**IMPROVEMENT OF RHETORICAL SKILLS OF MEDICAL STUDENTS IN STUDYING A FOREIGN LANGUAGE**

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The role of knowledge of clinical disciplines is undeniable for a future doctor, but the doctor's ability to master his speech, his ability to listen and hear is very important too. The professional level of a medical specialist largely depends on the level of his proficiency in the language standards of speech.

The establishment of contact between a doctor and a patient is an integral part of successful treatment. Patients often complain about the inability of doctors to listen and give clear answers, identify the problems that led the patient to doctors. This leads to the fact that the main barrier to a proper treatment is inefficient communication that is why one of the urgent problems of modern medicine is the establishment of contact between a doctor and a patient to ensure the quality of the care provided.

Rhetorical skills and knowledge of genres of speech involves standards of oral and written speech, as well as the ability to use the language techniques in different situations according to purposes and content. Rhetorical skills include four components: normative, communicative, ethic and aesthetical.

The normative component involves knowledge of literary standards and the ability to introduce them in the process of verbal communication. Scientists refer to these standards morphological, syntactic, lexical, stylistic standards. Knowledge of the language is not enough to have a successful communication. A doctor can speak competently, but with an incorrect accent or diction, vulgar tone, incorrect intonation, thus, it is important to pay attention to these components too at foreign language classes.

The ethical component involves the presence of ethics standards of speech. Each society establishes speech etiquette that represents specific rules of speech that are realized in the system of fixed expressions during the contact between people. The ethical side of communication implies accepted standards of behavior in society, respectful attitude of participants of the dialogue to one another and tact.

Among the rather common mistakes are the following:

- neglection of the speed of speech (too slow too fast speech) makes it difficult to perceive information , for example too fast speech may make the patient think that a doctor wants to get rid of him as fast as possible;.

- imbalance in volume or strength of voice may also have a negative effect. Too quiet speech makes the patient to strain ears to not miss anything, and too loud speech can provoke irritation;

- "swallowing" the beginning or the end of words are other factors that don’t contribute to productive communication and understanding between doctors and patients.

The richer is the vocabulary of a doctor, the easier it is for him to communicate with patients. Thus, we can emphasise the enormous role of the development of rhetorical skills of medical students in studying a foreign language.