

сленг, меняются очень быстро. Обобщая сказанное, для Интернет-общения характерны такие черты, как имитация разговорной речи, краткость, которая достигается путем использования сокращений, эмоциональность, передаваемая смайлами и уменьшительными словами, быстрое устаревание лексики и символов. Наряду с кажущейся свободой, в Интернете все же есть свой неписанный этикет общения, которого следует придерживаться.

RELATIONSHIP BETWEEN DOCTOR AND PATIENT - A LAW, BUSINESS OR ETHICS

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The doctor–patient relationship forms one of the foundations of contemporary medical ethics. It has been and remains a keystone of care: the medium in which data are gathered, diagnoses and plans are made, compliance is accomplished, healing, patient activation, and support are provided. The medical interview is the major medium of health care. Most of the medical encounter is spent in discussion between practitioner and patient. The interview has three functions and 14 structural elements. The three functions are gathering information, developing and maintaining a therapeutic relationship, and communicating information. The relationship therefore directly determines the quality and completeness of information elicited and understood. It is the major influence on practitioner and patient satisfaction and thereby contributes to practice maintenance and prevention of practitioner burnout and turnover, and is the major determinant of compliance. The doctor–patient relationship is critical for vulnerable patients as they experience a heightened reliance on the physician's competence, skills, and good will. Thus, providing health care, and being a doctor, is a moral enterprise. An incompetent doctor is judged not merely to be a poor businessperson, but also morally blameworthy, as having not lived up to the expectation of patients and having violated the trust that is an essential and moral feature of the doctor–patient relationship. Trust is a fragile state. Deception or other, even minor, betrayals are given weight disproportionate to their occurrence, probably because of the vulnerability of the trusting party. The relationship need not involve a difference in power but usually does, especially to the degree the patient is vulnerable or the physician is autocratic. Physicians should focus on continuity: in their relationships with individual patients, between their patients and other clinicians (including specialists and nurses), and with the organization as a whole. Trust is most realistic when a relationship has a history of reliability, advocacy, beneficence, and good will. Continuity encourages trust, provides an opportunity for patients and providers to know each other as persons and provides a foundation for making decisions with a particular individual. United States law considers the relationship fiduciary; i.e., physicians are expected and required to act in their patient's interests, even when those interests may conflict with their own. In addition, the doctor–patient relationship is remarkable for its centrality during life-altering and meaningful times in persons' lives, times of birth, death, severe illness, and healing.

IMPORTANCE OF A DOCTOR IN TODAY'S SOCIETY

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Doctor is a person who dedicates his knowledge and skills for the prevention and treatment of diseases, maintain and enhance human health. The doctor has traditionally enjoyed a special status in any society, and there are high ethical and legal requirements. It is believed that a "real" doctor should be a role model for the general public not only in the matters of health (do not smoke, do not drink alcoholic beverages, to keep an active life style, eat right), but also morality. The aim of our study was to specify a doctor in today's society. Medicine is often perceived as a profession for the altruists and is interpreted from the perspective of social mission. It is believed that the doctor should be fully committed to Medicine, compassionate, humble, and sober in assessments of his needs, to exercise the force of spirit and determination in difficult life situations. Doctors have the enormous privilege of touching and changing lives. Through all the changes driven by research and public expectations, some of the art and science of medicine has endured