

traditions of the genre we are considering and creates a real “antiworld”, which has an instant and irreversible character. The novel is based on the traditions of the post-apocalyptic genre, but also has a unique style and novelty.

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FEATURES OF THE DOLL NOMINATION: MOTIVATIONAL ASPECT

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Dolls are an integral part of the culture and history of the mankind. The exact date of dolls appearance is not known, and a doll itself did not immediately appear in the usual form for us and was to be used for some other functions than today’s ones. Even its mysterious human appearance carries something mysterious and magical. This image allows you to endow a doll with the properties of a living being and perform various functions for it, starting with a sacred ritual and magic function and ending with entertainment and even cognitive functions. Dolls, like people, have their own names derived from the Creator, manufacturer, or owner.

The purpose of this study is to identify the main principles and motives for the nomination of dolls.

Material and methods. The theoretical basis of the research is the works of D. I. Ermolovich, T. V. Fedotova, A. M. Mezenko, I. A. Morozov and A.V.Superanskaya. Practical material for the study was obtained during the analysis of thematic sites and forums. We used the following methods: descriptive, analytical, and structural.

Findings and their discussion. First of all, it is necessary to determine what the basis of the concept of a doll. Based on the definitions in the explanatory dictionaries of V. I. Dal, S. I. Ozhegov, and D. N. Ushakov, we identified the general features of this concept and defined a doll as an object that resembles to a person or an animal, created from different materials and performing different functions.

Among many people there are myths and legends associated with the phenomenon of dolls. They can be just toys and perform entertainment, game

functions, at the same time carry cognitive, educational functions; serve as a talisman or talisman filled with religious and sacred content. Ancient dolls were often part of sacred acts and rituals. With the development of civilization and society, dolls also developed: they were endowed with new properties and functions, invariably reflecting the socio-cultural experience of the people, their traditions and customs. By assigning a name to a doll, a person emphasizes certain individual properties in it and distinguishes it from many others [2].

Proper names are a special category of vocabulary that has complex formal, meaningful, and associative characteristics. Onyms are of great importance for the culture and history of the people, knowledge of proper names is obligatory for an effective cross-cultural communication. As you know, the nomination process involves linguistic and extralinguistic factors. The first include the phonetic and word-formation structure, its etymology. Extralinguistic factors reflect the national-cultural aspect, historical, political events, and social phenomena.

After studying online forums, we identified the main motives for naming dolls [1]:

- 1) aesthetic perception of the name, its phonetic euphony;
- 2) influence of national traditions;
- 3) the originality of the name;
- 4) influence of mass media, fiction;
- 5) etymology of the name;
- 6) situational motives.

The aesthetic motives of naming include the euphony of the name and its pronunciation.

Many dolls have the appearance of a person belonging to any nationality. Based on this, people give dolls names characterizing this ethnic group, i.e. national traditions play a decisive role here.

The influence of the media and literary preferences of a reader can be explained by the use of names of favorite characters from films, fairy tales, and works of fiction for the nomination. The originality of the name is determined by the rarity of its distribution [3].

Attention to the etymology of the onym refers to the established meaning of the name in the minds of people, thus nominators give each doll a special meaning and it can serve as a talisman.

Based on the name, situational motives are associated with a particular situation. Often situational categories of dolls describe the conditions for its purchase, for example, the doll is named after the person who gave it.

Conclusion. Studying the doll phenomenon can clarify the emergence of many cultural differences and stereotypes. Having considered the history of dolls, we can trace the patterns of human perception of the world. Studying the

nomination of dolls helps to understand what motives underlie it, what functions dolls perform in the modern world.

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TURKMEN AND BELARUSIAN WEDDING: COMPARATIVE ASPECT

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There are several important stages in a person's life, among which the wedding ceremony stands out. Entering into a marriage union is marked by a number of mandatory rules, the implementation of which promises a young family prosperity for many years. The relevance of the research is to consider the main stages of the Turkmen and Belarusian wedding in a comparative aspect, which will allow us to see the common points and specific features of these folk rites. The purpose of the study is to identify common and distinctive features based on the comparison of key stages of the wedding ceremony in Turkmenistan and Belarus, which will complement the corpus of folklore studies of national traditions of the Turkmen and Belarusian people.

Material and methods. The research material is a traditional wedding ceremony presented in the Turkmen and Belarusian folklore. The research method is comparative.

Findings and their discussion. Wedding is the most significant holiday for any Turkmen family. In ancient times, marriages in Turkmenistan were concluded at a very early age, the elders of the family selected couples long before the newlyweds came of age, so the matchmaking ceremony was usually absent. At the council of relatives («GeneshToi»), the conditions for the ceremony were discussed, and a solemn date was set. Usually the wedding tried to make Monday, which was considered the Turkmen have a good day – «Sahetli gun».

Modern youth also include elements of ancient rites in the wedding ceremony, which allows adding new content and meaning to traditional stages. Global cultural integration has affected the features of the Turkmen wedding ritual: the bride's white dress, wedding cortege, and decorative ornaments have become traditional in Turkmen cities. However, the Turkmen craving for traditional rites is so strong that the new-fangled ceremonies did not completely