

SEMIOTIC ASPECT IN THE MEDICAL FIELD

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Joy Egbert and Mary Roe's book "Theoretical Models for Teaching and Research" presents José J. Riera's view of semiotic theory. For example, the contribution of Leech and Onwuegbuzie, who consider semiotics as a science that explores the relationships between signs, in particular, speech and text, is attested. José J. Riera states that the term semiotics comes from the Greek *semeio* (interpreter of a sign) and *tikos* (relating to) [2].

Thus, we have an awareness of the importance of semiotics in human activity. In our research, we would like to consider the semiotic aspect as one of the most important in the use of the medical field.

First of all, it should be noted that the medical branch is unique from the point of view of practicality and urgency in human life. This fact provokes considerable discretion in the use of certain lexical units, words, phrases, etc.

The medical field is directly related to a person. Due to this, its functionality through the prism of disconnected units of expression acquires strategic importance and practical application. It means that such theoretical component units as words have a very expressed functional purpose. They are used to denote concepts, phenomena, objects, tools, which are mostly intended to have an unambiguous meaning. The direct and immediate nature of lexical units turns medical terminology into a complex special "language" that looks stylistically uncolored, devoid of those broad possibilities of change and transitions of meanings within lexical units.

Semiotics can be used in medical research in many cases. For example, the study of signs and their interaction within the expressions of two or more terminological words makes it possible to understand the principles of constructing medical fixed phrases. As a result of such studies, it is possible to conclude that there is a specific set of terminological words that have a very narrow usage.

First, such use may be limited to one subfield, for example, anatomy, or be at an even lower level of classification.

Secondly, similar words-terms have an interesting feature that makes their use in other situations, for example, domestic, very limited or

impossible. In connection with the above, it is possible to present one researched typologically terminological word-term as part of a medical expression and using its example to prove that it needs a completely limited lexical "environment". For example, the terminological word *costochondral* provokes the final completion of the phrase with such a terminological word as *cartilage* [1, p. 57]. After it, it is impossible to put a random word or set of words in such a way as to achieve the goal of accurately conveying the meaning of the entire phrase in general.

So, semiotics, not only as a science, but also as an approach can be very useful in the study of the human brain logic to denote and express concepts, objects and other meanings.

Література:

1. Betsy J. Shiland Medical Terminology and Anatomy for ICD-10 Coding 1st Edition. Philadelphia, Pennsylvania. 2012. 792 pages
2. José J. Riera Semiotic Theory. URL: [https://opentext.wsu.edu/theoreticalmodelsforteachingandresearch/chapter/semiotic-theory/#:~:text=Leech%20and%20Onwuegbuzie%20\(2008\)%20define,for%20or%20represent%20something%20else](https://opentext.wsu.edu/theoreticalmodelsforteachingandresearch/chapter/semiotic-theory/#:~:text=Leech%20and%20Onwuegbuzie%20(2008)%20define,for%20or%20represent%20something%20else)