

maximum efficiency, they require connectivity between operations in different parts of the world. Successful language learning in the pharmaceutical field is not just about knowing grammar and vocabulary - it's about knowing how to communicate in real-life day situations.

Aim. This thesis reviews the importance of learning professional English for the future pharmacist. The main communication tasks for the future specialists in the pharmaceutical field are revealed.

Materials and methods. Communication with customers and patients for the future pharmacist is vital for everyday operations. Pharmacists must learn English to explain instructions, doses of medicines and effectiveness treatment.

What does English for pharmacists include?

1. Acquaintance and conversation with the client. This is both a greeting from the client and knowledge of the most common symptoms (allergies, coughs, headaches, etc.).

2. The needs of the customer. To do this, you need to be able to question the client, know the names of body parts and organs, diseases, medicines.

3. Ability to describe the product, its characteristics, benefits, dosage, indications. And also be familiar with the types of medicines: tablets, drops, syrups, ointments, and so on.

4. Communication with the client by phone. A huge number of the pharmacies have official websites where they communicate with potential customers. Knowing English means you will not only be able to greet the customer, be able to introduce yourself and use common phrases, but also tell about the pharmacy, and also be able to politely ask the patient about his health problems.

5. Acceptance of payments, knowledge of the rules of exchange and return of goods in the pharmacy, as well as the ability to competently respond to customer complaints.

Results and discussion. An increasing number of tourists come to Ukraine. Fluency in English, as well as knowledge of pharmaceutical terminology, are required in order to provide professional assistance to customers. Therefore, the professional English.

Conclusions. For any future pharmacist who wants to build a career, expand the boundaries of their communication, get the latest information from primary sources, open new life perspectives, be competitive and eventually diversify their lives and make it more interesting, learning professional English is simply necessary.

WAYS OF MEDICO-PHARMACEUTICAL VOCABULARY TRANSLATION

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Introduction. This research comprises the methods of translating pharmaceutical content scientific articles, pharmacopoeia and instructions for medicinal products in terms of various terminological, grammatical and stylistic manifestations of foreign language discourse associated with pharmacopoeia and drug instructions.

Today pharmaceuticals is of great interest for translators as intermediary for interlanguage communication. When translating information from one language to another, it is necessary to take into account not only the reliability of the information, but also the appropriateness of the vocabulary chosen.

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.