

Materials and methods. As a method of research was used the method of comparative analysis. Proverbs and idioms make speech more vivid and imaginative. Both Russian and Persian idioms about studying can be divided into several groups:

About Studying:

Мудрость в голове, а не в бороде	Знаток знает и спрашивает, а невежда не знает и молчит
Age is not guarantee of wisdom	Expert knows and asks, and ignorant does not know and is silent
بزرگی به عقل است ، نه به سن و سال	دانا هم داند و هم پرسد نادان نداند و نپرسد

About the benefits of Studying:

Большими не рождаются, ними становятся
The great people are not born , they are made
بزرگان زاده نمیشوند، بلکه ساخته میشوند

About the difficulty of About Studying:

Без труда не вытащишь и рыбку из пруда	Волков бояться – в лес не ходить
No pain , no gain	The best fish swim near the bottom
نابرده رنج گنج میسر نمیشود .	هر که طاووس خواهد جور هندوستان کشد

Conclusions. Based on the observations made, we can conclude that idioms of the concept of study, both in Persian and Russian, can be fully equivalent (complete copy of each other in the image and have same external shape).

ARTISTIC METAPHOR (ON THE MATERIAL OF ANTONYNA TYMCHENKO'S POETRY)

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Introduction. The individual styles of contemporary poets often remain beyond the researchers' attention, but it is them where the literary process of present time is fixed, the extraordinary language images are created, interesting authorial metaphors are born. This is what predetermines the actuality of our research.

Aim. The object of our research is the individual style of the modern Kharkiv poetess Antonina Tymchenko. The subject is one of individual style dominants, the authorial metaphor. The collected editions «The little fiddler» and «The hot threads» have become the actual material. To realize our idea we had to solve such questions: to investigate the authorial texts for the selection of individual style dominant (metaphor); taking the advantage of component analysis method to describe the typical charts of authorial metaphors formation. The metaphors as the constituent of authorial individual style of Kharkiv poetess Antonina Tymchenko is investigated for the first time.

Materials of and methods. The semantic-component analysis and comparative methods are used in the research.

Results of and discussion. As a result of the study we have come to the conclusions:

A metaphor is the universal means of cognition of the world and expression of authorial perception of the world.

An artistic metaphor is the polyfunctional phenomenon, aimed at esthetical organizing the text; giving of the emotional colouring to the work; to excite, to enrich the imagination, to expose the new internals of the phenomena described by an author through comparing the real with unreal.

A typical model of formation the metaphor is applying the modified verb. Thus to the lexical component of metaphor (usually noun) a new seme is inoculated. Also the connotative semes can be actualized, taking the place of the denotation. The binar «Verb + noun in an indirect case» is often used.

The most numerous group in the collections «The little fiddler» and «The hot threads» is presented by the anthropomorphous metaphors that describe mental sphere and contain components on denotation of the negative feelings — sorrow, tiredness, offense. The second frequency group is the row of metaphors with the names of the objects.

Conclusions. Bright authorial metaphors with different components are, indisputably, the dominant of A. Tymchenko's individual style. Anthropomorphous metaphors, and also metaphors with of objectification of the abstract concepts are those predominating among them.

LEARNING FOREIGN LANGUAGES AS ONE OF THE METHODS FOR ALZHEIMER'S DISEASE TREATMENT

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Introduction. Dementia is an acquired dysfunction of the brain that affects mainly old people and is characterized by intelligence decrease and deterioration in the cognitive functions of a person and his adaptation in society. One of the diseases that is accompanied by dementia is Alzheimer's disease. Nowadays, exact causes of Alzheimer's disease are not defined, but research is being conducted and gives positive results in preventing the occurrence of this disease.

Aim. To study the dynamics of the disease course and prophylactic methods to combat Alzheimer's disease, which are aimed at maintaining the cerebral cortex functionality, by studying foreign languages.

Materials and methods. In the course research, the literature and Internet resources developed to solve this problem were studied.

Results and discussion. When analyzing the literature data, it was found that Alzheimer's disease (the most recognized hypothesis) is caused by the deposition of beta – amyloid protein in the cerebral cortex. Protein causes the death of neurons and severe atrophy of the affected areas. It also causes oblivion, depression, speech disorders, loss of orientation in space, reduced cognitive functions, and so on.

During the study of preventive methods, it was found that active mental and social activities during life (reading, board games, solving crossword, puzzles, playing musical instruments, regular communication) slow down the development of cognitive disorders and reduce the risk of dementia. One of the methods of struggle can be foreign languages learning. A foreign language is a source for cerebral reserve of the brain, as it enhances cognitive function. The studied results show that knowledge of two languages can slow down the age-related decline in cognitive functions and contribute to their preservation. The constant and active use of two languages serves as a kind of training for the brain, stimulating gray matter cells and preventing their degeneration. The greatest advantage over other methods of prevention is that learning a foreign language is a combined method and it lets avoid side effects on the body, in contrast to pharmacological therapy. This method includes memorizing words, sentences, rules, and others through visual or auditory contact. It is very important fact that mastering "another" language is a social activity.

The main pro of this therapy is congregate activity. The person will be among people he can communicate with, and this will reduce the patient's being alone period, as well as the risk of further disease progress.

Conclusion. Unfortunately, today there is no medicine to cure Alzheimer's disease completely. Available treatment methods are aimed at stopping or slowing down the course of the disease and, unfortunately, many pharmacological measures can cause side effects. An alternative way to combat the disorder of brain cognitive functions is a human mental activities training through the study of any foreign language. This type of therapy is complex and actually more important, it does not affect patient's health in negative way.