

**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
БУКОВИНСЬКИЙ ДЕРЖАВНИЙ МЕДИЧНИЙ УНІВЕРСИТЕТ»**



МАТЕРІАЛИ

**105-ї підсумкової науково-практичної конференції
з міжнародною участю
професорсько-викладацького персоналу
БУКОВИНСЬКОГО ДЕРЖАВНОГО МЕДИЧНОГО УНІВЕРСИТЕТУ
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Матеріали підсумкової 105-ї науково-практичної конференції з міжнародною участю професорсько-викладацького персоналу Буковинського державного медичного університету, присвяченої 80-річчю БДМУ (м. Чернівці, 05, 07, 12 лютого 2024 р.) – Чернівці: Медуніверситет, 2024. – 477 с. іл.

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У збірнику представлені матеріали 105-ї підсумкової науково-практичної конференції з міжнародною участю професорсько-викладацького персоналу Буковинського державного медичного університету, присвяченої 80-річчю БДМУ (м. Чернівці, 05, 07, 12 лютого 2024 р.) із стилістикою та орфографією у авторській редакції. Публікації присвячені актуальним проблемам фундаментальної, теоретичної та клінічної медицини.

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Material and methods. Today the marginality as a fact of society shapes the social relations. As it is known, the writer based her novels on her own experience. The personosphere of novels often focuses on the author herself. The main emphasis in the text is the identification of the body with the I paradigm. Thanks to this procedure (according to Lacan), the characters constantly confirm their own identity. The author's style is based on three principles: the aesthetics of beauty and ugliness, the aesthetics of a bestseller, and the aesthetics of fashionable (brand) writing.

Results. In general, in her novels, the Belgian writer plays with various genres: gothic, science fiction, adventure or detective novels, although autobiographical stories and autofiction stand out. The author also mixes dramatic style, colloquial conversation and philosophical dialogue. Regarding the general hybridization that so attracts the author, Nothomb clearly broadcasts herself in the image of Blanche, the main character of «Antechrista», but her story, although conducted in the first person, follows the conventions of the novel and has nothing to do with her own personality. The discovery of the Otherness is probably a consequence of establishing the unconscious in psychoanalysis. Thus, we find literary immanence in the psyche as a test of otherness. According to Jean-Paul Sartre: «hell is other people».

Conclusion. Hence, in essence, our relationship with the Otherness is labeled as communication. A person's evaluative attitude towards reality appears to be an integral property of the psyche, due to which we always express a positive, negative or neutral attitude towards certain social or intellectual facts, sympathy or antipathy, enmity, love, skepticism, etc. In the novel Antechrista, Nothomb turns to her favorite themes: adolescence and female friendship as passionate and violent relationships, identity, beauty, admiration, love, hate. She is unusual for the shy, withdrawn teenager Blanche, her appearance, behavior and thinking. «Antechrista» is not only a story about the difficult path of a teenage girl, but also a story about a kind of rape, about mental and moral oppression, of where the main character becomes a victim. In the end, the linguistic and stylistic or genre resource indicates that the character on the margin does not always have to be an eccentric person, in this case the stylistics of the text helps the reader to catch the emotional background and tonality of the artistic text, to read this novel as a confrontation of differences relative to each other.

Navchuk H.V.

COMMUNICATIVE COMPETENCE

AS AN ESSENTIAL COMPONENT OF PROFESSIONAL QUALIFICATION MEDICAL AND PHARMACEUTICAL SPECIALISTS

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Introduction. The requirements for the formation of communicative competence of medical and pharmaceutical workers as an integral component of their professional qualifications are dictated by modern trends in the development of society - the orientation towards finding ways to improve work results, providing and receiving quality services. It is indisputable that the efficiency of work mostly depends on the ability to communicate in different production conditions and stressful situations. That is why doctors and pharmacists need to know the rules of deontology, master the skills of psychotherapy, polish the culture of professional speech, and cultivate tact and restraint.

The aim of the study. To analyze the ways and methods of communication of medical and pharmaceutical specialists with patients / clients from the point of view of their effective influence.

Material. Fiction and films about the life and work of medical and pharmaceutical specialists, personal experience.

Methods. Descriptive, comparative, analysis and synthesis.

Results. According to researchers, the communicative competence of medical and pharmaceutical specialists can be considered in social and professional aspects. In any case, based on moral and ethical norms and principles, it affects the quality and efficiency of work, and a specialist who demonstrates high speech culture and communication skills in the process of

performing professional duties is characterized as a good specialist, well-educated, intelligent and erudite person.

The studied material shows that in the process of communication with colleagues, patients and their relatives, medical and pharmaceutical workers, depending on their qualifications, experience and communication skills, use different methods, while resorting to combining techniques and psychological tactics. Among the traditional models of their professional communication, one can distinguish interpretive, informative, consultative and paternalistic.

It is worth noting that now, with the advent of the Internet and unlimited access to open information sources, patients are knowledgeable about the symptoms and treatment of various diseases. Therefore, cases of their disagreement or disputes with medical specialists regarding treatment tactics have become more frequent. In order to avoid such situations, doctors need to apply an individual approach to each patient, taking into account his socio-psychological factors. In addition, high speech culture, politeness, restraint and tact will help to build a trusting relationship with him, which will be based on mutual respect and mutual understanding.

Having analyzed the professional communication situations of pharmacists, we can say that their modern practice is focused on the patient-client, and not on the product, as it was before. Therefore, pharmaceutical care should be considered as a continuation of medical care. As a result of changes in emphasis and approaches, the role of pharmacists in the treatment process of patients, especially in outpatient care, has significantly increased. This increases the requirements for their communicative competence, in particular, it requires the skills and abilities of conducting a constructive dialogue with various subjects of the medical field.

Conclusion. The professional competence of medical and pharmaceutical specialists, the effectiveness of their work depends not only on the level of mastery of professional knowledge, but also on the ability to represent them (give them a speech form), as well as the skills of conducting a constructive dialogue with colleagues, patients / clients or their relatives.

Further studies and their results can form the basis of practical recommendations for medical and pharmaceutical professionals regarding speech culture.

Nykiforchuk Zh.V.

HOMONYMS IN ENGLISH MEDICAL TERMINOLOGY

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Introduction. The phenomenon of homonymy is quite common in English medical terminology. It should be noted that understanding the context in which these terms are used is crucial for avoiding confusion when using a foreign language in the professional activities of future doctors.

The aim of the study. The aim of the study is to describe the groups of homonyms in English medical terminology; to highlight the significance of the study for future doctors in their professional communication.

Material and methods. In order to achieve this goal, it is necessary to fulfill a number of tasks. They are the following: to determine the concept of “homonym”, to provide a classification of homonyms, and to give relevant examples.

So, homonyms are words that sound and spell the same but have completely different meanings. The most common groups of homonyms are: homophones (words that sound the same but often have different spellings and meanings); homographs (words that are spelled the same but have different meanings and sounds).

Results. Here are examples of some homophones: cell – the basic structural and functional unit of all living organisms; sell – to transfer goods or services in exchange for money; vein – a blood vessel that carries blood to the heart; vain – excessively proud or concerned about one’s appearance; muscle – a tissue made up of fibers that can contract to create movement in the body; mussel – a type of clam with a dark, oblong shell; bowel – part of the digestive system that includes the small and large intestines; bowl – a deep, round, wide-open dish used, in particular, to hold food