

important information for the doctors, the pharmacists, and the patients. Along with dosing recommendations, they also include warnings and information about possible side effects and contraindications. English, as the international professional language of medicine, forms the foundation on which translators correctly use various technical terms and are able to correctly assign slight deviations in professional terminology.

A new, effective medication against a disease is not just a company's calling card, but also shows how strongly it is dedicated to making progress. It often takes decades of research and multiple studies before an active ingredient in a medication can be approved and the costs for this entire process are not just passed along in the purchase price. You can attempt to save money in some areas, but anyone who does this with translations is taking a route that could have serious consequences for some patients. The more precisely the information can be reproduced in the target language; the lower the risk is that there will be incorrect interpretations. Professionally grounded pharmaceutical translations provide for clear and accurate information.

Along with precise formulations for the dosing instructions, well-formulated contraindications in the packaging leaflet are enormously important. Which previously existing illnesses contraindicate the use of a medication and which side effects can occur are important basic information for both the doctor and the patient.

Complications from incorrectly prescribed medications because of incorrect information and increasing incidences of medical mistakes because of imprecise translation are occurring all over the world. Health insurance providers are complaining about the rising numbers of treatment errors and every 20th medical mistake is based on incorrect information from patient files, packaging leaflets, or incorrect interpretation of studies in a foreign language.

Conclusions. The pharmacists are conscious of the special responsibility associated with the translation of medical and pharmaceutical texts. They must know well the terminology in both the source and target languages. Since Latin is frequently used for medical terms, a sound knowledge of Latin is often necessary in addition to the specific working languages. Established subject knowledge, medical expertise and comprehensive competence are the basis for successful translation in the fields of pharmaceuticals and medical technology. Yet many areas of medicine and pharmacy undergo constant change and continuous development. It is necessary to have a finger on the pulse of developments and continually and reliably keep abreast of innovations in technical terminology.

THE CONCEPT «BREAD» IN RUSSIAN CULTURE

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Introduction. Food traditions of a nation (cooking dishes, food preferences and taboos) are formed in terms of the natural, geographical and historical conditions. During the ethnogenesis process the representatives of an ethnic group develop their own orientation on certain food which this ethnos is comfortable with.

Aim. The aim of the research is the etymological analysis of the concept «bread» in Russian culture.

Materials and methods. The main research methods are: the method of component analysis, the method of functional-parametric descriptions and the cognitive method.

Results and discussion. Bread is not only popular product of Slavonic food; it is the most sacred product that symbolizes hospitality, prosperity and health. The concept of bread as the main food in Indo-European culture is associated with the more general concepts of «manager of wealth» – «host» and even «God». Bread in Russian culture is more than subsistence; it is a symbol of subsistence. In France, in Spain the beggars ask «for a cup of coffee» in Russia «for a piece of bread».

Food is one of the most essential and ancient elements of the material culture, a necessary condition for the human being's existence. Moreover, foods themselves can be seen to convey a range of cultural meanings. Culinary traditions which have been formed in the course of time provide an interesting material for the analysis of religious beliefs of the ethnos, its way of life, social and historical experience.

The purpose of this research is to reveal the sources of cultural information of the phraseological units with concept «bread» in Russian phraseologies inside food code of culture. It is known that code of culture is a system of signs of material and spiritual world which became the bearers of the cultural meanings. In phraseology we can find figuratively embodied verbal characteristic of some peculiarities of bread symbolism for the Russian culture.

The word «khleb» has ancient Greek origins «hlaifs». The fact of the matter is that Greeks baked their bread in special pots, called «klibanos». From the Gothic word «hlajfs», which then adopted by ancient Germans, Slavs and other peoples. In their language word «hlajb» was preserved, very reminiscent of Russian «khleb», or the Estonian «Leib». The word «khleb» has different meanings: food product, which are baked from the flour; grain from which we make flour; plant used to produce flour; and at last resources needed for existence; most important, vital.

Conclusions. If you speak and write about the etymology of a word or the term, you must delve into the essence of the subject and the issue.

MYTHS AND LEGENDS ABOUT MEDICAL PLANTS

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Introduction. All humans inhabiting the Earth, in ancient times, composed myths and legends about the miraculous properties of medicinal plants. Recommendations on their use can be found in Egyptian papyruses, in Babylonian clay tablets, in the books of Ancient China and the Ancient East.

The aim of the work is to study mythology of medicinal plants as a source of formation of the subsequent pharmaceutical knowledge.

Materials and methods. Modern pharmaceutical science has deservedly revived interest in medicinal plants and their properties. However, in ancient medicine the perception of medicinal plants was connected not so much with empirical (from Greek «imperia» – experience) knowledge as with magic and astrology – two bases of healing art in antiquity. The first drugs were mainly of vegetable origin. In ancient times, the herbs with narcotic effects were used to prepare soothing and analgesic substances, «drinks of immortality». People were looking for plants that could cure many diseases, and the experience of their use was described in the memorable legends.

Results and discussion. Myths and legends about the medicinal use of plants in the Stone Age were confirmed by an expedition of the Polish archaeologist I. Soletsky in 1960, who discovered 9 human skeletons of the Stone Age in the cave Shanidar in Iraq: their remains speak about bone and spine diseases, traces of amputation. The study of burials presented the first material evidence of the purposeful use of medicinal herbs. People were placed on a bed of plants of eight species, among which were: yarrow, marshmallow, goldenthousand, ephedra. Flowers were bunched in bunches and spread out all over the box. Numerous legends and testimonies of how people guessed about the medicinal properties of plants by observing the animals have survived. This was the main direction of development of empirical medicine in ancient times.

Conclusions. Myths of the countries of the Ancient East tell us that it is possible to get both medicines and poisons from plants. In Ancient Egypt, the flesh of peach fruits was a part of medicines, and priests received strong poison – hydrocyanic acid – from the nuclei of bones and leaves of plants. Ancient doctors were convinced that medicinal plants acquire their power under the influence of celestial bodies, and in the process of preparation of medicines it is necessary to take into account the influence of the planets.