fluently in the healthcare setting. This was further buttressed by [7], who considers medical register as an easy language which if used in context helps the body works in health and diseases, and if terminologies and complex medical processes are explained in context of physiology and anatomy, language will be easily understood by the general public.

[8], however describes medical register as scientific language used by scientists. It has the same grammar, pronunciation and spelling as found in all kinds of English; it includes the general vocabulary of English, used in specialized ways; it also carries set of symbols and symbolizations which can be understood by those who know the rules for doing so. This description is a basically the standard adopted in writing a medical leaflet. The leaflet contains specialized vocabulary which makes it distinct from other types of leaflets.

Medical Leaflet

According to [9], a drug medical leaflet, also known as a Patient Information Leaflet (PIL) or Consumer Medicine Information (CMI), is a document that provides important information about a medication to patients and consumers. It is typically included in the packaging of prescription drugs and over-the-counter medicines. The main purpose of a drug medical leaflet based on [10], is to inform patients about:

- i. How to safely take or use the medication;
- ii. The active ingredients and other components of the drug;
- iii. The medical conditions the drug is approved to treat;
- iv. Potential side effects and interactions with other substances;
- v. Proper storage and disposal of the medication;
- vi. Contact information for the manufacturer;

Reading the drug medical leaflet before starting a new medication allows patients to make informed decisions and use the drug safely and effectively. It is an important supplement to the information provided by healthcare professionals about a patient's prescription or over-the-counter medicine [10].

RESULTS AND DISCUSSION

For effective technical and stylistics analysis, the following factors were analyzed, citing relevant excerpts and examples from the leaflet.

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Clarity and Precision

The leaflet employs clear and precise language to convey essential information about the medication. For instance, it specifies the indications for use, such as

Excerpt I

Helicobacter pylori eradication in combination with amoxicillin...

This direct approach ensures that the reader understands the primary purpose of the drug without ambiguity.

Structured Organization

The information is organized into distinct sections, such as "Indications," "Dosage and Administration," "Side Effects," and "Warnings." Each section is clearly labeled with bold headings, allowing readers to navigate the document easily. For example:

- i. Indications: This section outlines the conditions treated by omeprazole which is "*Helicobacter pylori eradication*"
- ii. Dosage and Administration: This provides specific instructions on how to take the medication E.g

Excerpt I

By mouth

Adult 20mg twice daily

Excerpt II

By mouth

20mg once daily, dose may range between 20–40mg daily

Excerpt III

By mouth

... continued for 4 weeks if not properly healed

- iii. Side Effects: it provides concise knowledge on the effects of the on the patient when administered. Eg

Excerpt

Abdominal pain, constipation, diarrhoea,

flatulence, nausea/ vomiting, ... insomnia

- iv. Warning: the aim is to advice the patients on the dangers of wrong administration of the drug. E.g.

Excerpt I

The potential for interaction with medicinal product

metabolized through CYP2C19 should be considered..

Excerpt II

An interaction is observed between clopidogrel and omeprazole

Excerpt III

The clinical relevance of this interaction is uncertain.

Excerpt IV

Hypomagnesaemia improved after magnesium

replacement and discontinuation of the PPI.

Nominalization

Nominalization is the use of a word that is not a noun (such as a verb, an adjective, or an adverb) as a noun or as the head of a noun phrase [11]. This process can occur through morphological transformation, such as adding a derivational affix to a verb to create a noun, or it can be achieved without any additional morphology, known as zero-derivation. Nominalization is a natural part of language and is often used to condense information by expressing events, properties, actions, situations, and clause relations in an abstract or incongruent manner.

The leaflet contains instances of nominalization, where verbs are converted into nouns to create a formal tone. Eg

Excerpt I

... reversible inhibition of gastric acid secretion ...

Excerpt II

Absorption of Omeprazole is rapid... occurring approximately

Excerpt II

Absorption of Omeprazole takes place in the small

intestine... completely between within 3 – 6 hours

This construction emphasizes the process rather than the action, contributing to the technical nature of the writing.

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Complex Noun Clusters

Complex noun clusters, also known as complex noun phrases, are units of language that consist of two or more nouns, along with other parts of speech, that together express a single idea or concept [12]. These structures are commonly used in technical writing to convey precise and concise information, often filling terminology gaps related to new concepts, improvements, or discoveries. They are also used to convey detailed information succinctly [13], for instance, phrase like "*gastro-esophageal reflux disease management*" encapsulate complex ideas in a compact form, aiding in the efficient communication of information. Other examples are:

- i. *Reversible inhibition of gastric acid secretion...*
- ii. *Helicobacter pylori eradication...*
- ii. *... associated gastroduodenal erosions*

Complex Phrases

Complex phrases are sentences or phrases that contain multiple clauses and convey information in a more elaborate and detailed manner [12]. These types of phrases often include conjunctions, relative pronouns, or subordinating conjunctions to connect different ideas and create a more intricate structure. Complex phrases are used to provide additional information, add nuance to a statement, or express complex relationships between different parts of a sentence. Complex phrases in drug information leaflets, such as those for omeprazole, often combine multiple elements to convey detailed information in a compact form. These phrases typically include adjectives, nouns, and additional modifiers that provide context and specificity. Here are some examples of complex phrases that are found in the leaflet:

Excerpt I

Once-daily oral administration of omeprazole

This phrase combines the frequency ("once-daily"), the method ("oral administration"), and the medication ("omeprazole") to specify how the drug should be taken

Excerpt II

Long-term management of gastroesophageal reflux

This phrase includes "long-term" as a modifier describing the type of management, along with the specific condition (GERD) being treated.

Excerpt III

Common side effects associated with proton pump inhibitors

In this phrase, "common" modifies "side effects," which are further specified as being "associated with proton pump inhibitors," providing clarity on the type of medication. These complex phrases enhance the clarity and specificity of the information presented in omeprazole leaflets, allowing readers to quickly grasp essential details about the medication, its use, and its effects.

Passivation

[4], stated that passive occurs frequently in scientific / technical writing, reversing the order of the sentence. According to him, it is used to provide emphasis by bringing to the head of the sentence, the thing acted upon rather than the thing doing the action. In this analysis, the underlined words are the passives:

Excerpt I

Severe hypomagnesaemia has been reported in patients ...

Syntactic Negation

Syntactic negation in scientific writing refers to the use of negative particles or constructions to negate or contradict the meaning of a sentence or clause [14]. The use of negative structures abounds to some extent in medical leaflets as attested to by the following underlined example from the corpus:

Excerpt

*Omeprazole like other proton pump inhibitors ...
must not be used concomitantly with nelfinavir*

The negative statement is used to show the truth condition in the statement since medical leaflets are guide to the users and health personnel built on realities and scientific proofs.

Graphological Features

Graphological features in stylistics refer to the visual and typographical characteristics of written language that contribute to the overall meaning and effect of a text. Some key graphological features studied in stylistics include: handwriting, punctuation, capitalization, spacing, fonts and typography [7].

The leaflet utilizes various graphological features to enhance readability such as:

- i. **Headings and Subheadings:** In the leaflet, they are usually written in bold. Eg

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- a. **Omeprazole Capsule**
- b. **COMPOSITION**
- c. **INDICATION & DOSAGE**
- d. **CLINICAL PHARMACOLOGY**
- e. **PHARMACODYNAMICS**
- f. **PHARMACOKINETICS**
- g. **CONTRAINDICATION**
- h. **WARNINGS**
- i. **SIDE EFFECTS**
- j. **STORAGE**
- k. **PACKING**

Clear headings categorize information and also aids in navigation.

- ii. **Bullet Points:** Lists of side effects or instructions are presented in bullet points for easy scanning and emphasis. For Maxirest Pharma Omeprazole capsules, one style of bulleting was adopted which is:
 - **BY MOUTH** referring to the process of intake of the capsule.
- iii. **Punctuation:** This refers to the intentional use of punctuation marks to enhance the meaning, rhythm, and emotional impact of writing [14]. Beyond their grammatical function, punctuation marks can serve as tools for expression, allowing writers to manipulate the flow of text and convey nuances in tone and emphasis. Numbers, caps letters, hyphens and other types of punctuations are used in medical articles to make the language precise and easier to be understood by the reader, since punctuations helps to convey the accurate meaning and make the writing plain and clear.
 - a. **Numbers**

Using numbers is one of the prominent characteristics in medical articles. The essence is to reduce density of information in the leaflets and also to intensify basic instructions. E.G

 - ✓ Adult 20mg twice daily
 - ✓ ... once daily for 8 weeks... increased to 40mg
 - ✓ Adult ... 60mg once daily... 20 – 120 mg daily... greater than 80mg ...in 2 divide doses
 - ✓ ... 10 – 20 mg once daily for 2 – 4 weeks...
 - b. **Hyphens** in compound words: the leaflet has limited hyphenated words like:
 - ✓ Gastro-esophageal
 - ✓ Zollinger-Ellision
 - ✓ Acid-related
 - c. **Dash**

Maxirest omeprazole leaflet contains a lot of dash symbols which are used to show duration and recommended doses. E.g.

 - ✓ 10 – 40 mg
 - ✓ 10 – 20 mg once daily for 2 – 4 weeks...

Abbreviations

Abbreviations are letter symbols or contractions used as shortened forms of words and phrases to facilitate writing and to save space. In this corpus, the following abbreviations were used by the author [13], Examples of abbreviations found in the leaflet are:

- i. BP: British Pharmacopoeia
- ii. Mg: milligram
- iii. PPI: Proton Pump Inhibitors
- iv. LTD: limited
- v. CYP: Cytochrome P450 System

Acronyms

[13], refer to acronyms as a process that entails shortening of words. This is done through initial letters of some words in a phrase or all the letters in a phrase or title and reading them as a word. Acronyms are used in Maxirest Pharma Omeprazole capsules for to save space and to reduce wordiness. E.g.

- i. NSAID (No Steroidal Anti-inflammatory Drugs)
- ii. GERD (Gastro-esophageal Reflux Disease)

CONCLUSION

The stylistic features of Maxirest Pharma's omeprazole capsules leaflet demonstrate a commitment to clarity, precision, and professionalism. By employing structured organization, clear language, passive voice, nominalization,

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complex noun clusters, effective graphological elements, an impersonal tone, technical terms, references, and tables and diagrams, the leaflet serves as an essential resource for both healthcare professionals and patients. These stylistic choices collectively enhance the usability of the document, ensuring that critical information about the medication is communicated effectively. The technical writing in the Maxirest Pharma Omeprazole Capsules leaflet likely employs clear and concise language, structured organization, a formal and instructive tone, appropriate use of technical terminology, audience-appropriate language, and effective visual aids and formatting. These elements collectively ensure the leaflet is accessible, informative, and easy to navigate for patients.

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