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LINGUISTIC AND SYNERGETIC ASPECTS OF AMERICAN PHARMACEUTICAL TRADE NAMES

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Modern linguistics is characterized by the application of synergetics as an interdisciplinary science. This allows investigating processes and phenomena in complex open nonlinear systems which are capable of self-organization and of information interchange.

Synergetics is a science explaining self-organization and formation of the complex systems of different nature [3, 319]. Language is a classic example of a synergetic super system which consists of hierarchically organized macro- and microsystems [1, 44].

The pharmaceutical onomasticon is considered to be a microsystem which is in metastable state caused by openness, dissipativity and dynamism.

Gender differentiation is one of the key factors of language fluctuations. English language could not but react to them by the dominant tendency to gender equal communication. Within the egalitarian communication, gender equality is represented by the strategy of feminization and the strategy of gender neutralization [2, c. 131].

The attempts to eliminate gender stereotypes, direct cooperation of language and pharmaceutical science which exchange information and stimulate the word-building process result in coining new names for the drugs specific for men or women.

One of the gender stereotypes is the woman's obligation to give birth to children and to take care of them. But due to the globalization of society, popularity of social climbing and significant development of medicine, the pharmaceutical market has been enriched by the contraceptives for women. The names for these drugs for women were coined according to the strategy of feminization or gender neutralization. Firstly, gender feminization can be motivated by the existing women names or those which phonetically resemble women names: *Ella*, *Mirena*, *Natazia*, *Apri*, *Yaz*, *Yasmin*, *Zarah*, *Aviane*, *Levora*, *Camila*, *Errin*, *Heather*, *Cesia*, and secondly the names can be coined by means of feminine suffixes *-ette*, *-ess(e)*, *-el(l)e* or using morpheme *fem*: *MonoNessa*, *TriNessa*, *Cyclessa*, *Cryselle*, *Viorele*, *Ovrette*, *Generess Fe*, *Mircette*, *Jolivette*, *Emoquette*, *Previfem*, *Femy*, *Femcon FE*.

The strategy of gender neutralization in trade names of women contraceptives is represented by using the names of hormones. For instance the drugs which combine progestin and estrogen: *Low-Ogestrel*, *Ogestrel*, *Estrostep Fe*, *Loestrin Fe*, *Microgestin Fe*. There are the names with gender neutralization but with vivid pragmatic component: *Next Choice*, *Plan B*, *Plan B One-Step* are emergency contraceptives.

Since feminism was started by women, the drugs for women reacted to such social changes more drastically. Drugs for men tend to the strategy of gender neutralization in their nomination which is characterized by using the name of active ingredient or an artificially created name that explicitly or implicitly informs about the target organ, therapeutic effect, and benefits of the drug. For instance, erectile dysfunction drugs have artificially created names *Viagra*, *Levitra*, *Cialis*, *Staxyn*, *Caverject*, *Stendra*, *Edex*. The advantage of these names with the implicit meaning can be partially explained by the unpleasantness of the disease about which men do not want to talk out loud.

The opposite of feminization is the tendency of masculinization when the feminine or masculine archetypes are referred to in the drug names to improve suggestiveness. The names of vitamins for men and for women are vivid examples:

- *Mega Men*, *Men's One*, *Men's Pack*, *Every Man's One Daily*, *Menevit*, *FertilMan*, *Wellman*;

- *Prenatalgyn*, *Prenatal Petite*, *Pregnavit*, *Baby-Me-Now*, *Baby and Me*, *Vita Mom*, *Mum to Be*.

In terms of synergetics gender relations is a complex phenomenon which causes modification of word-building mechanisms and as the result leads to the tendency of feminization, masculinization or gender neutralization in pharmaceutical onomastics. Thus the pharmaceutical onomastic microsystem is an example of complex dynamic and self-organizing system which is developed under the influence of the fluctuations in the social sphere and is accompanied with the dissipation of the elements and coining of the new ones.

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