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## **THE ROLE OF ENGLISH FOR THE SPECIALIST WITH HIGHER PHARMACEUTICAL EDUCATION**

**Introduction.** The purpose of this article is to find out what advantages a pharmacist with knowledge of English has in contrast to someone who cannot communicate fluently; to trace the opportunities and prospects of those pharmacists who are fluent in the language; to determine what the pharmacist needs to know in order to understand and provide quality service to foreign visitors to health care facilities.

**Materials and methods.** Researches by Yu. Blazhevych, T. Kolomiets, Yu. Suetina, O. Demetska, O. Yerofeeva on the importance of knowledge of English by pharmacists have been scrutinized. Methods for analyzing data, component analysis method, qualitative analysis methods have been used.

**Results and their discussion.** Today, English is the language of business, education and travel. In many countries, it occupies a very important place as the language of diplomacy and trade, as about 90% of world agreements are implemented by it. Also, the vast majority of information in various spheres of life, whether science, sports or entertainment is published in English. It is interesting to know that 90% of Internet resources are in English. It seems that learning and knowing the first language of the world is a must for every modern person, but, unfortunately, in our country there are still difficulties with this.

First of all, let's talk about the field of pharmacy.

It's a pity, but the present cannot be imagined not only without English, but also without pharmacies, because everyone needs medicine. But how are these industries related?

Our picturesque country is quite a tourist country. Every year a large number of foreigners come to us, and some of them even stay for a long time. In this regard, it is quite logical that fluency in English at the conversational level, as well as knowledge of medical terms are needed in order to provide professional assistance to their customers. Currently, not many pharmacies in Ukraine can confidently say "We speak English" (Демецька, 2016).

Knowledge of English should be one of the main conditions for employment in a pharmacy or other pharmacological institution, and now it is just beginning to spread by our health care institutions. Let's imagine the situation: there are two applicants for one vacancy, both have higher special education and the whole set of qualities required by the employer, but one of them speaks English without any problems, and the other has some difficulties with it. Who do you think has more opportunities to get a job? Of course, the one who knows languages. An English-language pharmacy is able to serve a larger number of customers than one that has a certain language barrier, which is why such drug stores definitely benefit from others.

For those who aspire to become not just a good specialist, but a real professional in their field it is necessary to know English. As mentioned above, a

huge number of both print and online publications are published in English and the pharmaceutical industry is no exception. In order to keep up with the times and not lose the unique opportunity to get acquainted with useful materials and new trends, your English must be at the appropriate level. Also, knowledge of English is needed by everyone who wants to have real professional contacts with colleagues and experts from other countries to share experiences and those who want to participate in international conferences, expressing their views on various issues.

Many people dream of realizing themselves in international companies or other enterprises outside the homeland, so it is obvious that for employment in the pharmacological field abroad, a certificate of English language proficiency is a mandatory document.

Understanding what a qualified pharmacist should know, we can easily say that he must be able to communicate to his client in English. According to Yu. Blazhevych (Блажевич, 2020), this knowledge can be divided into the following points:

- Conversation with the client. It includes greetings, polite and friendly attitude to the person, forgiveness. It will be appropriate to study and say phrases "Have a nice day!", "Get well soon!" or "Stay safe! ".

- Needs of a buyer. To do this, he must be able to ask the right questions to the client, understand what he wants to get, and to know the names of body parts and organs, diseases and the most common symptoms (allergy, cough, headache, rheum and others), medications.

- The ability to describe the product, its characteristics, benefits, dosage, indications, purpose. That is to be acquainted with foreign names of kinds of medicines: tablets / pills, drops syrup ointment and so on. Be able to explain clearly the method of application and dosage, warn of the consequences of overdose.

- Communication with the client in offline mode. A huge number of pharmacies have official sites for communication with potential buyers. Knowing English for pharmacists, you can greet the customer, be able to introduce himself

and use common phrases, tell about the pharmacy, as well as be able to ask politely the patient about his complaints about health problems.

- The last on the list, but not the least item is the ability to respond to unusual situations. The pharmacist must be prepared to respond to the visitor's complaint or reassure him, using "correct", i.e. polite English vocabulary.

Considering this issue, it was found that professional English in pharmacy plays not the last role. First, knowledge of English by pharmacists is necessary to communicate with foreign clients. By the way, in this case you will need not only professional knowledge of English, but also spoken language, as patients usually describe their condition not in medical terms, but try to explain it in simple words. Secondly, it is impossible to do without English when improving the qualification, because a significant part of useful literature and other special materials is published in this language.

Third, thanks to the English language, specialists of our country with higher education in the field of "Pharmacy" have the opportunity to communicate with their partners from abroad, hear the views of various experts and draw more correct conclusions on a particular issue. Also, free knowledge of the language allows pharmacists to participate in international conferences and be heard in different parts of the world.

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## **ІНТЕРАКТИВНЕ НАВЧАННЯ ЯК ФОРМА ОРГАНІЗАЦІЇ НАВЧАЛЬНО-ПІЗНАВАЛЬНОЇ АКТИВНОСТІ ЗДОБУВАЧІВ ВИЩОЇ ОСВІТИ ПРИ ВИВЧЕННІ ІНОЗЕМНОЇ МОВИ**

**Вступ.** Українська система освіти вимагає нових форм і методів для організації та розвитку навчальної пізнавальної активності здобувачів вищої освіти, які стимулюють активність, мислення та розвивають їхні здібності та вміння бути незалежними та творчими. Основна ідея навчання базується на застосуванні нових підходів при організації роботи здобувачів вищої освіти на практичних заняттях для розвитку творчих здібностей, навичок та самооцінки, підготовки здобувачів вищої освіти до реального життя. Навчання майбутніх фахівців бути активними, високорозвиненими, незалежними, відповідальними та прогресивними є одним із головних завдань сьогодення.

**Матеріали та методи.** Теоретичний метод, метод системного аналізу, узагальнення, емпіричний, логічний, аналіз і синтез, індукція, дедукція.