

LINGUISTIC ANALYSIS OF THE TITLES OF HOMEOPATHIC MEDICINAL PRODUCTS AND REMEDIES FROM PLANT AND ANIMAL MATERIALS

Konovalenko E. V., Svitlychna E. I.

The National University of Pharmacy, Kharkiv, Ukraine

svitlychna@gmail.com

In the early 21st century drugs of plant and animal origin and homeopathic medicines are gaining popularity all over the world. The number of such drugs in the Ukrainian pharmacies also constantly increasing. Interested in their names, we selected as the purpose of our work to explore from a linguistic point of view the names of drugs of plant and animal origin, manufactured in Ukraine and of homeopathic medicines domestic and foreign production, represented in Ukrainian drugstores.

During our work, we sought to find a way of forming, derivational elements, motivational priorities when creating titles, the choice of a language and adherence to traditional norms of letters. The object of research were titles of drugs of 3 groups:

1. medicaments from plant and animal materials, manufactured in Ukraine;
2. production of N. Zubicka's company «*Zelena planeta*»;
3. ready homeopathic remedies, represented in pharmacies of Ukraine.

Thus we have explored names of 353 remedies. In linguistic analysis have been reported existence of all derivation methods, the most common are the basics' compilation using **-o-** interfix, among prefixes the most common are **anti-, a-**; among suffixes **-an,-in,-at**. In general, manufacturers adhere to traditional spelling, but in some cases are inferior them for the sake of euphony. In the name of drugs dominate Latin term-elements, but often a tendency to use the term-elements in language of country of origin can be traced; the circle of most popular term-elements include those that indicate the names of organs and their diseases; using names of plants is also quite common, often in combination with the name of the organ or disease.

Motivational priority in the creation of titles can be considered to deliver to the consumer the maximum information about the drug. There is a tendency of the manufacturers to call remedies of effective, easy-to-remember names; this trend, increasing the drugs' attractiveness to the consumer, resulting in a decrease of pharmacoinformatical values of such names.

According to the results of work we can say that most informative (primarily for the practitioner, but also for non-professional consumer) titles can be considered the most successful ones. Informativity is achieved by appropriate using of term-elements, highlighting sphere of influence, effect and composition of the drug. Clarity and fruitiness of names have a positive impact on consumer.