

The aim. To define the characteristic features of English folklore in the history of old plants names in England.

Materials and methods. according to literary material was made an effort to make an analysis of major features of folk names of plants administered in England.

Results and discussions. Exploring the plants etymology, I have identified some interesting facts about plants in folk. For example, the word garlic derives from Middle English, *garlek*, meaning *gar* (spear) and *leek*, as a 'spear-shaped leek'.

An Anglo-Saxon legend claims that when Satan left the Garden of Eden, garlic and onions grew from his footprints.

Another interesting story, is that Bluebells, those denizens of ancient forests in Scotland, are fairy flowers, used by fairies to trap humans who encroach on natural places. If a child picks a bluebell in a bluebell wood, he will never be seen again. If an adult picks one, he will wander lost, led astray by pixies forever, or until someone rescues him.

The name Mugwort is said to have come from the plant's traditional use of flavoring beverages-you drink them out of mugs, see? Although it was permissible to decorate outside with hawthorn blossoms, bringing them into the home would surely bring illness and death. Cutting down a Hawthorn tree is very bad luck!

The Anglo-Saxons considered mandrake, the definitive herbs for use in cases of demonic possession. The plant was said to grow under the gallows of murderers and to shriek when dug up. The sound would kill a man or drive him insane. So, to avoid this fate, you were supposed to tie a dog to the plant and he would pull it up and die in the man's place. Some legends say that you could harvest only after sunset.

Conclusion: Pursuant to plants folk and etymology, we can identify diagnostic features of plants and their honorable place in ancient times.

PRECISE TRANSLATIONS IN THE FIELD OF PHARMACY ARE IMPORTANT SOURCES OF INFORMATION

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Introduction. Nowadays pharmaceutical and medical translations are among the most demanding translations of all. As the number of patients with limited knowledge of written or spoken English (also known by the terms Limited English Proficient or LEP) has grown considerably over the last decade, regulations concerning the issue of language on prescription labels have caused a great deal of controversy.

Aim. To investigate how incorrect translations of the prescriptions and labels affect people's health.

Materials and methods. During our investigation we used the most spread and general methods of scientific research as surveys and studying the usage of statistics and documents.

Results and discussions. There is a long list of serious incidents where patients have misunderstood their prescribed dosage or advised restrictions during the course of their treatment – highlighting the necessity of healthcare and pharmaceutical translation services. As a result, new legislature and regulations have been established requiring pharmacies to help patients overcome language barriers, particularly in regard to prescription translation.

A top quality translation is essential to make products or devices available on the international market. These translations require language experts with expertise and practical experience, who understand the products and make them readily accessible to the target audience.

All over the world, research laboratories are working on new medications and companies bring their products to market in the form of tablets, powders, or aerosols. The packaging leaflets contain

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».