

with the big ideas that allow them to maintain strategic advantage and enter new markets. They also rely on people in this role to spot opportunities and threats, and help others respond to change. Entrepreneurs can often use an unstructured approach to solving problems and making decisions. Entrepreneurs in pharmaceutical company can often be in senior leadership roles or in marketing or research and development teams.

#### **4. Integrator**

Integrators in pharmaceutical company are the “heart” of a team or organization. They are excellent at bringing people together and maintaining harmony within a group. They can also rely on an unstructured approach when solving problems, and tend to work more slowly and methodically, as their focus is on the process and not the end result. Integrators have a high degree of emotional intelligence and empathy. They often lead with kindness, they know how to build trust and respect within a team. Integrators in pharmaceutical company can also play a key role in building an organization's culture, especially in its early stages.

**Results and discussion.** To summarize, leaders are needed to create the foundation for environmentally sound management practices of pharmaceutical companies that can encourage and support innovative employee's behavior.

**Conclusions.** Having made an analysis of types of leadership in pharmaceutical company it can be determined that all four types of leaders are needed in pharmaceutical team management.

## **COMPARATIVE STUDY OF RUSSIAN AND ARABIC PAREMIOLOGICAL UNITS WITH A ZOONYM COMPONENT**

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**Introduction.** Currently, linguists are showing an increased interest in the problem of the national and cultural specifics of linguistic units. One of the directions of paremiology – the comparative study of proverbs, carries rich linguoculturological information about the people. In paremiological units, the vast historical experience of the people, national features of the worldview, worldview are captured. The relevance of this study is explained by the insufficient number of works on this issue in a comparative aspect.

**Aim.** The purpose of this study is to identify common and specific features among Russian and Arab paremias with a zoonym component.

**Materials and methods.** The research material was Russian and Arabic proverbs with a zoonym component. Research methods are description, comparison, analysis.

**Results and discussion.** The groups of paremias were identified and their differences and similarities in the compared languages were identified, due to the universal nature of the indirectly derived nomination, the implementation of identical cognitive models of semantic transfer based on the action of universal cultural codes. A brief analysis of the most common zoonyms that make up the paremias was carried out and a comparison was made.

In the course of the projection of ethno-linguistic consciousness onto the semantic space of the language and the language of the paremias, in particular, the method of nominating objects / phenomena of reality, specific for each nation, is reflected. The action of the anthropocentric factor

in paremiology made it possible to reveal many common features in the paremias of the compared languages, due to the universal nature of the nomination.

In the ethnoculture of different peoples, phraseological units, including the names of animals, are, first of all, statements about a person, his spiritual and social traits.

**Conclusion.** In the course of the analysis of Russian and Arabic paremias with a zoonym component, various quantitative and qualitative discrepancies were identified, explained by the originality of the national linguistic picture of the world.

## ENGLISH – BASED CORONEOLOGISMS

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**Introduction.** Coronavirus has led to an explosion of new words and phrases, both in English and in other languages. This new vocabulary helps us make sense of the changes that have suddenly become part of our everyday lives.

**Aim.** Get acquainted with modern changes in English vocabulary according to covid influence.

**Materials and methods.** Study and make a short survey of English - based coroneologisms of covid related vocabulary.

**Results and discussions.** The current pandemic has put a halt to our everyday lives and all forms of physical contact, and so technologies and digital experiences now play a more conspicuous role than ever. We have gone online and got used to vocabulary whose usage prior to covid-19 was very limited (e.g. *quarantine* and *pandemic*) or known to very few (*coronavirus*, *super-spreader*, or the abbreviations *PPE* “personal protective equipment” or *WFH* “working from home”), while coming to terms with the implications of others such as *self-isolation*, *lockdown*, or *social distancing*. Short pieces of *coroneologisms* have attested to the rise of many new lexical formations, mostly blends. According to Thorne, more than 1,000 new words – both non-specialised and technical terminology have been created during the current pandemic. Journalists and Twitter users are particularly prone to coin words displaying a high level of linguistic ingenuity; yet, the circulation of that lexis may be very limited. The present note overviews some of the most widely spread vocabulary related to our new covid-19 reality, coming from the laity rather than from medical or scientific professionals. Alongside terms like “social *distancing*” and “*lockdown*”, less technical and more playful vocabulary has transcended linguistic boundaries. Particular attention will be paid to examples from European languages whose word-stocks share a common Latinate substratum, likewise central to scientific communication.

Unsurprisingly, the clipped word “*corona*”, from the compound *coronavirus*, and to a lesser extent, the acronym *covid* feature prominently not only in English but also in many other languages. *Covid* has been borrowed as an Anglicism and users of languages with grammatical gender like French, Catalan, Spanish, and Italian have tended to prefer the masculine gender because of its associations with (*corona*)*virus*, masculine in those languages. Nevertheless, French and Spanish prescriptivists, among others, have pointed out that because it stands for *coronavirus disease*, it should be feminine following the gender of the head of the phrase (i.e. *disease*). *Covid*-derived Anglicisms including “*covidiot*” (a person who ignores public health advice, thereby putting others at risk) and “*covidivoces*” (divorces during quarantine) are widely attested cross-linguistically. In