

VIOLATION OF ORPHOGRAPHIC AND LEXICAL NORMS IN THE NAMES OF DRUGS, REGISTRATED IN UKRAINE

Lisenko N. O., Rakyeyev P. V.

National University of Pharmacy, Kharkiv, Ukraine

paulinus@ukr.net

Actuality. The novelty of our study is the fact that nobody thought about the number and typology of orthographic mistakes in the names of drugs, and similar studies have been conducted not only on the basis of our National University of Pharmacy, but in the country, indicating that the problem is poorly understood.

Problem. With the rapid development of the pharmaceutical business and the growth of a huge number of new drugs, the pharmaceutical companies engaged in drug naming process (nomination) often forget the importance of names and naming principles of medicines, often ignoring basic rules of orthography.

The object and subject of study. The *object* of our study are the names of medicines and dietary supplements, officially registered in pharmaceutical market of Ukraine, both domestic and foreign production.

The *subject* is the analysis of all the names of medicines registered in Ukraine for errors spelling and vocabulary nature (characteristics and specifics paronymy).

Methods. The systematic and statistical analysis is used.

Purpose. To analyze the pharmaceutical market of Ukraine, which includes domestic and imported drugs for the comments on spelling, and bring to pharmaceutical marketing professionals in the problem of illiteracy of staff of the companies involved in naming (nomination) medicines.

Importance. Through analysis and pharmaceutical companies showing their mistakes we could avoid these irrelevant in the future and increase the professionalism.

Today it seems that many pharmaceutical companies sometimes forget the first name and principles of formation of names of medicines. And that is why a lot of inaccuracies and irrelevant in the trade names of medicines that prevent doctors and pharmacists in their professional activities.

During the study we have found numerous errors of spelling character in the names of drugs.

In our opinion, this is due to the fact that they have not appointed as nomenclature.

After analyzing 10 000 names of drugs we can say that most of the names possess spelling mistakes on the "rule of nine." For all that the drug is called, everywhere, all over the world, its name will translate and pronounce as it is written form. Each of these "pharmaceutical borrowing" language spelling conforms to the recipient. Accordingly, in the Ukrainian language in the names of foreign origin after d, t, s, s, c, g, h, l, r to write the letter И. In all other cases – І.

In writing the names of the medicines is subject to all rules of spelling words of foreign origin as the basis for their creation was the Latin language.

It was also noticed that there is the another problem among the names of drugs. This is a paronym. Paronyms are the words sound quite similar in composition and sound but different in meaning. There are paronyms in many names, including names that do not even belong to the same pharmacological group. Is not possible to avoid this phenomenon but we must be very careful with Paronyms. The use of paronyms which may be dangerous for patients may lead to dangerous consequences to human life.

Conclusions. Studying language means by which the modern name of medicines is created permits to determine some trends and patterns of naming (nomination) in today's professional languages.

In forming trade names of medicines it's necessary to consider some general principles: possible brevity, euphony, no negative associations, originality, spelling and sound.