

IMPORT SUBSTITUTION AND GENERICS

Bondarenko V.

Scientific supervisor: assoc. prof. Chemodanova M. F.
National University of Pharmacy, Kharkov, Ukraine
marinlaoshi7@gmail.com, bbvictorygame@gmail.com

Introduction. The development of pharmaceutical industry is capable to solve effectively considerable part of needs of the population for provision of medicines. The import substitution of drugs is very important nowadays. The main directions of legalization of import substitution must be correctly formed by every government in each country. Obviously, level of import substitution dependent of economic situation and life level in countries, that is why the most developed countries almost no products called generics. Generics are the drugs who have identical chemical composition with a original medicines, but cheaper than original.

Aim. Find out the connection between import substitution and generics. Influence import substitution on pharmacy industry.

Materials and methods. Research methods were analysis, descriptions, problems of treatment people, state of scientific research in the countries.

Results and discussions. The main directions of legal regulation of import substitution include creation of incentives for localization of production facilities by foreign manufacturers, including granting of subsidies for organization of clinical trials and manufacturing of medicines and medical devices. We know that creation new drugs need a lot of money, time and experiments. That is why new products cost expensive and not all can buy it. This is reason why other factories create generics. A generic drug is a pharmaceutical drug that is equivalent to a brand-name product in dosage, strength, route of administration, quality, performance and intended use, but does not carry the brand name. Manufacturers of generics do not spend money on research and development of the drug, obtaining certificates confirming the safety and effectiveness of drugs. The costs of pharmaceutical companies for research, development, testing, licensing of the drug are very large. In the future, this is the reason for the high cost of branded drugs. Pharmaceutical companies need to redeem costs and profit before the expiration of patent protection. Not everyone can buy such expensive medicines. That is why cheaper drugs come out. Generic drug companies may also receive the benefit of the previous marketing efforts of the brand-name company, including advertising, presentations by drug representatives, and distribution of free samples. Many drugs introduced by generic manufacturers have already been on the market for a decade or more and may already be well known to patients and providers, although often under their branded name. Analyzing the amount of drugs used to treat people, we can conclude that the sold number of branded medicines smaller than generics.

Conclusion. We should say that people who live in low economic countries buy more generics than branded drugs. Companies should always analyze the market's importance and government should control pharmaceutical factories who produce generics to avoid forgery.

USING OF AUTHENTIC MATERIALS AND MODERN METHODS OF TEACHING FOREIGN LANGUAGE FOR SPECIFIC PURPOSE

Burlachenko N. V., Shcherba I. S.

Scientific supervisor: assoc. prof. Khaliman O. V.
College of National University of Pharmacy, Kharkiv, Ukraine
H.S. Skovoroda National Pedagogical University, Kharkiv, Ukraine
burlachenko.natasha91@gmail.com, irascherba89@gmail.com

Introduction. The current state of international relations of Ukraine, the way it to the European and world space predetermines the consideration of a foreign language as an important means of intercultural communication.

The main purpose of a foreign language as a subject field of study is to facilitate the mastery of students' abilities and communication skills in accordance with the motives, goals and social norms of speech behavior in

typical spheres and situations. Therefore, it is important to form the basic mechanisms of communication in another language, which in the future students will be able to develop and improve according to their own needs.

Aim. To share the experience in selecting the authentic material for teaching “Foreign Language for Specific Purpose”. To show the methods of developing speech in a foreign language, applied by the teachers of the College of National University of Pharmacy.

Materials and methods. Studying and generalizing the positive experience of teachers.

Results and discussion. Both socio-linguistic and professional competences of a specialist comprise knowledge and ability to operate with specific vocabulary and grammar constructions in the native language as well as in a foreign one. Thus in higher educational establishments a lot of attention is paid to such discipline as “Foreign Language for Specific Purpose”.

Studying foreign languages students learn not only the necessary vocabulary and grammatical constructions, but also how it works in the context of communication whether written or spoken, formal or informal. Thus, the language they are learning must correspond the reality.

In connection to this, many scientists insist on using authentic materials for teaching foreign languages. M.K. Phillips and C. C. Shettlesworth suggest using adapted materials for reading and writing for students, who only start to learn a foreign language for specific purpose and gradually move to non-adapted materials at all. Adaptation of texts might help make them more comprehensible for students and draw students’ attention to the controlled quantity of new specific vocabulary or grammatical constructions. They also notice that it is important to concentrate over the topics connected with this or that specific field of study students are being trained at.

At the College of National University of Pharmacy teachers of English practice using authentic materials not only teaching listening as it was before, but also for teaching reading, writing and speaking. Although, it is not an easy task to select the materials containing necessary information and at the same time not saturated with too much new vocabulary, because otherwise it would be impossible for students to work with them, students get highly motivated as they understand they’ll get the use of it in future. Working with articles from scientific journals also teaches them to develop in future as they will be able to self-educate searching for some new information not being tied with the ability to comprehend only in their native language.

Still, there are students having problems with learning a foreign language for specific purpose. That is why modern forms of conducting classes are often used. For example, "English Speaking Club" is a modern format for practical classes in English, where communication is conducted exclusively in English.

As part of this format, native speakers from the UK and the US are invited to College of National University of Pharmacy. Students showed the interest to have a talk. Although there was some embarrassment at first just after a few questions and answers the students switched on and became more active. The lessons were based not only on oral activities, there were also reading or grammar and vocabulary tasks.

Developing listening skills students are not only taught to comprehend the text, but also develop their speaking skills through imitation of native speakers’ intonation. Listening to the dialogues they may follow the logical chain of questions and answers. The materials for listening are available on the Internet. They may be taken from different films, as quite often situations in pharmacies are depicted there. To develop listening comprehension skills tasks of different difficulty such as true/false, multiple choice, gap filling and sentence completion are used. The matter is, authentic listening materials cannot be adopted, as to take the maximum out of them, they must be represented by native speakers. Thus, it takes quite a lot of time to select appropriate ones as for the language used and the fluency of speech to be understandable for students. Quite a lot of time does it take to develop the tasks.

Conclusions. The study of theoretical materials and the analysis of the specialized literature on the problem of authentic materials have shown that although an active research work in this field has been conducted recently, the problem of determining and using authentic materials in the process of teaching a foreign language is still far from being solved, demanding special attention on the part of modern teachers. Analysis of the practical use of authentic materials showed that, on the one hand, their use increases the motivation for learning a foreign language, since it makes the learning process more creative and interesting, but on the other hand it requires a specially developed methodology that differs from the traditional one based on teaching materials.