НУРаУ

RULES OF WRITING A SCIENTIFIC ARTICLE AND THESIS IN ENGLISH

Scientific methodological recommendations for students, postgraduates, researchers

MINISTRY OF HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY

Budanova L.G., Vnukova K.V., Semenova L.V., Chemodanova M.F

RULES OF WRITING A SCIENTIFIC ARTICLE AND THESIS IN ENGLISH

Scientific methodological recommendations for students, postgraduates, researchers

Kharkiv
NUPh
2019

UDC 615.1:811.111:378.147.091.33-027.22

Recommended by CMC of the National University Pharmacy

(letter #3 from 13 february ,2019)

Authors: Budanova L.G., Vnukova K.V.**,** Semenova L.V.,Chemodanova M.F

Reviewers:

N.V. Plotnikova, Ph.D. in Philology, associate professor of the department of social and humanitarian disciplines of Kharkiv Inststute of Finance

T.Ye. Sukhanova, Ph.D. in Philology, associate professor of the Humanities department , NUPh

RULES OF WRITING A SCIENTIFIC ARTICLE AND THESIS IN ENGLISH: Scientific methodological recommendations for students / Budanova L.G., Vnukova K.V.**,** SemenovaL.V.,Chemodanova M.F. – Kharkiv.: NUPh, 2019. – 30 p.

The publication contains recommendations for students while writing articles, thesis in English. Scientific- methodological recommendations define the rules that must be observed when students prepare a scientific work. The basic principles of writing a scientific article, it's structure, rules of registration are given. Publication can be useful for higher education graduates, postgraduates, researchers.

UDC 615.1:811.111:378.147.091.33-027.22

PREFACE

Scientific-methodological recommendation for students contains recommendations for students while writing articles, thesis in English. Scientific-methodological recommendations define the rules that must be observed when students prepare a scientific publication. The basic principles of writing a scientific article, it's structure, rules of registration are given. It includes manual for preparing thesis and speech for conference; steps to organizing manuscript; posture and gestures while the speech; vocabulary and some useful equivalents.

Publication can be useful for both higher education graduates and teachers.

THE PRINCIPLES OF DESIGNING SCIENTIFIC PUBLICATION.

The scientific article is a complete and logically integral product, covering any topic within the range of the problems connected with the topic of the thesis.

The main purpose of a scientific publication is to acquaint the scientific community with the results of the research of the author, and also to indicate its priority in the chosen field of science.

A scientific article is a brief, but sufficient for understanding a research report and determine its value for the development of this science. It should contain sufficient information and references to its sources so that colleagues are able to evaluate and test the results.

The article should clearly and concisely outline the current state of the problem, purpose and research methodology, results and discussion the obtained data. It can be the results of their pilot studies, generalization of practical experience, and analytical review of information in this area.

In the work devoted to the experimental (practical) research, it is necessary to describe the methodology of experiments to evaluate the accuracy and reproducibility of the results. It is desirable that the results of this work were presented in visual form: in the form of tables, graphs, charts.

When writing the article should follow the principles of designing scientific publications and to adhere to the scientific style of speech. This provides an unambiguous perception and evaluation of the data readers.

The main characteristics of the scientific style — objectivity, consistency, accuracy.

To meet the requirement of objectivity of scientific language it is impossible to prevent the use in the scientific article the emotional statements and personal assessments.

The need to comply with the accuracy requirement is that a significant place in the scientific text is the terms. Unambiguous statements is achieved in their correct use. For this the author need to follow certain rules:

• use common, clear and unambiguous terms;

• the introduction of new, rare-used term is necessary to explain its meaning;

• do not use the concept of having two values, without specifying which one it will be applied;

• do not use one word in two different meanings, and different words in the same meaning;

• not to abuse foreign terms in the Russian language there are equivalents.

THE STRUCTURE OF SCIENTIFIC ARTICLES.

A scientific paper has a clear structure and generally consists of the following parts.

1. Name (title).

2. Abstract.

3. Key words.

4. Introduction.

5. A review of the literature.

6. The main part (methodology, results).

7. Conclusions and future prospects of the study.

8. The list of references.

Name

The name (head) — marking the structural parts of the main text of a work (section, Chapter, paragraph, table, etc.) or publications.

The title of the article is brevity and clarity. Maximum header length — 10-12 words. The title should be meaningful and expressive to reflect the content of the article. When you select the title of the article must adhere to the following General recommendations.

1. The title should be informative.

2. The title should attract the reader's attention.

3. In the title and throughout the article, should strictly adhere to the scientific style of speech.

4. It should clearly reflect the main theme of the study and to introduce the reader to the fallacy discussed in the article.

5. The title needs to be enabled some of the key words that reflect the essence of the article. It is desirable that they stood at the beginning of the header.

6. In the head you can use only standard abbreviations.

Abstract

Abstract — it is not dependent on article source of information. Write it after the completion of the main text of the article. It includes a description of the topic, problem, object, purpose of the work and its results. It indicates the novelty of this paper compared to others, relatively on the subject and the target. The recommended amount is 100 – 250 words.

Abstract performs the following functions:

• allows to define the main content of the article, its relevance and decide whether to refer to the full text of the publication;

• provides information about the article and eliminates the need to read its full text if the article is for the reader of the secondary interest;

• used in information, including automated, systems to search for documents and information.

Annotations should be designed according to international standards and include the following points.

1. Opening remarks on the topic of research.

2. The purpose of scientific research.

3. The description of the scientific and practical significance of the work.

4. A description of the research methodology.

5. The main results and conclusions of research.

6. The value of the research (what is the contribution this work made to the appropriate area of expertise).

7. Practical value of results of work.

In the abstract should not repeat the text of the article itself (you can't take sentences from the article and transfer them to the annotation), as well as its name. It should not be figures, tables, in line foot notes.

In the abstract should present the essential facts of the work, and must not contain material that is not in the article itself.

Keywords

Keywords Express the main semantic content of the article, and provide guidance to the reader and used to search for articles in electronic databases. Are placed after the abstract in the amount of 4-8 words in Russian and English languages. Should reflect the discipline (field of science in which the article was written), topic, purpose, object of study.

Introduction

The introduction is intended to provide background information regarding the subject article, to explain what the purpose of the undertaken study. When writing the introduction, the author first must state the General subject of the study. Further, it is necessary to develop theoretical and practical significance of the work and describe the most authoritative and accessible to the reader of a publication on the subject. In the introduction the author also identifies problems not addressed in previous studies, which is designed to solve this article.

The introduction of mandatory should be clearly formulated:

1. The aim and object made by the author of the study. The work must contain a certain idea, the key the idea, the disclosure of which is devoted. To formulate the goal, it was necessary to answer the question: "What do you want to create in the result of the research?" This result can be a new method, classification, the algorithm structure, a new variant of known technology, methodical development, etc. the objective of any work usually begins with verbs: find out, identify, form, justify, verify, identify, etc. the Object is a material consideration.

2. The relevance and novelty. The relevance of the topic — the degree of its importance at the moment and in a given situation.The ability of the results to be applicable for the solution of quite signifi-functional scientific and practical tasks. Novelty is what distinguishes the result of this work from the results obtained by other authors.

3. The original hypothesis, if they exist.

A review of the literature

The literature review represents the theoretical core of the study. Its goal is to study and assess the existing work on the subject. It is preferable not just a listing of previous studies, but their critical review, a synthesis of the main points of view.

The main part

Methodology

This section describes the sequence of the research and justifies the choice of methods used. It should enable the reader to assess the validity of this choice, the reliability and validity of the results. The meaning of the information in this section is that another scientist qualified could reproduce the study, based on the given methods. Reference to literary sources without a description of what the method is possible only if it is standard or in the case of article writing for profession-specific magazine.

Results

In this part of the article should be presented analytical, systematic statistical material. The results of the study must be described adequately so the reader can follow its stages and to assess the validity of the author's conclusions. The volume of this part is Central to the scientific article. This is the main section, whose purpose is to through the analysis, synthesis and explanation of data to prove a working hypothesis (hypotheses). The results, if necessary, confirmed illustrations, tables, gra-fukami, drawings that represent the source material or proof of minimized. It is important that illustrated information do not duplicate the text. See results it is desirable to compare with previous work in this area as the author and other researchers. This comparison further reveals the novelty of the work, will give it objectivity.

The results of the study should be described briefly, but still contain enough information for the evaluation of the findings should also be obvious why chosen to analyze these data.

Conclusion

The conclusion contains a brief summary of the research results. It compressed the main points repeat the main part of the work. All sorts of repetitions of the presented material is better to issue new phrases, new language, different from that expressed

in the main part of the article. This time it is necessary to compare the results marked in the beginning purpose. In conclusion are summarized the results of understanding of the topic, conclusions, generalizations and recommendations, derived from work, stresses their practical significance, and defines the main directions for further research in this area. In the final part of the article it is desirable to include attempts of the forecast of development of the discussed issues.

Legend

In scientific articles you should use symbols, pictures or signs adopted in the current regulations. Used legend explained in the text or in the structural element of the article "the legend".

EXAMPLE OF DESIGNING A SCIENTIFIC ARTICLE

UDC 338.58:65.014

Petrenko Olga
National University of Pharmacy

THE NEW TECHNOLOGIES IN LANGUAGE TEACHING

Abstract ……

Keywords……..

The purpose of the article is……

Methodology. The survey is based on ……

Results of the survey showed ……

Practical implications. As practice shows……

Conclusion……..

The list of references……

REFERENCES

1. Anderson T. Reading, Then Writing. From Source to Essay / T. Anderson, K. Forrester. – New York : Mc Graw-Hill, 1992. – 523 p.

THESIS OF 1-2 PAGES WRITING.

There are three types of abstracts that are welcomed by most of the scientific world:

1. Problem statement

2. Results of the study

3. New method of work

Some common positions:

• The statement should be short and capacious

• The statement must be substantiated: logic or empiric

• The reader should understand your text

• Brief introduction (relevance of the topic)

• An overview of existing points of view on the problem, or a description of the situation in the visual field

• Some own thoughts on this topic

• Predictable studies

• Conclusion

Type "Research results" implies the following thesis:

• A brief introduction, a statement of the problem (in fact, all the same as in the theses to "Problems", only briefly)

• Hypothesis (in the case of experimental research)

• Applied methods

• Sample parameters

• Actually, the results

• Interpretation + conclusions

For the thesis of the type "New method of work":

• A brief introduction describing, for example, the scope of the methodology

• Description of existing techniques

• Description of the new methodology

• Description of the results of the application

• Performance measurement methods

Regardless of whether you write the thesis based on the results of theoretical or empirical research, you must clearly answer the 3 questions:

I. What exactly do I write (what did I research)?

II. What exactly did I get?

III. What does all this mean?

Answers to these 3 questions and will constitute 3 main paragraphs of your abstract.

I. If the object of your research is a well-known phenomenon, you can directly outline the relevance of the phenomenon under investigation.

In the first sentences you identified the relevance of the phenomenon under study. It is not necessary to describe its importance and significance in the course of writing the abstract. The second point in the text should be a direct transition to the problem of your own research.

You have to argue with your particular choice (that is, to indicate: why this particular sample is involved in the study, or whether this particular period is chosen, or exactly these methods are used).

Along with the specifics of the text, the methods, stages, conditions of the research (or something else) must be indicated.

II. You can go directly to the results of your work. This item should be the most comprehensive and occupy more than 50% of your text abstracts. What the description of the results of your study will look like depends to a large extent on the nature of your study, but you can still highlight some of the universal recommendations to reflect the results of the study:

Before describing the details, it is better to give a general description of the research results you received.

III. Complete a generalized characteristic of the results of the study. By and large, you repeat what has already been described above. But, if the above described the results of their particular study, then summarizing everything written, you are already writing about the fact of the revealed features.

STEPS TO ORGANIZING YOUR MANUSCRIPT.

1. Prepare the figures and tables.
2. Write the Methods.
3. Write up the Results.
4. Write the Discussion. Finalize the Results and Discussion before writing the introduction. This is because, if the discussion is insufficient, how can you objectively demonstrate the scientific significance of your work in the introduction?
5. Write a clear Conclusion.
6. Write a compelling introduction.
7. Write the Abstract.
8. Compose a concise and descriptive Title.
9. Select Keywords for indexing.
10. Write up the References.

Next, review of each. But before you set out to write a paper, there are two important things you should do that will set the groundwork for the entire process.

- The topic to be studied should be the first issue to be solved. Define your hypothesis and objectives (Introduction.)
- Review the literature related to the topic and select some papersthat can be cited in your paper (Reference).

PREPARE THE TABLES AND FIGURES.

Remember that illustrations, including figures and tables, are the most efficient way to present your results. Your data are the driving force of the paper, so your illustrations are critical! Generally, tables give the actual experimental results, while figures are often used for comparisons of experimental results with those of previous works, or with calculated/theoretical values .

Another factor: figure and table legends must be self-explanatory .

When presenting your tables and figures:

- Use only three or four data sets per figure, avoiding crowded plots; use well-selected scales.
- Think about appropriate axis label size.
- Include easy to distinguish, clear symbols and data sets.
- Do not include long boring tables (e.g., lists of species and abundances or chemical compositions of emulsion systems). Include them as supplementary material.

If you use photographs, each must have a scale marker of professional quality in one corner.In photographs and figures, use colour only when necessary when submitting to a print publication. If different line styles can clarify the meaning, never use colours or other thrilling effects or you will be charged with expensive fees.Another common problem is the misuse of lines and histograms. Lines joining data only can be used when presenting time series or consecutive samples data .Finally, you must pay attention to the use of decimals, lines, etc. Inadequate

use of lines, number of decimals, decimal separators (use always dots, not commas) and position of units (above) and its adequate use (below) for a more clear table.

WRITE THE METHODS

This section responds to the question of how the problem was studied. If your paper is proposing a new method, you need to include detailed information so a knowledgeable reader can reproduce the experiment.

Do not repeat the details of established methods; to indicate the previously published procedures use references and supporting materials. Summaries or key references are sufficient.

Length of the manuscript

Here are some general guidelines:

- **Title:** Short and informative
- **Abstract:** 1 paragraph (250 words)
- **Introduction:** 1-2 pages
- **Methods:** 2-3 pages
- **Results:** 7-8 pages
- **Discussion:** 5-7 pages
- **Conclusion:** 1 paragraph
- **Figures:** 6-8 (one per page)
- **Tables:** 1-3 (one per page)
- **References:** 2-4 pages

Reviewers will criticize incomplete or incorrect methods descriptions and may recommend rejection, because this section is critical in the process of reproducing your investigation. In this way, all chemicals must be identified. Do not use proprietary, unidentifiable compounds.

Use standard systems for numbers and nomenclature. For example:

- For chemicals, use the conventions of the International Union of Pure and Applied Chemistry .

- For species, use accepted taxonomical nomenclature *(WoRMS: World Register of Marine Species*) and write them always in italics.

- For units measurement, follow the International System of Units (SI).

Present proper control experiments and statistics used.

List the methods in the same order they will appear in the Results section, in the logical order in which you did the investigation:

1. Description of the site.
2. Description of experiments done or the surveys (information on dates).
3. Description of the laboratory methods, including analytical methods, separation or treatment of samples , following the order of waters, sediments and biomonitors. If you have worked with different biodiversity components start from the simplest (microbes) to the more complex (mammals)
4. Use statistical methods description .

In this section, no (adding) comments, discussion, and results, it is a common mistake.

WRITE THE RESULTS.

This section responds to only representative results from your research that should be presented. The results must be essential for discussion.

Statistical rules

- Indicate the statistical tests used with all relevant parameters.
- Use mean and standard deviation to report normally distributed data.
- Use median range to report skewed data.

- Never use percentages for very small samples .

For the data, decide on a logical order that tells a clear story and makes it and easy to understand. Generally, this will be in the same order as presented in the methods section. An important thing is that you must not include references in this section; you are presenting *your* results, so you cannot refer to others here.

REPRESENT THE DISCUSSION.

Here you must respond to what the results mean. Probably it is the easiest section to write, but the hardest section to get right. This is because it is the most important section of your article. Here you get the chance to sell your data. Take into account that a huge numbers of manuscripts are rejected because the Discussion is weak.

You need to make the Discussion corresponding to the Results, but do not reiterate the results. Here you need to compare the published results by your colleagues with yours (using some of the references included in the Introduction). Never ignore work in disagreement with yours, in turn, you must confront it and convince the reader that you are correct or better.

Use the following tips:

1. Do not use statements that go beyond what the results can support**.**

2. Avoid unspecific expressions such as " lower temperature", "at a higher rate", "highly significant". Use quantitative descriptions.

3. Avoid sudden introduction of new ideas or terms; you must present everything in the introduction, to be confronted with your results here.

4. Hypothesis on possible interpretations are allowed, but these should be based on fact, not imagination**.** To achieve good interpretations think about:

- How do these results relate to the original question or objectives outlined in the Introduction section?
- Do the data support your hypothesis?
- Are your results consistent with what other investigators have reported?
- Discuss weaknesses and discrepancies. If your results were unexpected, try to explain reasons.
- Is there another way to interpret your results?
- What further research would be necessary to answer the questions raised by your results?
- Explain what is new without exaggerating.

WRITE A CLEAR CONCLUSION

This hart shows how the work advances the field from the present state of knowledge. It may be a separate section or the last paragraph of the Discussion section. Whatever the case, without a clear conclusion section, reviewers and readers will find it difficult to judge your work and whether it merits publication in the journal.

A common error in this section is repeating the abstract, or just listing experimental results. Trivial statements of your results are unacceptable in this section.

You should provide a clear scientific justification for your work in this section, and indicate uses and extensions if appropriate. Moreover, you can suggest future experiments and point out those that are underway.

You can propose present global and specific conclusions, in relation to the objectives included in the introduction.

WRITE A COMPELLING INTRODUCTION.

This is your opportunity to convince readers that you clearly know why your work is useful.

A good introduction should answer the following questions:

- What is the problem to be solved?
- Are there any existing solutions?
- Which is the best?
- What is its main limitation?
- What do you hope to achieve?

Editors like to see that you have provided a perspective consistent with the nature of the journal. You need to introduce the main scientific publications on which your work is based, citing a couple of original and important works, including recent review articles.

However, editors hate improper citations of too many references irrelevant to the work, or inappropriate judgments on your own achievements. They will think you have no sense of purpose.

Here are some additional tips for the introduction:

- Never use more words than necessary (be concise and to-the-point). Don't make this section into a history lesson. Long introductions put readers off.
- We all know that you are keen to present your new data. But do not forget that you need to give the whole picture at first.
- The introduction must be organized from the global to the particular point of view, guiding the readers to your objectives when writing this paper.
- State the purpose of the paper and research strategy adopted to answer the question, but do not mix introduction with results, discussion and conclusion. Always keep them separate to ensure that the manuscript flows logically from one section to the next.
- Hypothesis and objectives must be clearly remarked at the end of the introduction.

- Expressions such as "novel," "first time," "first ever," and "paradigm-changing" are not preferred. Use them sparingly.

WRITE THE ABSTRACT

The abstract tells prospective readers what you did and what the important findings in your research were. Together with the title, it's the advertisement of your article. Make it interesting and easily understood without reading the whole article. Avoid using jargon, uncommon abbreviations and references.

You must be accurate, using the words that convey the precise meaning of your research. The abstract provides a short description of the perspective and purpose of your paper. It gives key results but minimizes experimental details. It is very important to remind that the abstract offers a short description of the interpretation/conclusion in the last sentence.

A clear abstract will strongly influence whether or not your work is further considered. However, the abstracts must be keep as brief as possible (less than 250 words). Here's a good example on a short abstract.

In an abstract, the two *whats* are essential. Here's an example from an article I co-authored in *Ecological Indicators*:

1. **What has been done?** "In recent years, several benthic biotic indices have been proposed to be used as ecological indicators in estuarine and coastal waters. One such indicator, the AMBI (AZTI Marine Biotic Index), was designed to establish the ecological quality of European coasts. The AMBI has been used also for the determination of the ecological quality status within the context of the European Water Framework Directive. In this contribution, 38 different applications including six new case studies (hypoxia processes, sand extraction, oil platform impacts, engineering works, dredging and fish aquaculture) are presented."

2. **What are the main findings?** "The results show the response of the benthic communities to different disturbance sources in a simple way. Those communities act as ecological indicators of the 'health' of the system, indicating clearly the gradient associated with the disturbance."

COMPOSE A TITLE.

The title must explain what the paper is broadly about. It is your first (and probably only) opportunity to attract the reader's attention. In this way, remember that the first readers are the Editor and the referees. Also, readers are the potential authors who will cite your article, so the first impression is powerful!

We are all flooded by publications, and readers don't have time to read all scientific production. They must be selective, and this selection often comes from the title.

Reviewers will check whether the title is specific and whether it reflects the content of the manuscript. Editors hate titles that make no sense or fail to represent the subject matter adequately. Hence, keep the title informative and concise (clear, descriptive, and not too long). You must avoid technical jargon and abbreviations, if possible. This is because you need to attract a readership as large as possible. Dedicate some time to think about the title and discuss it with your co-authors.

Here you can see some examples of original titles, and how they were changed after reviews and comments to them:

Example 1

- **Original title:** Preliminary observations on the effect of salinity on benthic community distribution within a estuarine system, in the North Sea
- **Revised title:** Effect of salinity on benthic distribution within the Scheldt estuary (North Sea)

- **Comments:** Long title distracts readers. Remove all redundancies such as "studies on," "the nature of," etc. Never use expressions such as "preliminary." Be precise.

Example 2

- **Original title:** Action of antibiotics on bacteria
- **Revised title:** Inhibition of growth of Mycobacterium tuberculosis by streptomycin
- **Comments:** Titles should be specific. Think about "how will I search for this piece of information" when you design the title.

Example 3

- **Original title:** Fabrication of carbon/CdS coaxial nanofibers displaying optical and electrical properties via electrospinning carbon
- **Revised title:** Electrospinning of carbon/CdS coaxial nanofibers with optical and electrical properties
- **Comments:** "English needs help. The title is nonsense. All materials have properties of all varieties. You could examine my hair for its electrical and optical properties! You MUST be specific. I haven't read the paper but I suspect there is something special about these properties, otherwise why would you be reporting them?" – the Editor-in-Chief.

Try to avoid this kind of response!

SELECT KEYWORDS FOR INDEXING.

Keywords are used for indexing your paper. They are the label of your work. When looking for keywords, avoid words with a broad meaning and words already included in the title. Some journals require that the keywords are not those from the journal name. Only abbreviations firmly established in the field are eligible, avoiding those which are not broadly used.

WRITE UP THE REFERENCES.

Typically, references have more mistakes than in any other part of the manuscript.. Now, it is easier since to avoid these problem, because there are many available tools. In the text, you must cite all the scientific publications on which your work is based. But do not over-inflate the manuscript with too many references. Avoid excessive self-citations and excessive citations of publications from the same region. Minimize personal communications, do not include unpublished observations, manuscripts submitted but not yet accepted for publication, publications that are not peer reviewed. Make the reference list and the in-text citation conform strictly to the style. Remember that presentation of the references in the correct format is the responsibility of the author, not the editor. Make their work easier and they will appreciate the effort.

Finally, check the following:

- Spelling of author names.
- Year of publications.
- Punctuation.
- Whether all references are included.

WORK DESIGN.

The main rule here is to strictly adhere to the requirements of the organizing committee. Abstracts, executed according to the rules, it is not only the requirements of a good tone. This is the first indication that a researcher is able to read and understand the information in proper way. What scientific researches can one speak with a person who has not been able to understand the phrase "footnotes not allowed" or "volume - no more than 3 pages"? Such work should be rejected. The text should be written competently, without spelling, punctuation and stylistic msstakes. It's sad

that we have to talk about it separately. Usually the o sually the organizing committee determines which fonts can or can not be used.

Main rule: all citations must indicate the source. The source of the quotation necessarily includes the page number of the book where it was taken from. You must specify both the title and volume, the year of publication, and page number. The text quoted without quotation marks and references is a stolen text. That is plagiarism. Links to internet sites should be made. We do not require full registration, but the site addresses must be specified.

Wikipedia is not a scientific source! This means that reference to it as a scientific source is not possible.

POSTURE AND GESTURES WHILE THE SPEECH.

The culture of the word is an art mastered by one can combine the text organically with the feelings transmitted to it, that is, it acquires the language system, the mechanism of intonation (melody, voice, pauses) and extra elements of expression (facial expressions, gestures). These are tools that only complement speech, although some researchers argue that 40% of the information in the oratorical art is given by facial expressions and gestures.

A person must be able to use gesture and mimicry, remembering at the same time that the gestures lose their expressiveness in the swelling that the stock of gestures in each person is very limited and that the language of facial expressions and gestures should not replace the language of words.

Appearance is of great importance for the course of conversation. A pleasant impression of the person's appearance , his voice, manner, posture and gestures - the key to the speech success. Visual acquaintance immediately gives an idea of a partner: causes sympathy - hence, they are trusted; does not cause, repels - the partner is not perceived seriously, and, therefore, his speech. Both men and women for business communication should have the correct appearance: a business suit, neat, cleaned and exhausting, as well as shoes, a neat hairstyle, clean nails. Women

should have a daytime makeup. A face should not be frozen, but reflect emotions during the conversation.

A smile is an integral part of mimicry, showing a degree of sympathy. Before you speak, you should smile. This will set up your interlocutor for mutual respect, a benevolent tone, help to overcome disagreement. But a smile should be appropriate during a conversation. A smile should be multi-valued, but not masked and responsive to mood.

VOCABULARY

Abstract	анотація
A review of the literature	огляд літератури
Conclusion	висновок
Discussion	обговорення
Figures	цифри
Future prospects	перспективи
Introduction.	вступ
Keywords	ключові слова
Legend	переказ
Methodology	методологія
Methods	методи
References	список літератури, посилання
Results	підсумки, результати
Rules	правила
Supervisor	науковий керівник
Tables	таблиці
Title	назва, заголовок

SOME USEFUL EQUIVALENTS

do [du:] v 1) вивчати певну дисципліну2) писати (статті т. ін.) 3) розв'язувати

docent I 1) викладач, ректор 2) *амер.* асистент

docent II *adj* що навчає

doctor I *n* 1) доктор *(учений ступінь)* 2) учений-богослов; теолог 3) учений муж; авторитет

doctor II v надавати докторський ступінь

Doctor of Arts *(скор.* D.A.) *n* доктор гуманітарних наук

Doctor of Education *(скор.* EdD) *n* доктор освіти, педагогічних наук

Doctor of Judicial Science *(скор.* D.J.S.) *амер.* доктор юридичних наук

Doctor of Medicine *n* доктор медицини

D octor of Pedagogy *(скор.* Pd.D.) *n* доктор педагогіки

Doctor of Philosophy *(скор.* Ph.D.) *n* доктор філософії

D octor of Science *(скор.* Sc.D.) *n* доктор (природничих)наук

D octor of Social Science *(скор* S.Sc.D.) *амер.* доктор соціальних наук

docto r's degree *n* 1)ступінь доктора наук 2) ступінь доктора *(присвоюється випускникам м е дичних,вищих закладів освіти)*

doctoral *adj* докторський

doctoral candidate *n амер.* докторант

doctoral degree *n* учений ступінь доктора

doctoral dissertation *n* докторська дисертація

doctorate *n* докторат, ступінь доктора *(найвищий університетський ступінь)*

doctorate II v надавати ступінь доктора

doctorship *n* 1) ступінь доктора наук 2) становище та функції доктора наук

REFERENCES

1. Anderson T. Reading, Then Writing. From Source to Essay / T. Anderson, K. Forrester. – New York : Mc Graw-Hill, 1992. – 523 p.

2. Bailey S. Academic Writing : A Handbook for International Students. – 2nd ed. – London ; New York : Routledge, 2006. – 260 p.

CONTENTS

Видання містить рекомендації для написання статей, тез англійською мовою. Науково-методичні рекомендації визначають правила, які необхідно дотримуватися, коли студенти пишуть наукову роботу. Наведено основні принципи написання наукової статті, її структура, правила реєстрації, а також підготовку тез та виступу на конференції. Публікація може бути корисною як студентам, аспірантам, науковцям.

Науково-методичне видання

Буданова Ліана Георгіївна**, Внукова** Катерина Валеріївна,
Семенова Людмила Валентинівна, **Чемоданова** Марина Федорівна.

ПРАВИЛА НАПИСАННЯ НАУКОВОЇ СТАТТІ ТА ТЕЗ АНГЛІЙСЬКОЮ МОВОЮ

Науково-методичні рекомендації для студентів

Англійською мовою

Підписано до друку . Формат 60x84/16. папір офсетний.

Гарнітура Times ET. Ум. друк. арк. 3,2. Тираж _____ пр. Зам. № _____.

Національний фармацевтичний університет.
вул. Пушкінська, 53, м. Харків, 61002
Свідоцтво серії ДК № 3420 від 11.03.2009.
Надруковано з готових оригінал-макетів у друкарні ФОП Петров В.В.

Єдиний державний реєстр юридичних осіб та фізичних осіб-підприємців
Запис № 24800000000106167 від 08.01.2009 р.

61144, м. Харків, вул. Гв. Широнінців, 79в, к. 137, тел. **(057) 362-01-**
e-mail:bookfabrik@rambler.ru