

**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
ВИЩИЙ ДЕРЖАВНИЙ НАВЧАЛЬНИЙ ЗАКЛАД УКРАЇНИ
«БУКОВИНСЬКИЙ ДЕРЖАВНИЙ МЕДИЧНИЙ УНІВЕРСИТЕТ»**



МАТЕРІАЛИ

100 – ї

підсумкової наукової конференції

професорсько-викладацького персоналу

Вищого державного навчального закладу України

«БУКОВИНСЬКИЙ ДЕРЖАВНИЙ МЕДИЧНИЙ УНІВЕРСИТЕТ»

11, 13, 18 лютого 2019 року

(присвячена 75 - річчю БДМУ)

Чернівці – 2019

УДК 001:378.12(477.85)

ББК 72:74.58

М 34

Матеріали 100 – ї підсумкової наукової конференції професорсько-викладацького персоналу вищого державного навчального закладу України «Буковинський державний медичний університет», присвяченої 75-річчю БДМУ (м. Чернівці, 11, 13, 18 лютого 2019 р.) – Чернівці: Медуніверситет, 2019. – 544 с. іл.

ББК 72:74.58

У збірнику представлені матеріали 100 – ї підсумкової наукової конференції професорсько-викладацького персоналу вищого державного навчального закладу України «Буковинський державний медичний університет», присвяченої 75-річчю БДМУ (м.Чернівці, 11, 13, 18 лютого 2019 р.) із стилістикою та орфографією у авторській редакції. Публікації присвячені актуальним проблемам фундаментальної, теоретичної та клінічної медицини.

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ISBN 978-966-697-543-3

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університет, 2019



Neumann 2008) and expert interviews (Bogner, B. Littig, & W. Menz 2009, King, N. & Horrocks, C. 2010).

In the present-day scholarship border research is largely gaining interdisciplinary importance and benefits from the expertise corresponding to various fields of research: political science, anthropology, sociology, human and cultural geography etc. In a similar vein, borderlands no longer articulate solely a space/a place, but rather combine various and complex political, economic, social, cultural, historical settings with a space for negotiation among actors, practices, and discourses. Since within a very condensed geographic area the border effect between national states could create visible economic, political and social asymmetries, borderlands are usually vulnerable and heterogeneous places. It is gaining even more visibility when the borderland is shared by the EU and the non-EU member states. Borders are, thus, not only demarcated by territorial spaces and/or political entities, but also by historical and cultural lines which all together form the so-called 'identity politics'.

Coupled with the recent events in Ukraine culminating with the annexation of Crimea and the ongoing conflict in its Eastern territories (the Donbas region), Ukraine's ethnically and culturally diverse borderland regions have gained increased importance both for the security and stability of Ukraine and also for the wider region. Against this backdrop, the complex history of experiencing shifting borderlines across its territory and the ethnically diverse composition of its population makes the historic region of Bukovyna – the Ukrainian-Romanian borderland – an interesting case to explore.

The main results are going to be published in the scientific publications which have already been submitted to the most visible international journals from the field: *Journal of Europe-Asia Studies*, *Problems of Post-Communism*, *Nationalities Papers*. More information about the project development and the main findings could be obtained upon the project website: <http://www.uaregio.org/>

Voytkevich N.I.

**TO THE ISSUE OF ENGLISH SPELLING OF TRIVIAL OR GENERIC NAMES OF
MODERN PHARMACEUTICAL AGENTS**

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The questions of proper spelled medical terminology and pharmaceutical terms in particular have always been of certain interest for those dealing with them – physicians, pharmacists, medical students and post-graduates, as well as English language teachers at medical institutions. Medical professionals usually have some difficulties in writing the names of drugs in English, especially nowadays when all of them are practically lost in the great variety of names at the pharmaceutical market. Errors due to look-alike or sound-alike medication names are common all over the world, and are responsible for thousands of deaths and millions of dollars in cost each year. Up to 25% of all medication errors are attributed to name confusion, and 33% to packaging and/or labeling confusion. Thousands of medication name pairs have been confused based on similar appearances or sounds when written or spoken, or have been identified as having the potential for confusion. Systems and recommendations have been developed that may reduce the occurrence of such errors.

Therefore, the objective of our research is to determine certain regularities in spelling of generic names of drugs carrying out the task to avoid confusion and improper use of certain names in clinical practical work.

Sources of medication error can be found during prescribing, transcribing/ documenting, dispensing, administering and monitoring. The majority occurred during dispensing (53%), and administration (25%), followed by prescribing (15%). The material of the study was the selected names of the most frequently used pain-killers, sedatives, antibiotics, hemopoietics and hormones. The methods of comparison, analogy, anticoincidence, random sampling, and statistical were used.

Pharmaceutical nomenclature is systematized in International Pharmacopoeia. Drugs have three types of names: chemical names (scientific or systematic); generic or nonproprietary names



(also called trivial, common or officinal); and brand or trade/trademark names given by pharmaceutical companies. Chemical names are typically long, inconvenient in use. Generic names by means of their roots and affixes can denote the chemical composition of a medication, the pharmacological group it belongs to, its therapeutic effect, etc. Brand names are numerous and contribute greatly to misunderstanding and confusion in the world of drugs. One generic name may have several brand ones depending on the country and a company-producer.

Doctors are encouraged to prescribe by using the generic name. This is because generic name is the one doctors are taught and trained to use. There are sometimes many brand (trade) names for one medicine. Possible confusion or mistakes are reduced if all doctors use the same names when talking about and prescribing medicines.

English generic names of drugs are mostly based on ancient Latin and Greek, their classical spelling has been changed to some extent. Generic names are built by contracting the scientific names, the use of stems and affixes reflecting chemical relationships and the method of linguistic simplification. Thus, in the names of analgesics classical structural unit *-aesth-* is often simplified to *-est-* (Anestelin), classical *-phlog-* in the names of sedative is changed into *-flog-* (Floginax), *-haem-* in the names of preparations having relations to blood – into *-hem-* (Hematogen), classical *-thyr-* in the names of thyroid hormones is transformed into *-tyr-* (Dityrin), *-aeth-* in the names of antibiotics into *-eth-* (Ethazol), etc.

Due to advanced development of pharmaceutical business, appearance of thousands of new names, as well as a tendency of linguistic simplification, confusion sometimes arises in the use of pharmaceutical terminology. It provokes problems related to proper administration of medications and responsibility for significant morbidity, mortality, and cost.

Grinchuk V.V.

MEMORIZING WORDS IN ENGLISH FOR ESL STUDENTS OF HIGHER EDUCATIONAL MEDICAL ESTABLISHMENTS

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Nowadays the improvement of a personality is closely connected with learning languages. English as a second language being a compulsory subject in higher institutions of Ukraine requires new ways of both studying and teaching the material.

The aim of the study is to acquire a skill in the most significant part of mastering a foreign language as learning the vocabulary properly and correctly.

The materials and methods of the research work are up to date ways and approaches of easier memorizing new vocabulary of a target language. So the first logical mechanism that works with students is «derivation» when one word leads to dozens of other ones. For example, providing a new word «decision» it is always a great idea to write on the board with the derivatives of it as follows: «decisive» and «indecisive» with an example of a decisive and indecisive person. In this case students are able to operate with a larger and wider vocabulary as the words are alike, deriving from one and the same root which on the one hand helps learners of a foreign language to memorize words better and on the other hand, enriches their vocabulary twice as much. Another great approach of keeping new words in ESL learners' mind and using them in practice is learning in pairs. This can be both either synonyms or antonyms. For example, self-confident ≠ insecure and so on. *Learning opposites in pairs and at ones saves students' time and helps them to learn and understand the meaning of a word better. The third approach which works great with ESL learners is the so called «eponymic mechanism».* So basically how it works for students who learn English as a foreign language? As eponyms are words named after actual people we can use a good example of the word «boycott», which was named after Charles Boycott, and means to stop buying, using or dealing with a product or service to apply pressure on that product or service. The word is now associated with something negative and something which does not allow and let us doing something. So the key point in