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NEUROLINGUISTIC FOUNDATIONS OF MEDICAL UNITS

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Annotation. This thesis examines the neurolinguistic foundations of medical units, that is, the processes through which medical terms and expressions are perceived, understood and used in speech by the human brain. Medical units are viewed not only as specialized terms of a particular field, but also as important linguistic means that ensure communication between doctor and patient. The article discusses the semantic structure of medical terms, their storage in memory, their activation in speech activity, and their influence on a patient's psychological state.

Keywords: medical unit, neurolinguistics, term, speech, perception, brain, doctor-patient communication, semantics.

Annotation. The thesis considers the neurolinguistic foundations of medical units, namely the processes of perception, understanding and use of medical terms by the human brain. Medical units are analyzed both as specialized terms and as important linguistic means of communication between doctor and patient. Particular attention is paid to accuracy, clarity and psychological appropriateness in medical speech.

Keywords: medical unit, neurolinguistics, term, speech, perception, brain, doctor-patient communication, semantics.

Abstract. This thesis discusses the neurolinguistic foundations of medical units, namely the processes by which medical terms and expressions are perceived, understood and used by the human brain. Medical units are considered not only as specialized terms, but also as linguistic tools that ensure communication between doctor and patient. The paper focuses on accuracy, clarity and psychological appropriateness in medical communication.

Keywords: medical unit, neurolinguistics, term, speech, perception, brain, doctor-patient communication, semantics.

Today, medicine is considered one of the rapidly developing fields of science. Every new discovery, diagnostic method or treatment direction in medicine is first expressed through language. Therefore, medical terms and expressions play an important role in transmitting scientific knowledge, exchanging information among specialists, and in communication between doctor and patient. The correct use of medical units also has a direct effect on the effectiveness of the treatment process.

A medical unit refers to terms, word combinations, abbreviations, names of diagnoses, symptoms of diseases, names of medicines, and special expressions used in professional speech related to the field of medicine. For example, units such as "arterial blood pressure", "heart failure",

"neurological condition", "infection", "rehabilitation" and "diagnostics" serve to express medical information accurately. The main feature of such units is that, compared with words in general language, they are more precise, more limited in scope, and possess a specific scientific meaning.

Neurolinguistics is a branch of science that studies the relationship between language and brain activity. It investigates how a person perceives speech, understands words, stores them in memory, and uses them when necessary. From this point of view, the study of the neurolinguistic foundations of medical units helps to understand how medical terms are formed and function in human consciousness.

Unlike ordinary words, medical units often have a complex semantic structure. For example, the term "hypertension" does not merely mean "increased blood pressure" in a general sense; rather, it denotes a concept associated with a certain clinical condition, symptoms of a disease, diagnostic criteria and methods of treatment. When a specialist hears this term, a broad system of medical knowledge is activated in his or her consciousness. A patient, however, may understand the same term on the basis of everyday experience.

From a neurolinguistic perspective, each term is stored in human memory not as an isolated unit, but within a certain semantic network. For example, the term "stroke" is associated with concepts such as "brain", "blood circulation", "paralysis", "speech disorder" and "emergency care". In a doctor's speech, such associations are activated quickly and automatically. A patient, on the other hand, may recall ideas connected more with fear, anxiety or the experience of relatives when hearing this term.

The comprehension of terms in medical speech depends not only on linguistic knowledge, but also on a person's psychological state, age, experience, literacy and ideas about the disease. If the name of a serious diagnosis is explained to a patient in complex scientific language, the patient may not fully understand the information or may interpret it incorrectly. This may lead to excessive panic, distrust in treatment, or failure to follow the doctor's recommendations.

In studying the neurolinguistic foundations of medical units, the process of speech perception is of particular importance. When a person hears speech, he or she first perceives sounds and then separates them as word and meaning units. If a medical term is complex or unfamiliar to the patient, the process of comprehension in the brain slows down. In such a situation, the patient may remember only some parts of the term or confuse it with another word.

In this respect, phonetic clarity is also important in medical speech. A doctor should pronounce a term fluently, clearly and, when necessary, with an explanation. This is because if a medical unit is misheard or misunderstood, an error arises in information exchange. Such errors may have serious consequences, especially in the names of medicines, dosages, diagnoses and examinations.

Another important aspect of medical units is their emotional influence. Some terms evoke negative emotions in the patient's mind. For example, words such as "tumor", "cancer", "operation" and "chronic disease" have a strong psychological effect. From a neurolinguistic point of view, such units not only provide information, but also activate anxiety and defensive reactions in the human brain.

International terminology also plays an important role in the formation of medical terms. Many medical units originate from Latin and Greek. For example, terms such as "cardiology", "neurology", "pediatrics", "therapy" and "diagnostics" are widely used internationally. Such terms ensure mutual understanding among specialists. However, in communication with patients, they must be explained in simple language.

The neurolinguistic study of medical units is also important for medical education. Students learn many new terms. In this process, it is more effective not only to memorize terms, but also to understand their meaning, origin, structure and situations of use. For example, explaining the term "gastroenterology" by dividing it into its component parts helps the student consciously master the term.

According to the neurolinguistic approach, the more a word is learned through connections and associations, the more firmly it is retained in memory. Therefore, it is useful to use tables, pictures, clinical cases, dialogues, comparisons and explanatory methods when teaching medical terms. These methods activate visual, auditory and logical analysis processes in brain activity together.

The use of medical units in speech is also connected with the professional culture of the doctor. If a doctor uses too many complex terms in speech, a distance may arise between the doctor and the patient. Conversely, completely avoiding terms may reduce scientific accuracy. Therefore, balance is necessary in medical communication: precise terminological speech should be used among specialists, while explanatory, simple and understandable speech should be used in conversation with patients.

Today, written units are also becoming increasingly important in medical communication. Diagnosis sheets, analysis results, electronic medical records, prescriptions and recommendations are rich in medical units. When reading these documents, patients also need to understand terms correctly. Therefore, it is important to use expressions in medical documents that are as clear, standard and unambiguous as possible.

The neurolinguistic foundations of medical units show that language is not only a means of transmitting information, but also a complex system that influences human consciousness, emotions and behavior. In medicine, this situation is even more important, because a patient's health often depends on how he or she understands the information received. A properly chosen explanation can give the patient confidence and calmness.

Thus, the neurolinguistic study of medical units is important in several directions. First, it explains how medical terms are perceived in human consciousness. Second, it serves to improve doctor-patient communication. Third, it helps to develop effective methods of teaching terms in medical education. Fourth, it provides an opportunity to understand more deeply the psychological influence of medical speech.

Medical units are among the main linguistic means that express scientific information in the field of medicine accurately and systematically. Studying their neurolinguistic foundations helps to determine how medical terms are perceived, understood and used by the human brain. While medical units convey precise scientific meanings for specialists, they may have different emotional and psychological effects on patients.

For this reason, accuracy, simplicity, explanation and communicative appropriateness are of great importance in the use of terms in medical speech. In conversation with a patient, a doctor must be able to explain complex terms in ordinary language and provide information about serious diagnoses or procedures in a careful and humane tone. In medical education, it is more effective to explain the meaning, structure and practical use of terms than to rely on mechanical memorization.

In general, the study of the neurolinguistic foundations of medical units has significant scientific and practical importance for medical linguistics, terminology, psychology and medical communication.

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