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**SEMANTICALLY-STYLISTIC POTENTIAL OF COLLOQUIAL VOCABULARY IN THE PROSE
LANGUAGE OF BUKOVYNIAN WRITERS**

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Tools for stylistic communication are common names and proper names in prose language of Bukovynian writers (M. Matios, H. Tarasiuk, V. Kozheliianka, M. Lazaruka, V. Myhailovskiy) that perform nominative, ethnographic and expressive functions.

Common colloquial names of people are mostly nominations-expressions, oriented into representation of interpersonal relationships between relatives, close friends, and authority representatives, regardless territorial peculiarities of their display. They reflect immediacy, informality of communication, negligence in axiological reasoning of social, behavioral, psychological and other types of characters.

Adjectives and verbs reveal a range of characteristics of the realities of the environment through the language of characters, in parallel with colloquial nouns, from kindly-caring to rough-disdainful and unceremonious, vulgar and abusive; they perform the function of stylization means as «their» in the language of storyteller. Nominations with derogatory expression prevail for their amount in distinguished ranges of attributive colloquial vocabulary.

Nominations with word structures typical to communicational area are represented in conditionally separated subgroup of commonly used vocabulary with word-building communication features. They are constitutional in analyzed prose and typical for real lingual practice as *univerbatyvy* [word combinations].

Stylistic potential of Russian words is used throughout language of modern Bukovynian writers, which are signs-identifiers of social status of the character, their levels of language culture, national affiliation. In addition, Russian words are means of phonographic stylization in the broad sense.

Jargons attach vulgarity to expression, as well as excessive colloquialization, vividness of the realism of linguistic image of some social layers, stylize the urban oral-colloquial practice of representatives of certain subcultures. Character-nominative and emotionally-evaluative functions are combined there.

Proper names with colloquial and humorous coloration are basis of ethno-national and social characteristics of a person. They reflect emotionally-stylistic characteristic of a person as well as pragmatics of temporary and spatial background of events, that cover social generally Ukrainian cultural components. Proper name is a marker of specific socially-psychological values in language of satiric Bukovynian prose, represented with the help of their arranged criticism. Combination of external word form and internal form-valuation in characteristic narrative contexts depends on not only from object itself, but from attitude to this object of modern socium. Verbal speaking practice (game of words, puns) is basis of creation of names-characteristics and nominative individualized literary-artistic anthroponyms. Writers prefer traditional onyms [proper names], typical for real communication, but also they introduce occasional nominations to contexts.

In general, stories of modern Bukovynian writers are full of lexical means of speaking stylization, which reflect interaction of areal and generally national units.

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CORRECT AND SAFE USE OF MEDICAL ABBREVIATIONS

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Nowadays nobody is surprised by abbreviations. They are widely used in all spheres of human activities – from Internet chart (AFAIK – as far as I know), degrees and titles (BA – Bachelor of Arts), geographic names (USA, GB) to professional vocabulary including that of medicine (HR – hear rate).

Abbreviations are formed by different ways: from the first letters of the word or phrase when we normally spell out each letter (PC – personal computer, WHO – World Health Organization); writing individual letters or sounds from the word but the word is always pronounced in full (Dr - Doctor, e.g. (Latin) – for example); by omitting one or more syllables from a word, so-called “clipping”, which is common for personal names (decaf – decaffeinated, ad – advertisement, Tim – Timothy etc.).

The above mentioned abbreviations are generally known. Although certain difficulties arise while understanding and using abbreviations in professional communication both oral and written, especially for those who are not involved in certain occupation. Moreover, additional difficulties and even confusions appear when one and the same symbol stands for different notions. For example, among medical abbreviations the following can be proper illustrations: CT (computed tomography, cerebral tumour, coronary thrombosis); BS (Bachelor of Surgery, breath sounds, bowel sounds); FH (fetal sounds, family history); LV (left ventricle, lumbar vertebra); MS (mitral stenosis, multiple sclerosis, musculoskeletal); OT (operating theatre, occupational therapist); RA (rheumatoid arthritis, right atrium) and others. This kind of abbreviations can be termed polysemantic or multiple-valued. Furthermore, two variants or symbols existing with the same meaning add to the confusion and misunderstanding: haemoglobin (Hb/Hgb), haematocrit (HCT/Hct), intramuscular (i.m./IM), intravenous (i.v./IV). In addition, certain authors and medical professionals pursuing the purpose to be original insert abbreviations anywhere including those created by them,