

eponymous term was found, which is translated using a phrase in the genitive case and transcoding the name of the scientist who opened the test. Among other terms, several abbreviations were found, which translated for by selecting an analogue.

APPLICATION OF MNEMONICS TECHNIQUE FOR MASTERING UKRAINIAN ORTHOGRAPHY AND GRAMMAR

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Introduction. We live in a society in which, thanks to modern technologies, people have access to a huge amount of information. And if, according to experts, at the end of the twentieth century, this volume doubles every five years, today it doubles every year. The reason is the development of information technology. The study of the discipline «Ukrainian language (for professional purpose)» or «Business Ukrainian language» involves the repetition and study of numerous rules of Ukrainian orthography and grammar, which requires a lot of time and effort. Facilitating the process of mastering these rules and developing appropriate skills for their practical application have become the main task of our work.

Aim. The object of our research is the use of mnemonics in the study of the discipline "Ukrainian language (for professional purpose)". The subject is the use of mnemonic techniques to master the Ukrainian spelling and grammar. The aim of our study is to develop and generalize a set of exercises for memorizing the rules of Ukrainian grammar.

Materials and methods. The actual material was the material of textbooks used in teaching this course at the National University of Pharmacy. The study uses a partial search method.

Results and discussion. For our study, it is fundamental to differentiate the concepts of mnemonics, eidetics and neurolinguistic programming. Usually in the scientific literature, NLP (neurolinguistic programming) is understood as a technology that studies methods of nonverbal communication and successful ways of transmitting experience. Eidetics is a psychological or medical term defined as the ability to remember or reproduce images, sounds, smells of objects, or tactile sensations in memory. Finally, mnemonics is a set of techniques and methods that facilitate memorization and increase memory by forming artificial associations. However, NLP involves intentional interference in psychological processes and is not only used for memorization. It is possible to use verbal suggestion to impose one's will on another person, in particular to obtain material benefits. Eidetics is a special kind of memory that focuses mainly on visual impressions and images. Mnemonic exercises are most appropriate, in our opinion, for use by students in order to master academic disciplines. They will be discussed in the future on the example of mastering the material from the Ukrainian language. Visuals better absorb visual images, audials learn the rules by ear, and kinesthetics perceive the world "by touch".

So they need to create their own visual image and write it down for memorization. Acronyms known to everyone from school are suitable for audials, and schematic drawings for memorizing rules, sometimes called mental maps, are suitable for visuals and kinesthetics, but the drawings we

offer are somewhat different. Since the classic mental map is individual and understandable only to the author, we hope that our visualizations of the rules are universal and accessible to all.

It is worth noting that for visuals you can use another person's well-founded visual image, and kinesthetics must participate in the visualization. We offer you the following set of exercises for people with different types of perception of information. Some of them are known to everyone from school, others - developed independently by us and shown for the first time. How easy is it to identify borrowed words in the Ukrainian language? In order to decide whether to apply the rules of spelling words of foreign origin, there is a wonderful universal word air- filter, in which there are elements which are characteristic for foreign words: there is a coincidence of vowels (ae); difficult to pronounce consonant coincidence (ltr); sound [f]; multi-component root (a-e-filter). How easy is it to learn the basic rules of soft sign and apostrophe spelling? To do this, remember the expression «Мавпа Бофа», and so on. The mnemonic exercise "Chain" was developed by us independently to memorize the rules of spelling words written in capital letters, a complete text is entered, which includes as many names as possible: «У Києві працює Верховна Рада України, Конституційний Суд України, Президент України. Саме тут була ухвалена Конституція України і тут уперше прочитано Акт проголошення незалежності України. Найурочистіше святкують День Незалежності України. Тут знаходиться Хрещатик, завод «Дарниця». А ще у столиці є Києво-Печерська лавра, Золоті ворота». The exercise is designed for audials and kinesthetics. Audials read by ear, and kinesthetics write themselves. We have made the following exercise to memorize the rules of the correct order of endings in the genitive case of masculine singular nouns: «Неподалік від Харкова, біля Сіверського Дінця від центра кола росте дуб. Біля дуба є галявина. За два кроки сидить кіт із самого вівторка. Ви бачили kota?».

Conclusions. So, depending on the type of channel that prevails in the perception of information (audio, visual, kinesthetic) when studying the rules of Ukrainian orthography and grammar, you should choose different versions of mnemonic exercises, which will help memorize a large amounts of material and greatly facilitate the life of modern students.

THE IMPORTANCE OF STUDYING PHARMACEUTICAL TERMINOLOGY IN ENGLISH FOR FUTURE PHARMACISTS

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Introduction. Nowadays English is the most spread international language – there are more than 400 mln people in the world for whom it is the native language, for 300 mln people it is the second language, but 500 mln people speak it in one way or another. The international companies appear in the every city, so the number of foreigners who came to the country for business purposes is also increasing. Speaking English fluently and the knowledge of terminology is necessary for providing professional helping for clients.