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## **METAPHORICAL PROCESSES IN THE CREATION OF MEDICAL TERMS**

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The lexical organization of any language is characterized not only by the correlation of the lexical-semantic units in the language, but also by the possibility of their reinterpretation for naming all that is necessary for the speaker at the moment. Therefore, the secondary names, that is, the formation of the second, even the third name for objects of extralinguistic reality, which have already been denoted as the means of language, often appear in the speech. Such lexical units are often created by means of metaphorization.

In terms of cognitive terminology, the medical discourse is of particular interest. The peculiarity of medicine as a specialty lies in the fact that it combines both traditional ways of cognition, with centuries-old history, and the most modern and accurate methods of research. Medicine is one of the oldest scientific fields, which explores the same object (ill person) during its development, and determines the cumulative nature of human activity, because it preserves all stages formed during the development of science. All the above determines the constant change, updating of medical terminology and is a prerequisite for studying the processes of the linguistic sign development in the medical discourse.

The study of specific processes of terminology in medical discourse is necessary for constructing an integrative model of a metaphor and, consequently, an integrative model for the development of a linguistic sign in a discourse. Studying the process of metaphorization, it is advisable to refer to the methodology of polyparadigmatic discourse analysis. Its methodological basis is the system approach, in which the object is considered to be a complex system consisting of subordinate systems and elements; the functioning of this system ensures the interaction of subsystems of the same level, as well as the connection of different levels in the hierarchical structure of the system.

Discourse as a verbally mediated activity in a special field is, by definition, a complex functional system that includes a hierarchy of levels – stages of sign activity, in particular, the stage of a conceptual metaphor and metaphorization in the process of text production. The use of polyparadigmatic analysis allows to study the phenomenon of terminologisation in the medical discourse, as well as to obtain new information about metaphorization as a general mechanism of a linguistic sign development.

There is a number of metaphor typologies in linguistic science, such as the typology according to the morphological expression of the principal part; according to the structural features; the functional purpose; the belonging to the language and speech system, etc. In the medical discourse, metaphorization is primarily used as an action, which can be implemented through a variety of strategies (operations, instructions, methods, skills, etc.). They are aimed at solving cognitive and communicative tasks, where the external (non-verbal) side of metaphorization has a communicative phase, and the internal one has conceptual and pragmatic phases.

Since the medical discourse is a complicated speech phenomenon, associated with the everyday communication of doctors in different situations, the choice of simple linguistic means often helps to avoid communicative barriers, such as psychological (when the patient is dissatisfied with the doctor); semantically-phonetic (when an adequate perception of the situation is complicated due to excessive medical terminology); stylistic (speech discrepancy for its stylistic purpose); socio-cultural and others.

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## **ANTHROPOCENTRISM IN MODERN NATURAL SCIENCE**

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Anthropocentrism is one of the leading philosophical concepts of our time. Anthropocentrism along with pragmatism form an effective worldview model of modern science.