

UDC: 364.275

**MODERN SOCIAL TRENDS OF INTERACTION WITH THE TOPIC OF
DEATH THROUGH THE PRISM OF THE PROFESSION OF END-OF-LIFE
DOULA AND THE SOCIAL FRANCHISE DEATH CAFE**

SAENCO Aliona, master's student, Free International University of
Moldova

CAUNENCO Irina, PhD, associate professor, Institute of National Heritage,
Chisinau, Republic of Moldova

The fear of death can be defined as the foremother of all fears, and the magnitude of such fear turns death, talking about it, and contact with it into a social taboo. However, it seems that the social dynamics of the last decade are gradually bringing the topic we are considering out of the shadows into the light. The main role in these processes is currently played, on the one hand, by an officially unrecognized profession the end-of-life doula (or death doula), which involves providing holistic support to the dying people and/or their loved ones. On the other hand, volunteers organize meetings within the framework of the Death Cafe concept to devote time to conversations about death in a confidential atmosphere. In this manuscript, the essence of both phenomena is revealed in general terms, and possible motives for their occurrence and development are analyzed.

Key words: death doula, end-of-life doula, Death Cafe, doula, death, taboo.