



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ  
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ



## СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,  
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ

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and Knight, " the benefits of the global economy are directly dependent on a well- educated workforce . If higher education is going to play an effective role in the formation of XXI century , it must focus on the transformation of the learning process. The primary goal should be the development of students' initiatives , ability to work independently and selection of suitable methodological approaches ,which however , can be overcome if necessary. European universities are often worried that they are unable to properly identify employers' priorities . Employers want university autonomy combined with responsibility, I.e. effective combination of interests of students, academic work, research and the requirements of society. Universities need to balance between the adoption of external requirements and academic autonomy. All Western industrialized countries are or will soon become a technological society, which depend critically on the efficiency of universities and other institutions of higher education for the development and operation. Of course, universities try and sometimes succeed in defining their role, regardless of external pressures. Universities should be able to find credible answers to the ever-changing 'expectations, which are conferred on them " In this case, "the creation of the university missions and goals is a normal task of universities ... universities have the right and every opportunity to determine their mission and embody it in an acceptable manner."

## **THE ORIGINS OF USING “RX” FOR PRESCRIPTIONS**

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Historically, prescriptions were written in Latin and are still written that way now though there are no global standard for them and every country has its own regulations. No one speaks this language now considering it to be “dead” and yet many physicians insist on writing prescriptions in Latin. The word “prescription” comes from the Latin word “praescriptum”. Prefix “prae” means “before” and root “script” has the meaning “writing or written”. Latin is a universal language so may be used as means of international communication. A prescription properly written in Latin may be interpreted by a trained pharmacist in any country regardless of the nationality of the prescriber. But for the average person, who has no medical background, the prescription abbreviations need to be explained.

Modern Pharmacia has a symbol associated with prescriptions nowadays. You can see this sign everywhere on bottles of pills, drug stores and doctors' prescriptions. This is a stylized Rx. or Rp. in Ukraine. According to one theory, this symbol has its beginnings five thousand years ago in Egypt. According to most sources, Rx is derived from the Latin word "recipe" meaning "take" or "take thou" the imperative form of "recipere".

Among several alternative theories, is the belief that the Rx symbol evolved from the Eye of Horus (the god of the Sun), an ancient Egyptian symbol associated with healing powers. The ancient Egyptians used the pictures of this Eye to protect themselves from diseases and evil. They cut this sign on stones and buildings. Moreover, they painted Rx. on papyrus rolls used by the doctors for writing information about medicines. Later in Europe the doctors and chemists continued writing the sign meaning gods' protection and help, though the symbol changed from the Eye of Horus for the sign of Jupiter, the main god of the Romans. The sign was placed on prescriptions to invoke the deity's blessing on the medicine to help a person to get well. Today, it is an easy-recognized capital "R" with a line across its foot. Now, it means "take this medicine".

Comparing different theories we should say that the "recipe" explanation seems to be more correct. When a doctor writes a prescription beginning it with "Rx", he or she is completing a command. This was probably originally directed at the pharmacist who needed to take a certain amount of each ingredient to prepare the medicine, rather than at the patient who must "take" the medicine, in the sense of consuming it.

## **THE USE OF FIGURES OF RHETORIC IN ADVERTISING LANGUAGE**

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Rhetoric, the discipline of argumentation, is concerned not only with the message but with the determination of the most effective persuasive methods of presentation and is commonly used in advertising language. Our research deals with the use of rhetorical figures in advertising with the purpose of persuasion which is a matter of topical interest for the developing countries like Ukraine.