

**Rozhkov Yu. G.**

National University of Life and Environmental Sciences of Ukraine

## ENGLISH VETERINARY MEDICINE DISCOURSE: LINGUISTIC FEATURES (BASED ON THE INTERNET RESOURCES)

*The focus of this article is on English veterinary medical discourse, specifically its genre differentiation and the factors contributing to its complex nature. English veterinary discourse represents the interplay of several related sub-discourses. These include clinical veterinary discourse, which focuses on the direct interaction between veterinarians and animal patients or their owners, scientific-veterinary discourse, which is concerned with the research and development of veterinary knowledge, and promotional-veterinary discourse, which involves the advertising and marketing of veterinary products and services, all of which play a significant role in shaping the veterinary profession.*

*The primary focus, however, remains on clinical veterinary discourse, which serves as the cornerstone of this broader communicative domain. This type of discourse is enriched by incorporating elements from historical, encyclopedic, social, and pharmaceutical discourses, which contribute additional layers of meaning and context. For example, historical discourse provides a framework for understanding the evolution of veterinary science, while encyclopedic discourse delivers comprehensive knowledge about various animal species and their health needs. Social discourse adds insight into the cultural and societal implications of veterinary care, while pharmaceutical discourse emphasizes the role of medication and treatments within this field.*

*The complex and interdisciplinary nature of English veterinary discourse has led to its differentiation into a variety of genres, each with its own specific features and communicative goals. These genres include scientific articles, clinical case reports, promotional materials, legislative texts, educational content, and media publications. This genre-based diversity reflects the breadth of veterinary medicine as a field and its engagement with multiple audiences, ranging from professionals and researchers to pet owners and the general public.*

*The veterinarian and animal owner must communicate openly and trust one another. The veterinarian must not only provide sound medical advice but also explain complex medical concepts in ways that the pet owner can understand. Communication must be clear, transparent, and compassionate, as many pet owners are emotionally attached to their animals and may feel anxious about their pet's health. In small animal practice, a veterinarian's primary focus is on delivering high-quality care to pets, and the communication process is typically centered around explaining diagnoses, treatment plans, and recovery strategies to pet owners. This often involves using both lay-friendly language and medical jargon to convey the necessary information. For instance, a veterinarian may need to explain a post-surgical recovery plan to a pet owner.*

**Key words:** discourse, veterinary medicine, terminology, articles, journals.

**Introduction.** In contemporary linguistics, both in domestic and international contexts, there exists a wide array of perspectives on the concept of "discourse." Discourse, as a multifaceted linguistic and social phenomenon, serves as a framework for communication within specific domains. English veterinary discourse, as an institutional discourse, is a distinct area that reflects the professional, scientific, and social dimensions of veterinary practice.

A key priority of science in the third millennium is the development of advancements in veterinary medicine aimed at increasing the average lifespan of animals and improving their overall quality of life.

The importance of this issue lies in the urgent need to discover effective methods for combating diseases that veterinary medicine has not yet been able to fully address. The relevance of this topic is further emphasized by the sustained interest in discourse studies within modern linguistics and by the pivotal role English-speaking countries play in the field of veterinary medicine and animal healthcare systems.

The uniqueness of the veterinary healthcare system in English-speaking countries is reflected in the principle of providing veterinary services universally, often ensuring accessibility regardless of the animal owner's nationality or background. This inclusive

approach has become a hallmark of veterinary care, making it a global model in the field.

Institutional discourses, as a category, are diverse and encompass fields such as politics, diplomacy, administration, law, military, education, religion, veterinary medicine, business, advertising, fashion, postal services, pharmacy, cosmetology, perfumery, gastronomy, and journalism. Veterinary medical discourse stands out as a unique subset due to its interdisciplinary nature, connecting various professional and communicative practices.

**The aim of this study** is to examine English veterinary medical discourse, with the subject of the research being its genre differentiation.

Materials and methods of research. The research materials for this study include a diverse range of texts and communicative interactions within the field of English Veterinary Discourse. These materials were carefully selected to provide a comprehensive understanding of the linguistic, stylistic, and structural features of veterinary communication. The data sources encompass the following:

Veterinary Textbooks and Manuals: Core educational materials used in veterinary training programs, covering topics such as anatomy, pharmacology, pathology, and clinical practice: *Veterinary Medicine: A Textbook of the Diseases of Cattle, Horses, Sheep, Pigs, and Goats*.

Scientific Articles and Journals: Peer-reviewed publications focused on veterinary science, including diagnostic techniques, treatment protocols, and emerging research in animal health: *The Veterinary Journal*, *Journal of Veterinary Internal Medicine*, and *Veterinary Clinics of North America* provided valuable insights.

Veterinary Records and Case Studies: Authentic examples of clinical documentation, such as treatment records, diagnostic reports, and surgical notes, sourced from veterinary practices and hospitals.

Client Communication Materials: Informative brochures, handouts, and online content designed to educate animal owners about preventive care, common diseases, and treatment options.

Professional Guidelines and Ethical Codes: Official documents outlining the ethical standards and professional responsibilities of veterinarians.

Interviews and Observations: Transcriptions of interviews with practicing veterinarians, veterinary nurses, and animal owners, as well as observations of veterinary consultations and procedures.

Digital Platforms and Social Media: Analysis of veterinary discourse on platforms like forums, blogs, and social media groups where professionals and

animal owners engage in discussions about animal health.

**Literature Review.** Polyfunctionality and the multitude of interpretations of the concept have contributed to its widespread use. According to T. A. van Dijk, "discourse is an actually spoken text connected to communication within a specific professional domain" [20, c. 61].

V. I. Karasik distinguishes two main types of discourse: personal (personality-oriented) and institutional. Institutional discourse represents conventional, culturally conditioned, normative speech interaction among individuals assuming certain status roles within a social organism specifically created to meet certain societal needs [11, c. 1122–1138].

Special interest in veterinary institutional discourse arises due to its research object – animal health. In the veterinary field, research-oriented discursive practices are actualized through pragmatonomic signs. These signs (e.g., the names of farm animals) represent nominations with pragmatic properties that reflect the specificity of the agricultural sector as a consumer domain<sup>1</sup>. At the same time, researchers note that treating an animal solely as a resource or object is not entirely relevant when it comes to pets [1, c. 77–79].

J. M. Swales examines veterinary discourse within the framework of professional discourses, which require specialized training for at least one participant (in this case, the agents). The researcher highlights that professional discourse demands a specific sublanguage, which, in addition to terminology, includes emotionally marked expressions used as a form of code and even playful elements understood only by "insiders" [18, c. 103–105].

Professional discourse implies the client's evaluation of the agent, and in interactions between a veterinarian and a farmer or pet owner, this evaluation has specific expressions. For instance, "a negative evaluation of a veterinarian might involve referring to them as a *quack*" [17, c. 119–127].

At the same time, veterinary discourse also includes the domain of everyday communication. G. D. Graaf compares the verbalization of concepts such as "disease," "symptom of disease," and "medical manipulation" in the speech of the agent and client within the discourse, concluding that the strategies of veterinarians and animal owners differ in their use of terminology: "...utterances employing terminology in everyday veterinary discourse have a communicative function, whereas in professional

<sup>1</sup> N. V. Sukhova, *Corpus analysis of head turns in multimodal*.

veterinary discourse, terminological expressions perform a nominative function" [8, c. 557–559].

**Results. Veterinary Medical Discourse (VMD): Characteristics and Applications.** Veterinary medical discourse (VMD) represents a multifaceted and evolving field of communication that operates at the intersection of science, ethics, and clinical practice. As a specialized branch of professional discourse, it integrates linguistic, cultural, and pragmatic dimensions, primarily focusing on the health and welfare of animals. According to Ferguson, veterinary communication is a highly specialized form of discourse that requires precision, adaptability, and a strong ethical foundation [7, c. 112].

The integration of these elements ensures effective interactions between veterinary professionals and various stakeholders, including pet owners, livestock managers, policymakers, and researchers [4, c. 355–357].

The role of VMD extends beyond mere clinical exchanges; it also encompasses legal, educational, and research-oriented communication. Scholars such as Huth have emphasized the importance of genre-specific discourse in medical fields, noting that veterinary medicine possesses a distinct communicative framework that reflects its interdisciplinary nature [10, c. 91–95].

Similarly, Hjelm highlights that professional discourse communities, such as veterinarians, rely on specialized lexicons, communicative conventions, and structured rhetoric to convey complex medical information efficiently [9, c. 114].

To develop a comprehensive understanding of VMD, it is necessary to examine its key components: participants, spatial and temporal dimensions, objectives and values, linguistic characteristics, and the genres it encompasses. Research by Wagner indicates that effective veterinary communication hinges on the ability to tailor discourse to different audiences, whether they are fellow professionals, pet owners, or government officials. This adaptability is crucial in ensuring that medical advice is clearly understood and appropriately implemented, ultimately enhancing animal welfare and public health outcomes [21, c. 389–392].

The study of VMD is essential not only for veterinarians but also for researchers, educators, and policymakers who contribute to the evolving landscape of veterinary science and medicine. As noted by Sarangi & Roberts (1999), professional medical discourse plays a vital role in shaping institutional policies and public perceptions of healthcare practices [15, c. 632–635].

#### ***Participants in Veterinary Medical Discourse.***

Veterinary Medical Discourse (VMD) is a specialized form of communication that takes place within the broader veterinary profession. It encompasses a wide range of interactions between various participants, all of whom play key roles in ensuring the health and well-being of animals. These interactions occur within different settings, such as clinical practice, research, policy development, and education. The participants involved in VMD can be broadly categorized into *senders* and *receivers*, both contribute to the overall goal of maintaining animal health. At the heart of VMD lies the interaction between senders, who are primarily composed of veterinarians, veterinary nurses, veterinary technicians, and pharmacists specializing in animal health, and receivers, who include a broad array of individuals, such as pet owners, livestock managers, farmers, and other animal caregivers [13, c. 227–229].

The veterinarian and animal owner must communicate openly and trust one another. The veterinarian must not only provide sound medical advice but also explain complex medical concepts in ways that the pet owner can understand. Communication must be clear, transparent, and compassionate, as many pet owners are emotionally attached to their animals and may feel anxious about their pet's health. In small animal practice, a veterinarian's primary focus is on delivering high-quality care to pets, and the communication process is typically centered around explaining diagnoses, treatment plans, and recovery strategies to pet owners. This often involves using both lay-friendly language and medical jargon to convey the necessary information. For instance, a veterinarian may need to explain a post-surgical recovery plan to a pet owner.

The veterinarian might say, *Your pet needs to avoid jumping and running for the next two weeks to allow the wound to heal properly. We'll monitor for any signs of wound dehiscence, which refers to the reopening of the surgical wound, and we'll also be following an analgesic protocol to manage your pet's pain during recovery.* In this example, the veterinarian uses terms such as *wound dehiscence* and *analgesic protocol*, which are medical terms that the average pet owner may not immediately understand.

In these contexts, communication extends beyond individual animal owners and involves multiple stakeholders who are responsible for managing entire herds or flocks. For instance, a veterinarian working with a dairy farm may need to communicate with the farm's dairy manager to discuss mastitis prevention strategies. The veterinarian might say, *To prevent mastitis,*

*we should monitor the somatic cell count of the herd regularly. If we notice any significant increases in the count, we'll need to adjust our milking practices and investigate the cows for early signs of infection.* This kind of communication is more technical and requires a shared understanding of veterinary concepts and farm management practices. It involves conveying complex ideas in a way that fits the specific needs and responsibilities of the farm manager while maintaining clarity about the necessary interventions.

Veterinarians engaged in research play a significant role in advancing knowledge in areas such as zoonotic diseases, animal nutrition, veterinary pharmacology, and disease prevention. Researchers publish peer-reviewed studies in veterinary journals, contributing to the body of knowledge that informs both clinical practice and policy development. In research settings, communication is primarily intended for a scholarly audience, including other veterinarians, researchers, and academics. The language used in veterinary research papers is typically more specialized and technical than that used in clinical practice. Research articles present new findings, methods, and theoretical models that are grounded in scientific rigor. A study on zoonotic diseases, for example, might discuss the transmission of certain infections between animals and humans, exploring how pathogens cross species barriers and outlining potential interventions to reduce public health risks [2, c. 447–449].

Whether in clinical settings, research, policy development, or education, the exchange of informa-

tion in VMD is essential for advancing animal health and welfare. The interactions between veterinarians and animal owners, farm managers, researchers, educators, and policymakers all contribute to the broader goal of ensuring the health, safety, and well-being of animals. Each participant in this discourse plays a crucial role in the collaborative process of maintaining animal welfare, and effective communication is at the heart of these efforts. Participants of VMD are represented in the Tabelle 1.

#### ***Spatial and Temporal Dimensions of VMD***

Veterinary Medical Discourse (VMD) operates within specific spatial and temporal contexts that influence its application, interpretation, and efficacy. The locations where VMD is employed are diverse, encompassing both clinical and non-clinical environments. These settings, in turn, shape the nature of veterinary communication, affecting the terminology, urgency, and complexity of discourse. Additionally, the temporal aspect of VMD plays a crucial role, distinguishing between immediate, acute interventions and long-term, preventative care strategies. Understanding these dimensions enhances the effectiveness of veterinary practice and ensures clear communication between veterinarians, support staff, and animal caretakers.

The spatial contexts in which VMD is utilized include a variety of professional settings, each with unique communicative challenges and requirements. These environments can be broadly categorized into clinical and non-clinical spaces, which significantly

#### **Examples of VMD Participants:**

<b>№</b>	<b>Veterinary Role</b>	<b>Primary Communication Partner(s)</b>	<b>Key Topics Discussed</b>
1	Companion Animal Veterinarian	Pet Owners	Preventive care, vaccination schedules, parasite control
2	Equine Specialist	Horse Breeders	Pre-purchase exam findings, lameness issues
3	Wildlife Veterinarian	Biologists, Ecologists	Conservation efforts, protection of endangered species
4	Food Animal Veterinarian	Farmers	Herd health management, biosecurity, disease prevention
5	Veterinary Pathologist	Clinicians	Diagnostic findings, identification of neoplastic lesions
6	Veterinary Pharmacist	Practitioners	Medication dosages, contraindications, drug interactions (e.g., NSAIDs + corticosteroids)
7	Zoo Veterinarian	Animal Behaviorists	Welfare programs for captive wildlife
8	Regulatory Veterinarian	Livestock Handlers, Public Health Officials	Disease control, public health compliance
9	Veterinary Educator	Veterinary Students	Clinical communication, ethics, diagnostic techniques
10	Telemedicine Veterinarian	Pet Owners (in underserved areas)	Remote consultations, dermatology, nutrition

Tabelle 1

influence the structure and content of veterinary communication. Clinical Environments Veterinary Hospitals and Animal Clinics Veterinary hospitals and animal clinics serve as the primary spaces where medical care is provided to companion animals, livestock, and exotic species. In these settings, communication is often highly structured and specialized.

Clinicians, veterinary technicians, and support staff rely on precise terminology, standardized protocols, and clear documentation to ensure effective patient care. For example, in a surgical ward, communication must be exact to prevent errors. A typical directive might be: *Induce anesthesia with propofol at 4 mg/kg IV*. This instruction requires precision to ensure the correct dosage is administered, reflecting the technical nature of VMD in surgical settings. Miscommunication in such cases can have dire consequences, highlighting the necessity of accuracy and standardization. Emergency veterinary care requires rapid, unambiguous communication to ensure life-saving interventions. The discourse in such settings is often characterized by urgency, abbreviations, and protocol-driven dialogue. For instance, during an emergency response, a veterinarian might issue a command such as: *Administer epinephrine 0.01 mg/kg IV immediately!* Here, brevity and clarity are paramount. Emergency discourse often includes shorthand, acronyms, and rapid exchanges of information to expedite decision-making and action.

**Equestrian Centers** Veterinarians working with horses must communicate with trainers, owners, and stable managers, often translating medical

jargon into practical advice. The discourse includes discussions on equine nutrition, injury prevention, and performance optimization. For example, a veterinarian might suggest: *"Incorporate joint supplements with glucosamine and chondroitin to support cartilage health, especially for performance horses engaged in jumping events."* This type of communication combines scientific knowledge with applied management strategies tailored to the equestrian industry.

**Care Preventive veterinary medicine** focuses on disease prevention, chronic condition management, and overall wellness. Communication in this domain involves educational interactions with pet owners, farmers, and wildlife caretakers to promote proactive health measures. **Chronic Disease Management** For conditions like diabetes mellitus in dogs, veterinarians must provide detailed, ongoing instructions, such as: *"Administer insulin at 1 U/kg SC every 12 hours, maintain a consistent feeding schedule, and monitor blood glucose levels weekly."* **Routine Vaccination** and **Parasite Control** Effective communication about preventive care ensures compliance and optimal animal health. A veterinarian may advise: *"Ensure all puppies receive core vaccines, including DHPP and rabies, according to the recommended schedule to prevent infectious diseases."*

**Nutritional Counseling** Diet plays a crucial role in maintaining animal health. For instance, a vet might suggest: *"Transition to a prescription renal diet to support kidney function in your senior cat and monitor hydration levels."*

**The Examples of Notable Spatial and Temporal Contexts of VMD**

No	Veterinary Setting	Primary Communication Focus	Key Topics/Examples
1	Emergency Veterinary Medicine	Rapid, critical communication	Managing cardiopulmonary arrest cases
2	General Practice Clinics	Client education	Routine health maintenance, dental care, weight management
3	Specialist Referral Hospitals	Multidisciplinary collaboration	Complex cases, oncology surgery, neurology consultations
4	Veterinary Teaching Hospitals	Academic and clinical training	Research, student clinical rotations
5	Mobile Veterinary Services	Outreach in underserved/rural areas	Delivering care in remote locations
6	Equine/Large Animal Ambulatory Practices	On-site diagnostics and consultations	Field-based veterinary care
7	Wildlife Rehabilitation Centers	Species-specific treatment	Management of avian aspergillosis in birds of prey
8	Meat Inspection Facilities	Regulatory communication for food safety	Ante-mortem and post-mortem inspections
9	Veterinary Pharmaceutical Companies	Scientific and professional discourse	Drug efficacy, safety, research findings
10	Virtual Veterinary Services	Remote communication via telehealth	Behavioral consultations, chronic disease management

The spatial and temporal dimensions of Veterinary Medical Discourse (Fig. 2) shape how veterinary professionals communicate across diverse settings and timeframes. Clinical environments necessitate precision, urgency, and standardization, while non-clinical settings require adaptable, accessible, and often broader discourse. Likewise, communication varies between immediate, acute interventions and long-term, preventive strategies. Recognizing these distinctions enhances veterinary effectiveness, promotes better animal health outcomes, and fosters clearer collaboration between professionals and animal caretakers. Understanding the interplay of spatial and temporal factors in VMD ultimately contributes to improved veterinary communication and patient care.

**Conclusion.** Veterinary Medical Discourse (VMD) plays a crucial role in the professional practice of veterinary medicine, serving as a bridge between scientific knowledge and real-world application. Its importance extends beyond the confines of the clinical setting, permeating public health policies, ethical considerations, and interdisciplinary collaborations. As an evolving field of study, VMD requires ongoing research to refine its linguistic strategies, improve communication efficiency, and ensure that all stakeholders – veterinary professionals, animal owners, policymakers, and researchers – are effectively engaged in the discourse.

Beyond the realm of direct veterinarian-client interactions, VMD also plays a pivotal role in academic and research settings. Veterinary journals, scientific conferences, and educational curricula rely on precise and standardized discourse to disseminate findings, propose new treatment methodologies, and refine diagnostic procedures. The structure of academic veterinary discourse mirrors that of broader medical discourse, with strict adherence to established rhetorical conventions, including the IMRAD (Introduction, Methods, Results, and Discussion) format. Additionally, the role of VMD in telemedicine and digital veterinary consultations is expanding, with virtual platforms necessitating new modes of communication that ensure diagnostic accuracy and client engagement.

Another significant dimension of VMD is its ethical framework. *The Veterinarian's Oath*, which underscores principles such as animal welfare, public health, and continuous learning, informs the communication strategies used within the profession. Ethical considerations often arise in discussions regarding euthanasia, pain management, and end-of-life care, requiring veterinarians to employ a compassionate and empathetic tone while maintaining professional objectivity. For example, when discussing euthanasia, a veterinarian must balance medical facts with emotional sensitivity, using phrases such as *providing a humane and peaceful passing* rather than more clinical terminology that could be perceived as impersonal.

The role of VMD in regulatory and governmental affairs is another area of increasing significance. Veterinary professionals often collaborate with policymakers to develop legislation related to animal welfare, food safety, and zoonotic disease control. The discourse in these settings is typically formal and highly structured, incorporating legal terminology and policy-driven rhetoric. Effective communication in this domain is crucial for ensuring that laws and regulations are both scientifically sound and practically implementable. For example, in discussions about antibiotic use in livestock, veterinarians must navigate the intersection of science, economics, and public perception, using evidence-based arguments to advocate for responsible antimicrobial stewardship.

Veterinary Medical Discourse is a dynamic and multidimensional field that continues to evolve in response to technological advancements, ethical considerations, and global health challenges. Its significance extends beyond clinical practice, encompassing education, research, policy-making, and public engagement. By refining communication strategies, embracing cross-cultural competence, and integrating emerging technologies, veterinary professionals can enhance the effectiveness of VMD, ultimately improving animal welfare, public health, and the veterinarian-client relationship. The ongoing study of VMD is essential not only for optimizing professional communication but also for ensuring that the veterinary profession remains adaptable, ethically sound, and scientifically rigorous in the face of an ever-changing world.

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### **Рожков Ю. Г. АНГЛІЙСЬКИЙ ВЕТЕРИНАРНИЙ ДИСКУРС: ЛІНГВІСТИЧНІ ОСОБЛИВОСТІ (НА ОСНОВІ ІНТЕРНЕТ-ДЖЕРЕЛ)**

Ця стаття присвячена англійському ветеринарному медичному дискурсу, зокрема його жанровій диференціації та факторам, що сприяють його складності. Англійський ветеринарний дискурс є взаємодією декількох пов'язаних між собою піддискурсів. До них належать клінічний ветеринарний дискурс, який зосереджується на безпосередній взаємодії між ветеринарами та тваринами-пацієнтами або їхніми власниками, науково-ветеринарний дискурс, який стосується досліджень та розвитку ветеринарних знань, а також рекламно-ветеринарний дискурс, який передбачає рекламу та маркетинг ветеринарних продуктів і послуг, і всі вони відіграють значну роль у формуванні ветеринарної професії.

Однак основна увага, як і раніше, приділяється клінічному ветеринарному дискурсу, який є наріжним каменем цієї ширшої комунікативної сфери. Цей тип дискурсу збагачується елементами історичного, енциклопедичного, соціального та фармацевтичного дискурсів, які додають додаткових рівнів значення та контексту. Наприклад, історичний дискурс забезпечує основу для розуміння еволюції ветеринарної науки, тоді як енциклопедичний дискурс надає вичерпні знання про різні види тварин та їхні потреби у сфері охорони здоров'я. Соціальний дискурс додає розуміння культурних та суспільних наслідків ветеринарної допомоги, тоді як фармацевтичний дискурс підкреслює роль ліків та методів лікування в цій галузі.

Складний та міждисциплінарний характер англійського ветеринарного дискурсу призвів до його диференціації на різноманітні жанри, кожен з яких має свої специфічні особливості та комунікативні цілі. До цих жанрів належать наукові статті, клінічні випадки, рекламні матеріали, законодавчі тексти, освітній контент та публікації в ЗМІ. Ця жанрова різноманітність відображає широту

ветеринарної медицини як галузі та її взаємодію з різними аудиторіями, від професіоналів і дослідників до власників домашніх тварин та широкої громадськості.

Ветеринар і власник тварини повинні відкрито спілкуватися і довіряти один одному. Ветеринар повинен не тільки надавати обґрунтовані медичні поради, але й пояснювати складні медичні поняття таким чином, щоб власник домашньої тварини міг їх зрозуміти. Спілкування має бути чітким, прозорим і співчутливим, оскільки багато власників домашніх тварин емоційно прив'язані до своїх тварин і можуть відчувати занепокоєння щодо їхнього здоров'я. У практиці з дрібними тваринами основна увага ветеринара зосереджена на наданні високоякісної допомоги домашнім тваринам, а процес спілкування зазвичай зосереджений на поясненні діагнозів, планів лікування та стратегії одужання власникам домашніх тварин. Це часто передбачає використання як зрозумілої мови, так і медичного жаргону для передачі необхідної інформації. Наприклад, ветеринар може мати потребу пояснити власнику домашньої тварини план післяопераційного одужання.

**Ключові слова:** *дискурс, ветеринарна медицина, термінологія, статті, журнали.*

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