guistic means and literary devices enhances the similarity and creates both a fantasy world and a comic effect.

Conclusion. It can be noted that the features of the choice of the linguistic means and literary devices in modern fantasy mainly depend on the theme of the work and the motive. In addition to the linguistic means of creating a fantasy world listed in the article, the phonetic, lexical, phraseological and syntactic potential of the fiction works language is actively used in the fantasy genre.

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WORLD BRANDS IN CHINESE LANGUAGE

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Keywords: Chinese language, translation techniques, brand culture.

The arrival of foreign goods on the Chinese market entailed the problem of translating the names of product brands. Foreign brands, no matter how popular they are around the world, can be rejected in the Chinese market if they do not have adapted translations that are attractive to the consumer. Since the writing of the Chinese language is not alphabetic, but hieroglyphic, in addition, its phonetic structure and phonemic composition are fundamentally different from Indo-European languages, there are many problems in conveying the brand name using hieroglyphs [1, 3].

Because of this, studies related to the analysis of brand names actively used by foreign manufacturers for the explication of the brand name by a language system of a different typological system and a different writing system are becoming relevant. Currently, in the works of many researchers [2, 5, 6], the issue of the expediency of using certain lexical techniques for translating proper names from English, French, German and other European languages into Russian is actively discussed. However, the issue of translating proper names into Chinese has not been studied fully enough [7].

In addition, there are no materials in modern scientific literature that would describe the theory and practice of translating world brands into Chinese. In addition to the original brand name, its translation acts as an intermediary between different languages, is a way of exchanging ideas and culture, and increases mutual understanding between countries and nations. Thus, there is an urgent need to pay attention to the translation of Western brands into Chinese.

Purpose of the study: to study the features of the translation of world brands into Chinese.

Material and methods. The material for the research was obtained by the method of continuous sampling from the modern Chinese press, as a result of

which 150 lexical units were identified, which are translations of world brands. The methodology of scientific research consisted of systematization and analytical analysis, statistical method.

Findings and their discussion. We have studied 150 of the world's most popular brands of products in China and their translations into Chinese. A significant place among them is occupied by brands of high-tech products, which, in our opinion, is associated with the specifics of the Chinese consumer market. A comparative analysis of these naming conventions allows us to conclude that uniform rules for translating foreign brands into Chinese have not yet been finalized. In previous studies [4], our analysis of the language material showed that brands are translated into Chinese in three ways: tracing, transliteration and adaptation. However, Japanese and Korean brands are usually translated using transliteration, and there is a tendency in the translation of the names of European and American companies to move from semantic tracing to transcription and semantic-phonetic adaptation.

We have identified the following 14 preferred characters for translating the original names into Chinese: 吉 [jí] – "luck", 喜 [xǐ] – "joy, sympathy", 美 [měi] – "beautiful" and etc. The frequency of their use and semantics are presented in Table 1.

Table 1– Major Chinese Characters Used for Broadcasting Western Brands

Hieroglyph	Sound	Semantic meaning	Frequency, %	Frequency, absolute value
乐	lè	joy, fun	8,0	12
吉	jí	luck	7,3	11
雅	yǎ	graceful, exquisite	6,7	10
富	shì	business	4,0	6
喜	xǐ	joyful, cheerful	3,3	5
奔	bēn	fast	2,7	4
佳	jiā	beautiful, favorable		4
健	jiàn	healthy, strong	2,0	3
宝	bǎo	jewel, diamond	2,0	3
美	měi	beautiful	2,0	3
高	gāo	high	1,3	2
益	yì	use, benefit, advantage	1,3	2
万	wàn	countless, very	1,3	2
耐	nà	persistent, hardy	0,7	1

Note that the most frequent are lexical units that have semantics associated with positive emotions, social status, financial activity. Typical examples of the use of this adaptation technique for translating world brands into Chinese is, for example, the name of the brand of processors "Pentium". It is presented under the name "奔腾" [Bēnténg], in which the first character means "run, rush," and the second means "rise, soar."

For the Chinese, the meaning embedded in such a brand is very important, it can raise the social status of a person, to inspire him that he uses a brand that really carries the meaning and charge that was invested in its translation.

Conclusion. Currently, there is a transition from the traditionally used methods of tracing to transliteration and adaptation of world brand names by means of the Chinese language, which is associated with the actualization of the pragmatic function of the language for brand names. For translation, a positively marked vocabulary is used that is similar in sound to the original language, thus there is a semantic-phonetic adaptation of non-equivalent vocabulary in the Chinese language. There is a gradual formation of a Chinese brand culture that meets the requirements of the Chinese language system and provides nominative, communicative and nominative needs.

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REALIZATION OF SPEECH STRATEGIES IN DIGITAL MEDIA

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In the modern world, i.e. in a post-industrial society, great attention is paid to media development, in particular news sources. Newspapers (both digital and printed) are one of the key pillars of the media. They have a large share of influ-