



necessary documents for registration on time and passed successfully entrance exam were able to study at the gymnasium in Chernivtsi.

Pupils of different ages, nationalities (Germans, Ukrainians, Romanians, Poles, Hungarians, etc.), religions (Roman Catholics, Greek Catholics, Orthodox, Evangelists, etc.) and regions studied at these gymnasiums. As for the division into years of studying during the period of 1868 – 1887 we found out that the maximum number was eight. All most every year of studying corresponded to the class number, so each class was divided into two or three groups (A, B and C), except for the 6th, 7th and 8th. The pupils of each year of studying were clearly divided into classes. It means that top pupils were not singled out into one class, they were studying together with the lagging ones. During the 1877-1878 the largest number of pupils studied in the 6th class – 62, among them were more Germans and less Ukrainians.

The statistics shows obvious fact that studying at the gymnasium in Chernivtsi was hard. For example, at the beginning of 1877 – 1878 the total number of pupils was 716, where 609 pupils completed successfully their education. 107 pupils (it's about 15% of pupils) had been expelled from the Chernivtsi gymnasium because they couldn't manage the difficulties of studying. Pupils moved up to the next class only when they successfully passed examinations at the end of the academic year. After the graduation from the gymnasium pupils could apply into the universities, but not all had possibilities to study there.

According to this the educational system followed Austrian example and that's why had no positive consequences for Ukrainians.

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**THE ASSOCIATIVE POTENTIAL RANGE OF GERMAN MEDICAL TERMS
IN THE MEDIA DISCOURSE**

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A special interest in the question of conceptual metaphor within cognitive linguistics has been the most relevant and, at the same time, the most promising, that is why a lot of scientists have been dealing with metaphorization of concepts.

The cognitive metaphor is the one which is a mean of formatting new definitions. It allows to understand an abstract meaning within the concrete one, to verbalize non-subjective concepts through subjective ones, to form new meanings, building upon the existing ones, conquering the epistemological gap between the old and radically new knowledge. As Lebedieva S.V. says, there is a language between the world and a human being, which leads to the appearance of different types of similarities as a product of similarity and differences in the living experience. The observation of various kinds of discourse indicates of the living images availability, the content of which is transmitted through the cognitive metaphor.

The function of terms in various discourses raises the question of cognitive-metaphorical expression of terms, in particular medical ones, in media discourse, its connection with the cognitive thinking features and the processes of a language development. So, the aim of the study is the analysis of the associative potential of medical terms within the nominative units range, that indicates cancer diseases and physical processes, which are connected with those ones. To achieve the aim the following objectives are required: to characterize the concepts-correlations of medical terminology, to determine the associative potential of terminology units in the German media discourse.

The material of the study is German series «*Der Club der roten Bänder*», the theme of which is limited by the functional field of nominative units for indicating cancer pathology and physical processes, connected with it: *der Krebs, das Koma, das Sarkom, die Krankheit, die Krebserkrankung, die Biopsie, der Tumor* etc. The variability of the associative potential of the concepts is quite wide within the series: *das Koma - das menschliche Gemüte, der Krebs - der Killer, der Begleiter*. Individually-authored nominations of concepts prevail in dialogical speech that is why their influence on the associative perception of the viewer is noticeable. The depth of the medical term in the German sublanguage of oncology allows to operate various synonymous variants of the terminology unit, which extend the semantic field of the concept. One should indicate, that the material of the research were exactly the youth series, where the youth slang prevails, which in turn also expands the associative potential of medical vocabulary that is based on the particular social group experience.

The range of cognitive metaphors for indicating the categories of oncological diseases and physical states that are connected with it, in media discourse is wide as it plays an important role in creating a hero image and depends on the idea and skills of the authors. This range contains both the conventional and authoritarian concept-correlates which are caused by logical-associative links between the referent and the correlator and the relevance of the phenomenon being observed or a concept in public life which expands the experience and enriches the spectrum of associative perception. In this very material of the research the concepts of the correlate provide medical terms with a temporary or relatively constant associative shade which allows you to expand the semantic field of the terminology unit.