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THE LINGUISTICS OF ENGLISH AND RUSSIAN DRUG REFERENCES. A COMPARATIVE VIEW
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Relevance. Nowadays, a large amount of information surrounds people, therefore, for a better perception it should be structured and understandable, and the same thing applies to drug references. A comparative study of English and Russian drug references seems relevant because it may help reveal language differences and find among them those that are best perceived by patients and thus improve the therapeutic compliance effect.

Aim: to analyse distinctive language features of English and Russian drug references and to identify the elements which foster understanding of the information provided in drug references.

Materials and methods. 10 Russian drug references, and 10 English drug references have been explored by means of the method of comparative analysis. To obtain more information, we have conducted an opinion survey among different people by using the quiz method on the basis of original questionnaire.

Results and discussion. In the course of the analysis, we found that Russian and English drug references as well as people's preferences turned out to have particular features. At the same time the analysis and the opinion survey confirmed the presence of some common trends. 186 people of different genders, ages and educational levels took part in the quiz, of whom 174 respondents read the drug references, while 12 respondents didn't. The survey showed that by structure 100 respondents prefer English pattern references, and 86 respondents favor Russian ones. 69 respondents prefer statements, while 52 respondents would like question and answer pattern, 42 would rather read a solid text, and only 23 consider tables more preferable. We have noticed that the sections about symptoms, side effects, expiration date, contraindications, route of administration and dosage both in English and Russian drug references are mostly the same, which makes pharmacokinetics the only different one. English drug references tend to have an average of 7-10 words in a sentence, while Russian references have 10-15 words. According to the survey results, sections such as expiration date, side effects, route of administration and dosage, indications, overdosage were identified as the most readable sections. Almost half of the respondents prefer Russian drug references because of more detailed description of symptoms, side effects, chemical reactions and other sections.

Conclusions. By the results of our analysis we have come to the conclusion that compared to English references, Russian ones have longer sentences with more complex structure and terminology, yet it doesn't turn away Russian-speaking patients. According to the data of the quiz, it was revealed that drug references translated from English are aimed at customers with minimal medical knowledge due to simple and understandable vocabulary, however patients with medical education prefer more informative and detailed Russian drug references.