

в антирелигиозной пропаганде. Так и говорили, что космонавты были высоко на небе, но нигде не нашли ни малейших следов бога. В таких условиях религиозные догматы стали преподноситься как демонстрация дремучести и невежества противников коммунизма.

Важным звеном в антирелигиозной пропаганде выступали различные формы устной атеистической пропаганды: лекции, беседы, читки, конференции, книжные выставки, радио и кинолектории. Лекционная деятельность организовывалась через Всесоюзное общество по распространению политических и научных знаний и его областных, городских, районных отделений, по линии лекционных бюро, существовавших при управлениях культуры областных, городских и исполнительных районных комитетов и принимали участие в лекционной пропаганде группы докладчиков обкомов, горкомов, райкомов партии. Например, в справке о состоянии библиотек областного музея Караганды приводится тематика лекций антирелигиозного характера, прочитанные лектором общества «Знание» Л.Ф. Семеновым за 1952-1954 гг.: «Брак, семья и религия», «Солнечные и лунные затмения», «Было ли начало и будет ли конец мира», «Будет ли жизнь на других планетах», «О преодолении религиозных предрассудков», «Происхождение жизни на земле», «Происхождение человека» и др. [9, Л.47-48].

Таким образом, советская законодательная база была основана на антирелигиозной идеологии. Антирелигиозная политика Советской власти коснулась почти каждой советской семьи, так как до прихода большевиков к власти, народы Российской империи считали религию частью своей духовной жизни. И поэтому трагичность ситуации заключается именно в том, что людей лишили права верить в то, во что верило не одно поколение их предков. Проводилась целенаправленная работа органов власти по ликвидации деятельности религиозных организаций, например, активно использовали средства массовой информации, дестабилизировали ситуацию в общине через провокаторов, создавали в среде руководителей общин обстановку взаимного недоверия и т.д.

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CULTURE OF USING SCIENTIFIC MEDICAL VOCABULARY

Within the last ten years the abuse of foreign vocabulary in the press turned into a real disaster. The negligent use of the language reduces the level of culture of millions people and even corrupts them. The same situation is observed in medicine. In numerous publications in the periodic medical press, monographs, textbooks, theses it is possible to meet a lot of examples when pseudoscientific language hides elementary banality or absence of any thought. Scientific speech in medicine is so strongly littered with foreign-language terms that it is quite appropriate to speak of the term-development "epidemic".

Certainly, R.G. Kostomarov, academician of the RAS, is right that obvious danger is concealed in the characteristic of publications and reports practice of borrowing terms from other sciences and languages. The words "narrative", "resetting", "striping", "expectoration", "retention", "precision", "transfection",

"remodeling", "supernatant" and hundreds of similar develop a certain stock of fashionable, not really clear, but all-applicable words without which we can't allegedly do not to pass for laymen. At the same time it is necessary to understand that exact terminology in a great extent characterizes the science level.

Terms (from Latin terminus, i.e. a limit, a border) are the words giving an exact designation of subjects, phenomena, processes in any specific area, for example in medicine [1, c. 95–97]. Indispensable requirements to them are full definiteness of the meaning and stability of definition.

The use of terms is a necessary condition for a language and science. Their development goes in parallel, as every new concept is to be fixed exactly by a term word.

The present day medical science uses mainly Latin terms or lexical elements of Greek. A part of medical terms became outdated and went out of use, others change their meaning, and to express new scientific concepts there appear new terms.

The severity and unambiguity of a scientific term, exact compliance to the subject (concept) are the qualities which are reflected in the nomenclature codes of different branches of medicine. Expression, collateral associations and other features peculiar to the art word are contraindicated to the term.

In each term it is accepted to consider its etymology (origin) and semantics (semantic meaning). Modern semantics (interpretation) of medical terms does not often coincide with its etymology.

Medical terminology is the language in which doctors of various specialties communicate. It is to be clear for the reader and the listener in relation to concepts. The most acceptable for the existence in medical terminology are considered those words which are accepted by most of experts, are clear to everybody and capture the essence of a phenomenon or a subject. Semantic meaning of this or that term in medicine becomes a public domain only when it is recorded by an exact term which is does not permit various interpretation, is simple and unambiguous [2, c. 32–33].

Pain and indignation are caused in a number of scientists [3,c. 544; 4, c. 58–62] the thoughtless copying in scientific medical literature of foreign terms, so-called Europeanisms, most often borrowed from English. For example, in the work "Why "coping" when there is co-possessing?" the author emphasizes: "...the impregnation of the term "coping" in the Russian speech hurts hearing. Special literature dazzles with the words "coping-behaviour", "coping-strategy", "coping-resources", "coping-prevention", "coping-development" and others "coping". Is it not bulky? Is it not made scientific? But it is fashionable!" [5, c. 59–63].

From our point of view, the entire terminology which is found in medical scientific literature can be classified as follows (see the table).

Classification of medical terminology met in present day medical press

Groups	Group characteristic
First	
Second	Terms that have been in Russian for long and make a certain part of professional
Third	language
Fourth	Terms that are known and used but are not professionally necessary
Fifth	
Sixth	Terms presenting foreign words transcription (Europeanisms)
Seventh	Pseudo-scientific terms
	Terms that are authors' linguistic compositions
	Terms that are authors' own inventions understandable only by them
	Terms that are all-applicable, used often and everywhere

We naturally understand the conditionality of this division and have no pretensions for its completeness.

Terms of the first group, as a rule, long ago entered the medical language, they simplify communication between experts and make a certain and integral part of the daily medical vocabulary. For example, "residual" (from Latin: remained from manifestation of an illness), "fertility" (Latin: fertilus, i.e. prolific, capable to child-bearing). A vast majority is made here by the terms borrowed from two classic languages of medicine: Greek and Latin. They are generally used in international application.

The second group is represented by terms known and often used, but not being necessary in the medical professional language. For example, the term "inventory" identical to the word "register" comes from French "cadastre", i.e. a sheet, a register; "immune deposits" (Latin: depositum, i.e. a thing lodged deposits, savings); "biological unprofitability" (German: rentable, i.e. profitable, the production efficiency indicator). This group of terms is borrowed from other disciplines (economy, history, science of law). Their use, especially in combination with standard ones, enriches the medical vocabulary.

A special rejection in many doctors is caused by the third group of terms that are the transcription of foreign words, so-called Europeanisms. Their number in recent years steadily grows and, first of all, due to borrowings from English. Certainly, the terms "precision" (English: precise, i.e. exact, certain), "verified" (English verify, i.e. to check) won't raise doubts of people knowing English. Being widely adopted, they could become clear for most of doctors, acquiring the Russian synonyms. But more often it happens the contrary. Inaccuracy, ambiguity in interpretation of little-known English transcriptions (sometimes simply "cripples" from English words and expressions) bring argumentativeness in the understanding of this or that scientific work. Therefore in most cases it is expedient to replace little-known transcriptions of this or that term by a precisely corresponding and equivalent in meaning Russian synonyms.

As an illustration it is possible to give a number of terms [6, с. 100–102]:

- «дефинирует» – instead of «определяет»;
- «может перцептироваться» – in Russian «может восприниматься»;
- «симультантные» – in Russian «одновременные»;
- «денотатирует» – instead of «обозначает»;
- «интеракция» – instead of «взаимодействие»;
- «каузальная связь» – instead of «причинная»;
- «реплицировать» – instead of «воспроизводить»;
- «предикция» – instead of «предсказание».

Formation (emergence) of new terms and phrases happens in several ways. One of them is translation, i.e. designation of a concept with ready means of a language. For example, "eradication" (from English eradication, i.e. destruction), or "stripping phases (English stripping) of the hypodermic vein" (read "phases of removal of the hypodermic vein"), or the same way: "resetting", "scavenger", "sibling". It is impossible to do without an English-Russian dictionary.

Calquing means copying a morphological structure or sense of a foreign word. For example, food "westernisation" (English western) should be understood as "food in western manners".

Borrowing means transition of words of one language to another. This is a natural phenomenon for any language within the entire period of its development. There are allocated three groups of borrowed foreign words.

The first group is made by foreign words which strongly entered Russian. They were borrowed long ago, acquired by all population of our country and are not perceived as foreign. For example, obstetrics (from French accoucheur), a hormone (from Greek hormon).

The second group consists of words that are rather widespread, being carriers of a foreign language. For example, "health path" (терренкур) (German terrainkur) means a method of treatment by the dosed walking along a special route.

The third group consists of foreign-language words which were not widely adopted. It is possible to refer to this group also the words having Russian parallels but differing from them in the volume of the expressed concept or the color of the semantic meaning. For example, "de- and re-sensitization" (from English sensitivity) means reduction or elimination of sensitivity. The terms referred to this group generate a considerable number of wrong uses of foreign terms due to various understanding of colors and meanings of foreign-language terms and Russian options. Most often application of similar terms is not caused by the necessity as in Russian there always will be analogs of these words.

Transliteration means transferring the text written by the letters of one alphabet by means of another one. If it is "colitis", "arrhythmia", "visualization", it is clear to all. But, for example, "a genetic fingerprinter" (German finger; English printer) should be understood as "an individual genetic print". Here is another example: the term "trigger" (English trigger, i.e. starting process). In the text of the article it should obviously be understood as "the starting process providing sharp transition of a cell, a body or the whole organism from one functional state into another". In this regard as an example of exclusive "scientific character" of a statement it is possible to provide the following phrase: "Trigger action of chemical irritants is realized through parasympathetic nervous system and liberation of mediators of inflammation".

Transcription is a way of written fixing oral speech for the purpose of possibly exact transferring the foreign-language sounding. The way of transcription is very popular with the authors publishing works in the

journal "Therapeutic Archive". There we can meet "resetting kidneys" (English resetting) read as "reorganization of kidneys", "cholesteric scavenger" (English scavenger) in the text is possible to be understood as "receptors connecting an excess amount of cholesterol", "alternative splicing" (English splicing) read "unification by one of two options".

On the basis of transcription and transliteration there is formed unreasonable emergence of foreign-language terms. One of the main reasons for illiterate use of foreign-language vocabulary in the modern medical press: ignoring (or unwillingness to know) traditional ways of forming terms. This leads to individual term-development, "spoiled products" of which are introduced by their authors into practice through communication with other experts and sometimes have quite wide circulation, forming real "term-development epidemic".

The authors should also remember that in different sciences the same words can have different lexical meanings. For example, if in biochemistry there is "a coefficient of molar extinction", in physiology "extinction" means weakening the conditioned reflex in the absence of its fixing.

Eventually, having read this or that offer in which there are one or two unclear terms, it is possible to catch the sense. Perhaps, in this word there is a highlight the author wanted to bring to the reader but he didn't manage.

A heavy mix of highly specialized and more often far-fetched terms distance the essence of the scientific text from the reader. The sciolism causes, on the one hand, a natural protest in "normal" scientists, and on the other hand, it shows professional inferiority of the work statement style.

Our ancestors made a very careful use of speech. A word was understood by the ancient people as a living being. It is known that a word can cure, but it can also kill. Not incidentally the word "doctor" earlier had the meaning "sorcerer" (a person who cures by means of words; originally "casting spell").

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КӘСІБИ БЕЙВЕРБАЛДЫ АМАЛДАР

Тіл – қоғам өмірінде маңызды орын алатын күрделі құбылыс, сондықтан ол әрдайым қоғаммен бірге дамып отырады. Себебі тіл адамдардың бір-бірімен қатынас жасау, ой-пікір бөлісу, өзара түсінісу құралы ретінде сипатталады. Бұл ұғым бүгінгі таңдағы ғылыми ортада «коммуникация» терминімен түсіндіріледі. Аталмыш термин көп мәнді болғандықтан, қазақ тілінде «байланысу, сөйлесу, пікірлесу, ақпарат беру, қарым-қатынас жасау» деген мағыналарға саяды.

Тіл – қарым-қатынас құралы ғана емес, сонымен қатар ол ойдың санада пайда болу, қалыптасу құралы екені дәлелденген. Мәселен, неміс ғалымы В.Гумбольдт: «Тіл – ойды құраушы орган» - деп, сипаттап тілдің дүниетанымдық және ақпараттық функциясы барын айтады [1;33].

Коммуникацияны шартты түрде вербалды (тілдік) және бейвербалды (тілдік емес) деп екіге бөліп қарастырамыз. Вербалды коммуникация тілдік дыбыстар мен фонетикалық белгілер арқылы берілетін сөйлеу нәтижесінде жүзеге асырылса, бейвербалды коммуникация сол сөйлеуді толықтырып, сөйлеумен қатар қолданылатын түрлі ым, ишара, дене қалыбы және т.с.с. паралингвистикалық элементтер арқылы көрініс табады. Демек, бейвербалды қатынас түрлері тілдік қатынастың негізгі қосымша құралы ретінде сипатталады. Себебі, «коммуникация» терминін