

Aim. To describe the ways of translation medico-pharmaceutical terms from English into Ukrainian.

Materials and methods. The following methods are used: analytical, continuous sampling and scientific description.

Translation methods. In texts, several techniques of translation transformations are often used if there are many abbreviations and collocations there.

There are a large number of medical terms and units that are translated only according to international standards based on the international alphabetic code. Pharmaceutical texts contain international words that can cause incorrect translation of lexical units. In English language, there is a tendency to abbreviate terms and also some terms can become abbreviations. However, acronyms can be ambiguous. In this regard, translation should be done only with special dictionaries and additional sources.

When translating pharmaceutical terms, such translation techniques as transliteration, tracing, transcription, concretization, generalization, grammatical replacement, reordering of words, literal translation, compensation, explication and compression are used. The most common methods are tracing and transliteration in order to preserve the international character of pharmaceutical texts. Furthermore, grammatical substitution and explication are often used for translation pharmaceutical vocabulary. The way of translation which is the most frequent, is explication due to the fact that in Ukrainian-English special dictionaries there is still no particular translation of lexical units. Grammatical substitution is a translation technique which is often used because of the inconsistency of the syntactic structure of the English and Ukrainian languages. Finally, considering the morphological aspect, it is noted that the vocabulary for different types of medications mostly consists of abbreviations of various components of medicinal herbs and substances.

Results and discussion. In English language, there is a tendency to shorten terms, and some terms are transformed into abbreviations. However, abbreviations can sometimes be uncertain and their translation should be done with the use of special dictionaries and additional sources of pharmaceutical content.

Conclusions. Having analyzed the methods of medical and pharmaceutical vocabulary translation, certain conclusions can be made. A large number of medico-pharmaceutical terms and units are translated only according to international standards with the use of the international alphabetic code. Pharmaceutical texts contain international words that can cause incorrect translation of lexical units.

RED IS LOVE AND BLACK IS SADNESS IN THE UKRAINIAN CULTURAL TRADITION

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Introduction. Already from childhood in Ukraine, they cultivate a respectful and reverent attitude towards embroidery. This is not only a national dress, but, above all, a work of a folk master, carrying in its color scheme compositions of exquisite ornaments, its own "residence" and even a wish of fate. Each color has its own symbolic meaning, conveys certain information, is associated with history.

Aim. Color as a component of culture forms a system of associations, meanings, concepts; is a reflection of a variety of moral and aesthetic values. In Ukrainian culture, the meanings of colors differ depending on certain realities, regional characteristics and traditions. In folklore and literary sources, color often adds a special connotation: red is associated with blood, fire; yellow symbolizes light and joy, blue fills with a feeling of coldness and sadness; green speaks of peace, serenity, strength, youth, hope.

Materials and methods. Let's consider the use of three colors: white, black and red in the composition of Ukrainian embroidery, we will reveal the symbolic content of each of them.

Results and discussion. A shirt embroidered with white threads was more common among others. White color in popular perception symbolized purity (white shirt), beauty (white face), moral purity and even time of day (white day), sunlight, earthly life in all its diversity (white light). White embroidery as a symbol of innocence could only be worn by unmarried girls: it protected them from an evil eye, any misfortunes. In addition, white was a symbol of prosperity, strength, life itself, spiritual and physical purity. White color is also a symbol of God - the Father. However, in embroidered shirts, this color often serves as a background. The one or the one who wore a white embroidered shirt, embroidered with white threads, had to be people with a pure soul and thoughts. Such an obligation was imposed on a person by the white color of the embroidered shirt, and this could not be neglected.

As for the black color, its perception is ambiguous. As you know, the Slavs predominantly perceive black as the color of sadness, death, otherworldly forces. On the thorny path of life, a person is accompanied not only by happiness, but also by unhappiness, which is associated with a black night, hopelessness; hence the black sorrow, black fate, black thoughts, black grief, etc. The magic of black combines positive and negative connotations: in addition to negative meaning, black symbolizes the wisdom and experience of generations. If black embroidered shirts were previously worn mainly by the elderly in many regions of Ukraine, now in some territories young people wear them on their wedding day for the sake of the future wealth and fertility of the new family. For the Ukrainian, black is also associated with the fertility of the land-nurse. Currently, embroidered shirts with a black background and bright embroidery are quite popular.

However, most often in national ornaments and embroidered shirts there is a red color - fire and a hot sun. Its appeal lies in its brightness and expressiveness. Red is the color of a holiday, beauty, wedding and other celebrations; children and youth love him; the energy of fire is hidden in it, it is active and strong, since it has sacred and protective functions.

According to popular beliefs, red means love and mercy, therefore, in the national youth decoration, especially in the wedding, it becomes so expressively a part of the holiday and expected happiness. Among the symbolic meanings of red are love for a person, for life, the energy of the sun, joy. That is why embroidery for children and women is most often decorated with red threads on white or red fabric.

The red color in the embroidery ornament can also symbolize the blood shed by Ukrainians in battles for their land, their land, and their people. Ornaments are often embroidered in Transcarpathia, where only red threads are used. In other regions of Ukraine (in Kiev region, Poltava region, Polesie, Slobozhansky region and Chernihiv region), red is combined with others.

Conclusion. Thus, the color scheme of embroidery in the Ukrainian cultural tradition not only evokes certain aesthetic sensations, but also reflects the hidden symbolic content, becoming one of the codes of national culture and ethnic identity.