

## THE SCIENTIFIC ASPECT OF PAPER PUBLICATIONS IN THE MEDICAL SPHERE

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**Relevance.** The study of journalists' publications on substandard researches, untrue news and facts has been discussed at different levels for a long time. Nevertheless, it was impossible to find any works analyzing the false materials of the world of medicine. The relevance of the research is determined by the absence of thorough systemic works concerning the checking of credibility of journalistic sources and data in the medical sphere. Besides, it is also explained by the increasing interest of the average population to the veracious information about the Health System and the improvement of their own health as the main factors of maintaining productively strong nation.

**Aim.** To avoid mistakes during writing the paper publications on medicine; to identify and evaluate the untrue facts or news because of unskilled investigation.

**Materials and methods.** We used the synthesis, analysis and comparative methods, the systematization of theoretical data, generalization of scientific literature.

**Results.** We have found a variety of articles based on low-skilled investigation with false conclusions that are proclaimed widely. Having analyzed the work of journalists, many facts were revealed to demonstrate their low qualification and incompetence in some aspects. Sometimes, it is difficult to find independent experts that are interested in cooperation with Mass Media. This causes a prejudice to the work of medical staff. The medical journalism must be based on investigations. However, some correspondents do not have enough knowledge in all aspects and problems of the topic they write about. We can see the misunderstanding of meaning of the majority of medical terms by journalists. So that it is rather difficult for them to search and use the information properly. The financial component is also a very important factor. There is a certain sort of journalists who compromised their own work by their participation in corrupt schemes while writing their articles with rather incorrect information by order. Another problem is the lack of ethics among the representatives of Mass Media. Doctors must keep in a secret the information about health of a patient for anyone except relatives. Nevertheless, journalists sometimes perceive it as an attempt to hide professional mistakes of medical staff. We systematized reviews of society on certain articles. Some people read only the heading of an article, they draw false conclusions. Others completely trust to the information and get it as an order to act or do not trust to the source of news and continue to search their own arguments on the topic.

**Conclusions.** People are always concerned about health of their relatives. But, because of the lack of knowledge in the sphere of medicine they are ready to believe in and spread any information. Everyone can make a mistake. But in medicine a mistake can cost a human life. Therefore, it is important to avoid falsehoods and contact with highly skilled specialists.

## ACUTE AND CHRONIC URTICARIA: CAUSES AND TREATMENT

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**Relevance:** Urticaria (hives) is one of the complex and controversial problems of modern practical medicine. Urticaria is a itchy rash characterized by red itchy wheals and swollen areas of many different sizes on the skin. According to world statistics, it occurs at least once in a lifetime in 15-20% of the population. Urticaria is not contagious.

**Aim:** The aim of this article is to analyze acute and chronic urticaria for identification the most effective treatment.

**Materials and Methods.** Theoretical analysis.

**Results.** Nowadays, urticaria is a common pathology among people, which reduces quality of life. To cure this disease, you need to know the causes of its occurrence. If an allergic disease is suspected, the patient should be ready for specific examinations (skin samples, biochemical blood test). In difficult cases, it is necessary to examine the body of a patient completely. Acute urticaria lasts less than 6 weeks. It is most common in children and adolescents, young people, mainly with atopic symptoms. The causes of acute form are certain food, medicine, viral infections, environment factors, insect bite, helminths, etc. In most cases, urticaria does not need any prolonged treatment. The symptoms are quite soft and disappear within a few days. If the symptoms of acute urticaria are more severe and do not disappear, the doctor prescribes antihistamines for the patient, which block the influence of histamine, eliminate the rash, serious discomfort and relieve itching. There are some methods for relief the patient's condition: gastric lavage, sorbents and cleansing enema. The medicine therapy may be inefficient without these methods. Chronic urticaria lasts more than 6 weeks. The medical specialists believe that chronic urticaria is associated with autoimmune disorders. But, the causes of chronic urticaria is often unknown, thus it is not usually possible to cure patients. Chronic urticaria, like acute, often occurs under the influence of any trigger factors, such as medicine, stress, heat, and some food additives. Antihistamines and monoclonal antibodies are used in the treatment of chronic urticarial.

**Conclusions.** This research was discussed the causes and treatment of urticaria and considered several types of urticaria. Modern medical science has shown a huge progress in treatment this disease but it is still a challenging one for both the patient and the physician.