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EPONYMOUS PHARMACONYMS IN MEDICAL TERMINOLOGY

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Abstract: This article depicts the role of eponymous terms in such medical terminological system as pharmacology. A number of eponymous terms have been analyzed in English and Russian and revealed peculiar characteristics of each language.
Key words: Eponyms, terms, pharmacology, names, pharmaconym.

The nomination process in pharmacology is based primarily on the identification of individual external characteristics and medicinal properties of drugs. Initially, the drug has a chemical name, which is generic (the so-called generic name). Then it acquires the specific brand name of the issuing organization. After an organization's patent for the production of a drug expires, it is released under different names, but maintaining the basic chemical formula. Let's consider the example of the drug Cinnarizine:
Chemical name (generic name): 1-Cinnamoyl-4-diphenylmethylpiperazine.
Drug name (brand name of original developer): Cinnarizine.
Names of the drug (brand names of secondary developers): Vertizin, Stugeron, Tsinedil.
However, the given secondary names, from the point of view of onomasiology, cannot be considered synonyms, since they denote objects of the same class and subclass of objects that are different in form and composition, although they are interchangeable in pharmaceutical practice.
Different methods of nomination, a variety of motivating features, and variability of additional onomastic components contribute to the emergence of a large number of similar names. The main goal of manufacturing companies that create original drugs or analogue drugs is the desire to attract the attention and interest of the drug consumer with the help of an attractive name that contains useful information or a well-known (precedent) name.
Among the names of drugs, eponyms are widely represented, in particular - eponyms-mythologisms, in which the names of ancient gods and heroes are used as the basis for the pharmacononym, for example:
1) Adonis brom, Adonisidum names come from the name of the mythical ancient Greek hero Adonis;
2) Aurora hot sip, where lat. Aurora - goddess of the dawn, English. hot sip - hot sip, since the medicine is used for colds in the morning, hot;
3) Morphinum is a hypnotic analgesic drug, the name of which comes from the name of the ancient Greek god of sleep, Morpheus; Atropinum a drug that was isolated from the Atropa plant belladonna, where the generic name Atropa is the name of one of the three Greek goddesses of fate, who cuts the thread of life, and comes from Greek atropos - inevitable, inexorable;
4) Higia comes from the name of the ancient Greek goddess of health Hygieia , daughter of Asclepius;
5) Dian - 35 - the name of the drug indicates an antiandrogenic effect and comes from the name of the Roman goddess of chastity Diana, who avoided men;
6) Hypnonorm, Hypnogen, Hypnotal - sleeping pills, the names of which come from the name of Hypnos - the god of sleep, the son of the goddess of the night Nyktos ;
7) Ikaron - a medicine that is used for low blood pressure as a result of taking a vertical position of the body (orthostatic hypotension), comes from the name of Icarus, the son of Daedalus, since he fell into the sea due to the fact that he rose high above the ground, and the sun melted the wax that held together the feather on his wings;

8) Neptusan - a remedy that is used for sea sickness, comes from the name of the Greek god of pestilence and oceans, Neptune;
9) Novanox Eunoctin - the term element - nox / - noct - comes from the name of the Roman goddess of the night Nox (Latin nox , noctis - night) and her Greek counterpart - the goddess Nyktos.
The next group of onomastic pharmaconyms is represented by names in which anthroponyms (personal names or surnames) are used. Personal names in the names of drugs, as a rule, are focused on the needs of the user, for example, the names of contraceptive drugs: Jeanine, Yarina. Pharmaconyms which include eponyms-surnames, belong to historical eponyms that identify the scientist-inventor of a particular medicinal product, for example: balsamum Schostakowsky, liquor Burovi, liquor Novicovi, solutio Lugoli, solutio Ringer - Locke, suspensio Zymosani, tabulattae Petrovi, unguentum Koncovi, unguentum Wilkinsoni, unguentum Wishnevsky.
A separate group of pharmaconyms consists of composite names, where eponyms are presented in the form of one of the term elements, for example: Acidum nicotinicum, where the term element nicotin - comes from the genus name in plant nomenclature Nicotiana tabacum, which appeared in honor of the French ambassador to Portugal Jean Nicot de Villemain . In 1560, he was the first to send the plant and its seeds to Paris, promoting the possibility of medicinal applications. As is known, later from plant materials Nicotiana tabacum, nicotinic acid was isolated.
Acidum barbituricum, from which barbiturates are obtained, was invented by the German chemist Adolf von Bayer on December 4, 1864, on the feast of St. Barbara, or Barbara. Thus, the first term element barbit - the name of the acid is derived from the name Varvara, and the second is from the Latin. urina - urine, because acid is extracted from urea. A separate group of onomastic pharmaconyms is represented by names in which toponyms are used - geographical names that in pharmacology indicate the place where the drug was invented or manufactured. The name of a city or locality can be used as a toponymic component, for example:
1) Thebainum - a drug of the opiate group, created on the basis of plant raw materials Papaver somniferum. The pharmaconim comes from the Latinized name of the city of Thebes and contains the formant -ain- , which indicates membership in the opium group, cf. Cocainum, Nubainum;
2) Nubainum, where the initial term element Nub - comes either from the name of the Nuba people , or from the name of the area where they lived in the territory of modern Sudan. Some historians believe that the Nuba people were once part of the Egyptian kingdom, the capital of which was Thebes during the Middle Kingdom, and representatives of this people were addicted to opium;
3) Veronalum - one of the names of barbital , which comes from the name of the city of Verona, where the events of Shakespeare's tragedy "Romeo and Juliet " took place, the tragic ending of which is associated with the use of a potent sleeping pill. The name of the city can be in the form of a definition in a compiled pharmaconim, for example: Aspirin York, where the toponym York indicates the name of the city New York. By abbreviation from English. NewYork State formed the pharmacononym Nystatinum, which identifies the place of invention of this antibiotic.
Not only the name of the city, but also the name of the country of origin can act as a toponymic component, for example:
1) Bosalgin has the initial term element Bos -, which comes from the English. the name of the country in which the drug is manufactured, namely, Bosnia & Herzegowina;
2) Poltram contains a term element Pol - which comes from the English. country name Poland . In the compiled pharmaconim Morfin Dak the second component is the abbreviation-toponym Dak, derived from the English. Denmark.

Pharmaconym can be considered toponymic in origin Viagra formed by abbreviation from Lat. phrase Vis Niagarae - the power of Niagara, since the power of this drug is equal to the power of Niagara Falls.

In the last decade, there has been an increase in the number of pharmaceutical names with a toponymic component, which contains an indication of the country or manufacturing company. In the latter case, the toponym may name the area of the city where the production of medicines is located. Such names perform, first of all, an advertising function and make it possible to distinguish the original medicinal product from an analogue, to highlight one or another pharmaconym in the list of synonymous names common on the pharmaceutical market by toponymy. Active advertising of medicinal products involves the use of means at all levels of language: phonetic-graphic, lexical-semantic and grammatical. The main purpose of the advertising name is to instill in the consumer the idea of the value of medicines.

Table 1 - Number (in %) of names among the terms considered in Russian and English.

	In Russian	In English
Brand names	3	10
Chemical (generic) names	1	3
Eponymous and toponymical terms	-	-

Consequently, among the pharmaceutical terms considered, the largest number in both Russian and English were names of medicinal products, as units of groups of objects that are part of a certain generic class object (chemical name) - generic name. Eponym terms and toponym terms were not found among those considered.

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