

PHARMACEUTICAL ETHICS AND DEONTOLOGY

Abdou Kassim Nabil

Scientific supervisor: assistant Tsyganenko V.
National University of Pharmacy, Kharkiv, Ukraine
nebil-devil@hotmail.com

Introduction. The pharmacist has a duty to maintain the person's health and to monitor the adequacy of treatment prescribed by a physician. The modern pharmaceutical industry is undergoing a major change in providing patients with individually justified rational pharmacotherapy.

The aim of this paper is to examine the concepts of deontology and pharmaceutical ethics.

Materials and methods. There have been studied some problems and peculiarities of pharmaceutical deontology and ethics; an algorithm of professional pharmacist's communication in the pharmacy using knowledge of deontology and ethics has been built.

Results and discussion. Pharmaceutical ethics examines the place and role of morality in the pharmacy profession, and pharmaceutical deontology is an ethics section that examines the ethical issues of pharmacists' responsibilities and professional conduct. In the course of communication with the pharmacy's patients, it was revealed that a professional pharmacist should demonstrate high moral standards, perform his or her work responsibly, improve regularly, follow the requirements of pharmaceutical deontology in relation to clients, doctors and colleagues; know the pharmaceutical market, provide proper pharmaceutical care, promote rational prescribing and use of medicines; fight against the distribution and promotion of falsified, substandard unregistered medicines; preserve.

Conclusions. The pharmacist must treat the pharmacy customer with a respect, treat each person individually; must have the psychological skills to communicate with the pharmacy visitor in order to build trust and understanding with the pharmacy visitor; and meet the requirements of deontology, namely: be sensitive, friendly and attentive to the pharmacy visitor; follow his speech, gestures and facial expressions; to address visitors clearly and loudly enough, drawing attention to the proper view; be able to listen to people and always find common ground with them; have impeccably clean, tidy, special clothes of business style. The professional ethics of a pharmaceutical worker is based on the principles of legality, professionalism and competence, objectivity and honesty, partnership and independence, humanity, confidentiality and individual approach to each pharmacy visitor.

CULTURE OF NIGERIA: YORUBA TRADITIONAL WEDDING

Adjala Elizabeth Abisola

Scientific supervisor: Associate professor Olha Lytvynenko
National University of Pharmacy, Kharkiv, Ukraine
olytv@yahoo.com

Introduction. The traditional wedding is an occasion to alleviate the drudgery of normal life and are greatly anticipated by friends and well wishers. It is carried out in different stages. The families of the bride and groom meet long before any engagement ceremony takes place. The groom and his father and some family members visit the bride's family. The occasion is an informal introduction without fanfare but a cordial atmosphere to know each other. The groom's family bring some tubers of yam and a few bottles of wine; the family of the bride hosts the visitors with a simple meal. During this time, they might discuss when the event would take place.

Aim. The aim of the research is to investigate the cultural peculiarities of traditional Yoruba wedding. The participants of the ceremony, the names of the certain outfits and items in Yoruba language are of special importance, for they have no adequate translations into English or Ukrainian.

Materials and methods. In our research the methods of survey, case study, participant observation and descriptive methods have been used. There has also been applied the cultural study and comparative analysis.