

Yupatov N. A., Bandarevich H. V.
**VISUALIZATION IN MEDICINE AS A WAY OF TRANSFERRING
INFORMATION**

Research supervisor senior lecturer Kostiouchkina O. M.

*Department of Foreign Languages
Belarusian State Medical University, Minsk*

Motivational characteristics of the research: the 19th century was an age of great technical progress. New methods to facilitate the perception of information were developed. It is common knowledge that about 80% of information comes from eyes. Vision can be a great instrument of information assimilation. The term “visualization” is currently used for describing a technique for creating visual objects to communicate a message. Moreover, using visualization not only transfers information, but also combines both abstract and concrete ideas. This great tool is also used in clinical and educational medicine.

The object of our research is visualization as a method of transferring information in medicine.

The subject of the research is different ways of visualization: symbols, signs, schemes and graphic models.

The aim of the work is to find different ways of visualization in medicine and explain what one or another graphic model signifies.

The tasks are:

- 1 to designate the term “visualization”;
- 2 to classify the ways of visualization;
- 3 to find examples and describe them;
- 4 to discover advantages and disadvantages of using this method in medicine.

The methods of the research are interview, observation and literature review.

In our work we suggested that the field of application of visualization can be marking medicines. It can be introduced in pharmacies, hospitals, ambulances. Visualization can be useful for both medical professionals and patients. In particular, in our work we describe how such labeling can be used by ambulance teams in order to facilitate their work and the process of giving emergency aid.