

improved his means of communication, the person allowed to learn a lot about himself. The consequences of technical development in the absence of morality can be questionable for humans as a biological species. Judging by what is happening in the world, the level of human morality is not too high. Thus, under certain circumstances, technology may in the future eliminate a reasonable person, depriving him of real freedom. The technical progress of the last decade has generated the need for "constant testing." 43% constant checker is a person in the United States who constantly checks his email, instant messengers and social networks. Constant checking of social networks is associated with increased levels of stress. Moreover, 18% of people identified using technology as their main source of stress. Although many agree that the temporary disabling of the smartphone has a positive effect on their mental health, in fact, only 28% of them periodically turn off their gadgets. Social networks have a significant impact on a person's well-being and satisfaction. Many studies have noted that the more time a person spends on social networks, the higher the risk of loneliness and depression. A recent study by the University of Indiana, studied the so-called paradox of friendship faced by users of social networks – most people are less interesting and popular than their friends. This study showed that users of social networks may experience an increased level of social dissatisfaction and unhappiness as a result of comparing their success and popularity in the social life of your friends. Time spent on social networks can also affect mental health. An analysis conducted by scientists at the Medical Faculty of St. Petersburg University showed that the more people between the ages of 19 and 32 spend on social networks, the higher the likelihood of their social exclusion. In another study, it was found that a long pastime in social networks is associated with depression in young people. Young people who spend a lot of time on social networks are 2.7 times more likely to suffer from depression. Parents often try to balance the relationship of their child with gadgets. The study, which was attended by more than 120,000 adolescents, showed that moderate use of gadgets does not affect the well-being of adolescents. Video games are another area that has received a bad reputation as a result of research that found a link between video games and violence. However, a study published in the Journal of Communication found no connection between the aggression seen in movies and video games and violence in real life.

**Conclusions.** The more complex the technical devices, the more a person needs them, the more he subordinates his existence to them and thereby restricts his freedom. It is worth noting that information technology (IT), pro

## **SPECIFIC ASPECTS OF PROFESSIONAL ETHICS OF A PHARMACIST IN MOROCCO**

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**Introduction.** Considering the fact that professional activity in the field of pharmacy service has its peculiarities the pharmacist has to possess certain social and psychological background which corresponds to social demands and principles of pharmaceutical ethics and deontology.

Ethics (ethos – custom, character) is a science about morality and norms. General principles of morality and ethics form the basis for professional ethics including pharmaceutical. Pharmaceutical ethics as a part of general ethics is a science about moral worth of actions and behavior of pharmacists of all categories in their professional life. It is a historical fact that pharmacy was developing in conjunction with medicine, henceforth moral principles which are basic for medicine serve the pharmacy as well.

Professional ethics of a pharmacist as well as a doctor aims at protection of health and life of individuals. Regardless conditions and circumstances it has always been important to follow certain moral and ethical principles in relationship between doctors and pharmacist, on the one hand, and patients on the other. According to these principles healthcare specialists have to possess high moral qualities, demonstrate compassion to patients, be calm, not run out of control.

Despite historical commonality in development, pharmaceutical ethics differs in some aspects from medical ethics. Specifics lies in functionality, restricted contacts between pharmaceutical specialists

and patients, diversified tasks performed by apotheker comparing to professional responsibilities of doctors. A distinctive feature of pharmaceutical ethics is that a pharmacist does not cure the patient, does not prescribe medications but aims to help by preparing the requested medication, encouraging the ill person to get better and promoting the idea that medication has healing gift. To do this a pharmacist has to possess respective moral qualities, build effective communication and regulate relationship with visitors using methods of persuasion.

**Aim** – to study and define specific aspects of pharmaceutical ethics.

**Materials and methods** – theoretical framework of deontology has been used in course of discussion.

**Results and discussion.** Its practical dimension ethics has found in particular moral principles defining the relationship between a pharmacist and a patient, a pharmacist and a doctor, amongst pharmacists, in ergonomic design of a workplace, professionalism, corporate culture, behavior and labour. The above-mentioned categories belong to deontology deriving from Greek words (deon – “duty, obligation” and logos).

Deontology was first defined in the 30s years of the XX century by English philosopher J. Bentham to describe theory of morality and duty as a specific form of expression of social necessity.

Under pharmaceutical deontology one understands science about moral and ethical principles of behavior of a pharmacist whenever performing professional duties.

One of the most important aspects of pharmaceutical deontology is relationship with patients and visitors. Here first impression plays crucial role in further development and establishment of this kind of relationship.

Appearance of a pharmacist, his posture, speech, intonation, mimics, listening skills as well as the right attitude toward a patient; proper design of medication; clarification of drug administration.

Psychologists say that 60-65% of information we remember is visual; 10-15% – audio; 7-10% – tactility, etc. Therefore, a pharmacist should hold medication before a patient concentrating attention on it.

A pharmacist should demonstrate good memory, be attentive so that to avoid giving wrong instructions as well as intuition so that to quickly react and foresee patient’s behavior, feelings and thoughts.

Today lots of attention is given to standardization of pharmaceutical service. Main tasks are seen as improving service, creating of a positive image of apotheker, attraction of new customers and getting permanent customer database. Their solution serves the main purpose of business which is profit increase.

High quality service involves key elements of service management service such as service standardization, personnel training, personnel motivation system, service quality control, corporate culture.

Main rules in apotheker customer service are:

1. customer is in the centre of apotheker customer service;
2. customer is in the centre of apotheker business structure;
3. customer does apotheker a favour by visiting it, a pharmacist on the other hand is on duty providing a customer with all he may express need in;
4. customer has own emotions and feelings as well as a pharmacist;
5. customer does not depend on apotheker but apotheker does;
6. customer visiting apotheker is of the highest priority for apotheker; customer is always right;
7. customer request should always be fulfilled;
8. customer deserves the best and the most attentive service.

Building trustworthy relationship with customers it is important to be emotionally positive, open and customer-oriented, empathy, and motivating.

Moral and legal aspects of relationship between a pharmacist and a patient implies keeping some aspects of customer disease in secret. In its turn such an attitude positively impacts treatment and further health improvements. In some Western countries such as France, Belgium, the Netherlands there is a penalty for revealing medical confidentiality.

From the perspective of deontology the relationship between a pharmacist and a doctor plays crucial role as both specialists focus on human health maintenance. The basis for this kind of relationship is mutual respect, support, and image improvement.

Pharmacist should support a doctor in many regards, prevent tactless utterances addressed to a doctor or his prescriptions, not perform doctor's functions or offer medication of his free choice. If a mistake in prescription was detected a pharmacist should correct it. However, a pharmacist should not ignore doctor's mistakes as from the position of deontology they may do harm to patient. Henceforth, it is necessary to inform doctors and hospitals about detected mistakes.

**Conclusions.** Therefore, pharmaceutical ethics is a science about moral worth of actions and behavior of pharmacists of all categories in their professional life. High quality service involves key elements of service management service such as service standardization, personnel training, personnel motivation system, service quality control, corporate culture. From the perspective of deontology the relationship between a pharmacist and a doctor plays crucial role as both specialists focus on human health maintenance.

## EPISTOLARY HERITAGE OF HRYHORII SKOVORODA

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**Introduction.** Epistolary is the oldest part of traditional Ukrainian culture. But, unfortunately, in recent decades people started to forget it. Humanity is gradually switching to electronic correspondence, the whole layer of culture is fading. Hryhorii Savych Skovoroda's epistolary heritage makes up a large part of his work. By analyzing it we can explain and reveal the origins of the writer's inspiration and philosophy.

The aim of the study: using the example of Skovoroda's epistolary heritage to show the way it has affected the consciousness of the prominent philosopher's contemporaries and shaped public opinion.

**Materials:** Skovoroda H. The full collection of works in two volumes / Skovoroda H. – K.: Scientific thought (Ukr. Naukova dumka), 1973. – T.1. – 532 p. 4. Skovoroda H. The full collection of works in two volumes / Skovoroda H. – K.: Scientific thought (Ukr. Naukova dumka), 1973. – T.2. – 576 p.

**Methods:** comparative and historical, textual.

**Obtained results and conclusions:** An analysis of only a small part of Skovoroda's epistolary heritage shows how deeply the philosopher felt his students and friends, and trusted them with his thoughts. Skovoroda's correspondence is still an important source of wisdom for all of us and an example of self-knowledge.

H. Skovoroda spoke about the meaning of his correspondence with students and friends in a letter to his student M. Kovalynskiy dated July 12, 1763: "Just as a musical instrument sounds pleasantly when we listen to it from afar, the conversation with an absent friend is usually much more pleasant than that with the one present. It is especially true with you since it happens that I love you more and I seek for the most pleasant conversation with you when you are away and one soul talks to another silently without the participation of the body and the two spend time together. In this case no distance and no satiation reduce pleasure, but rather make it stronger."

Now we will talk about correspondence with Yakiv Pravytskyi, with whom the philosopher felt the kinship of the soul. The two exchanged letters in 1782-1792.

Yakiv Pravytskyi was Skovoroda's student and one of his closest friends. He was born in Zhykhor village in Kharkiv region. In 1752 he started his study in Kharkiv Collegium. After finishing it he became a priest in Archangel Church in Babai (Kharkiv region). He collected and rewrote Skovoroda's works, corresponded with the philosopher. He died in 1765.

For the most part, in his letters Skovoroda wrote about his views and beliefs. He felt the need for spiritual fellowship with Yakiv Pravytskyi, his student, brother and friend "in the eyes of the Lord," that