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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.

The picture of the world forms the fundamental elements that ensure its effectiveness. These parts put forward human ideas, theories, concepts and facts. The world picture completely covers the potential of our civilization, analyzing the past, regulating today and predicting the future for the effective management of existing paradigms of science.

Mankind has constantly cared about its place in nature and relationships with the living world of the planet. As the result, two major theories emerged: anthropocentrism, which claims that nothing in the environment has its own value, unless it benefits to human, and biocentrism, which claims that nature has its own value. Anthropocentrism is a human centered view of the world, while biocentrism is life centered. These two views turned into confronting paradigms.

The aim of the study: anthropocentrism is a basic paradigm of civilizational development. The concept asserts itself of anthropocentrism and biocentrism and forms a balanced system of the culture. There is a logical connection with the natural sciences, humanitarian aimed ideas. The results of the philosophical dichotomy "man-world", transformed into a practical confrontation of anthropogenic and biocentricism and became apparent in the cultural and civilizational manifestations. The only question we are facing is whether this problem is up to date. Since the time of scientific and technological progress and the establishment of rational system of thinking (and later its crises), anthropocentrism and ecocentricism have gained recognition and popularity. We used theoretical methods: analysis, comparison, synthesis, systematization, classification, generalization. In our study, a synergistic method was successfully implemented.

The concept of humanity is virtualized in the idea of a post-man (according to the pattern of post-science), whose biological essence is full of advances in nanotechnology. It is about abandoning the biological component of anthropocentric worldview. The basis of transhumanism is the technological evolution of man, his body, consciousness and sensuality. Transhumanism doubts the biological value of human existence, destroying anthropocentrism, guided by the impossibility of being an artificial consciousness. Anthropocentrism provides the sacred content of human biology as the only form of matter capable of containing human consciousness and generating the highest values.

More important is the coverage of the level of human interaction with the noosphere processes, as this is one of the fundamental issues of self-knowledge, which requires adequate theoretical and methodological guidance. Having received a philosophical substantiation in the scientific picture of the world, interdisciplinary ideas and principles acquire the status of methodological and predetermine changes in the outlook. Modern philosophy of science is intended to provide worldview constants for the continuation of man's evolutionary development.

Thus confrontation between scientism and humanism, the technical and human minds are reflected in the understanding of ecology. Anthropological theme provides potential efficiency in anthropological research paradigms. Anthropocentrism has been the dominant ideology since antiquity. During the historical development of human civilization, this idea has become even more established. The key concept in the historical and civilizational context is the concept of "humanity". Man is a defining element of socio-cultural life.

Skrytska N.V.

TESTING AS THE NECESSITY OF THE EDUCATIONAL PROCESS

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The 21st century is first and foremost an era of new technologies, information, and globalization. The main purpose of studying social courses in educational institutions for foreign and Ukrainian students is to develop new non-traditional approaches to thinking in various fields.

One of the features is the conclusion of test tasks taking into account the specifics of assimilation and perception of information by foreign students, in particular in the subject "History of Ukraine and Ukrainian culture", in order to achieve maximum results.

We share the opinion that the empirical form of taking test tasks for foreign students is more effective, because the teacher, analyzing the knowledge and skills of students of a certain group, can