

«ФАРМАЦЕВТИКА СОҲАСИНИНГ БУГУНГИ ҲОЛАТИ:
МУАММОЛАР ВА ИСТИҚБОЛЛАР»
ХАЛҚАРО ИЛМИЙ-АМАЛИЙ АНЖУМАНИ

МЕЖДУНАРОДНАЯ НАУЧНО-ПРАКТИЧЕСКАЯ КОНФЕРЕНЦИЯ
«СОВРЕМЕННОЕ СОСТОЯНИЕ ФАРМАЦЕВТИЧЕСКОЙ ОТРАСЛИ:
ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ»

INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE
ON THE THEME "MODERN PHARMACEUTICS:
ACTUAL PROBLEMS AND PROSPECTS"



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**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ
СОГЛИҚНИ САҚЛАШ ВАЗИРЛИГИ
ТОШКЕНТ ФАРМАЦЕВТИКА ИНСТИТУТИ**

**“ФАРМАЦЕВТИКА СОҲАСИНИНГ БУГУНГИ ҲОЛАТИ:
МУАММОЛАР ВА ИСТИҚБОЛЛАР”
(ХАЛҚАРО ИЛМИЙ-АМАЛИЙ АНЖУМАНИ МАТЕРИАЛЛАРИ)**

(МАТЕРИАЛЫ МЕЖДУНАРОДНОЙ НАУЧНО-ПРАКТИЧЕСКОЙ
КОНФЕРЕНЦИИ)
**«СОВРЕМЕННОЕ СОСТОЯНИЕ ФАРМАЦЕВТИЧЕСКОЙ ОТРАСЛИ:
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“Pharmaceutical journal”дан, дори йўриқномаларини “Drugs.com” сайтларидан ўқиш ва ёзув кўникмаларини ривожлантиришда фойдаланилди. Тинглаб тушуниш ва гапириш кўникмаларини ривожлантиришда “You tube”, <https://www.pharmacytimes.com/videos> каби қатор сайтларнинг фармацевтикага оид маълумотлардан фойдаланиш тавсия этилади. Баъзи тилшунослар мурракаб бўлган аутентик матнларни осонлаштириш тавсия этилса, баъзилари уни осонлаштириш эмас балки алмаштиришни тавсия этадилар. Тушунтириш мақсадида маънони англлатувчи машқлар, сўзларнинг синонимлари билан англашни тақидлайдилар. Фармацевтика йўналишида инглиз тилини ўқитиш жараёнида аутентик материалларни ўзгартирмасдан балки машқ учун мос хажми танлаб асл ҳолида ўқитиш тавсия этилади. Масалан, фототерапияга оид интернетдан олинган аутентик матндаги:

- нотаниш сўзлари глоссарийсини бериш;
- матнни рақамлар қўйиб ажратиш;
- матн параграфлари орасига саволлар қўйиш;
- баъзи изоҳланиши керак бўлган сўзларни қавсларда бериш, [];
- матндаги айрим сўзларни матндан синонимларини топиш каби аутентик матн инглиз тили машғулотига фойдаланишга тайёрланди.

Махсус мақсадларда инглиз тилини ўқитишда аутентик материаллардан фойдаланиш ўқитишда асосий ўринларда туради. Тил соҳа, мутахассислик билан боғлаб ўқитилар экан, бевосита мутахассислик материалларига мурожат этилади ва бу ўқитишда талабаларнинг чет тилига бўлган эҳтиёжларига мос келади, шунингдек уларда тилни ўрганишга мотивацияларини оширади

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FOREIGN EXPERIENCE IN USING PHARMACEUTICAL INFORMATION

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Introduction. We currently have the opportunity to receive professional information in two ways:

* audibly (orally at conferences, trainings, seminars, by radio, telephone, etc.);

* visually (in writing on paper - newspapers, magazines, books, reference books, etc.; in electronic form).

The choice by participants of the pharmaceutical market of the method, way and means of transmission and/or receiving information depends primarily on information needs, which are determined by their individual preferences.

Information priorities are under influence of two groups of criteria:

1. Choice that reflect the properties of information (availability, quality, form and method of transmission).
2. Formations that determine the direction of information search.

Experience in using pharmaceutical information abroad. The use of the network economy in the activities of pharmaceutical and medical organizations radically influences to the pricing, promotion of goods and the provision of services. At the same time, the analysis of available sources has shown that to this day, studies of the processes of formation of a network economy and guidelines for the use of network technologies for collecting, processing, accumulating, storing, searching and spreading information in the field of drug circulation have not been carried out.

In Europe, networked technologies are undergoing a stage of evolution aimed to creating a networked economy, which is reflected in the information technology development “Europe 2005: An information society for all” (“Electronic Europe 2005: an information society for all”). The networked economy is a form of economic activity that is based on the global electronic environment with the predominance of knowledge and information as the most important elements of the productive forces and the instant dynamics of interaction between demand and supply.

The processes of formation of the network economy have a certain sequence of implementation: from the spread of Internet technologies and the transfer of socio-economic relations to the electronic environment of the Internet to the creation of network forms of organizations and network institutional structures. The main benefits of turning an organization into a network structure are better utilization of its funds, cost savings and increased efficiency through increased adaptability to external and internal environment, flexibility and higher competitiveness. Business models of organizations are classified according to the degree of integration of information technologies into their economic activities, while in the electronic business sector B2B ("enterprise - enterprise") has good prospects.

In electronic commerce (e-commerce), most business processes are accelerated due to the fact that information is transmitted directly to the recipient, bypassing the stage of creating a paper copy at each stage, while the essence of the information used does not change, but the ways of its creation, storage and processing are transformed. In addition, organizations have the opportunity to select the best suppliers regardless of geographic location, as well as the opportunity to enter the global market with their products and services.

Knowledge and information become the key sources of productivity and competitiveness of business entities, acting as decisive factors in their activities carried out in the electronic space. The basis for the success of the economic activity of network forms of organizations is innovation, the speed of strategy implementation. A huge potential for the development of the network economy in the pharmaceutical industry is the formation of a single information space in the field of drug circulation.

Mention should also be made of information about various aspects of pharmacotherapy, in the formation and regulation of a powerful flow of which the most significant role belongs to pharmaceutical companies. They actively use the activities of medical representatives, various types of advertising, articles in magazines and other media as channels and means of communication. Employees of pharmaceutical companies that fund clinical trials have a specific role in the preparation of articles on their results. The liability of a pharmaceutical company for providing information about a medicinal product is regulated by the provisions of EU legislation and regulatory legal documents of other developed countries.

Conclusion. Pharmaceutical trade and industrial organizations in a market economy currently need to promptly obtain information, process it and use the results of its analysis in the course of their activities. The development of a complete management system in pharmaceutical organizations is key.

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