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THE SPECIFICITY OF AUTHOR POETONYMIC SPACE TRANSLATION IN MODERN ENGLISH LITERATURE (ON THE BASIS OF THE NOVEL «FANTASTIC BEASTS AND WHERE TO FIND THEM» BY J. K. ROWLING)

Two vocabulary layers, proper (proprial or onymic lexis) and common (appellation) are both, characteristic of the language as a whole and linguistic universal. Therefore, common names serve to unite certain homogeneous objects and generalize them, whereas proper names, on the contrary, differentiate them [9, p. 54].

A prominent Ukrainian linguist V. M. Kalinkin, who introduced the term "poetonym", created holistic definition of the poetonymicon, proposing its division into anthroponyms, zoopoetonyms, topoetonyms, cosmopoetonyms and other -onym units [6, p. 39]. Science that studies onyms in works of fiction is called literary and fiction onomastics. This term was proposed by O. Belei, who insisted on this very definition, disputing the term of literary onomastics [3]. It is also necessary to distinguish between literary and real onomastics. Thus, literary onomastics performs a stylistic function and is used in ordinary linguistic communication to distinguish objects. Real onomastics concerns the whole vocabulary of the language, while literary and fiction onomastics is a fact of literary language. Moreover, genre specificities of the artwork play a huge role in the onym representation [5, p. 49]. Fantasy is a newly developing genre of literature, which was finally formed in the late twentieth century. Artworks of the fantasy genre are distinguished by a large number of proper names, which were created by the author to denote heroes, characters and fictional worlds. In addition, some types of onyms, namely poetonyms, can be part of various stylistic tropes and expressive means, such as metaphors, metonymies, similes, periphrasis, etc. [9, p. 186].

The problem of transmitting eloquent names, especially English ones, has attracted the attention of such linguists as I. V. Korunets, L. O. Beley, Yu. O. Karpenko, O. Yu. Karpenko, V. M. Kalinkin and others. When translating poetonyms, especially in the fantasy genre, the translator has to take into account both lexical and linguistic features and creative point of the task, looking for the right "fantasy word" [1]. There are many methods of translating poetonyms, the main of which are transcription, transliteration and calque. According to the calculations performed, it was determined that for the translation of poetonyms from the book "Fantastic Beasts and Where to Find Them" by J. K. Rowling transcription, calque and mixed translation are most often used. Each semantic category (classification of Kochergan) is characterized by a certain method of translation. Transcription and transliteration are appropriately used for the transfer of anthroponyms, toponyms, theonyms and hydronyms: eng. Bathilda Bagshot [2] – ukr. Батільда Бегшот [8], eng. Dorset [2] – ukr. Дорсет [8], eng. Hippogriff [2] – ukr. Гіпогриф [8], kelpie [2] – Келпі [8]. The situation with ethnonyms and chrononyms is similar, as they are reproduced by transcription and traditional translation: eng. British [2] – ukr. Британські [8]. Calque predominates in the translation of ideonyms, ergonyms and chrematonyms: eng. A History of Magic [2] – ukr. "Історія магії" [8], eng. Ministry of Magic [2] – ukr. Міністерство магії [8], eng. Sickles [2] – ukr. Серпики [8]. Zoonyms are most often translated by calque and transcription: eng. Mooncalf [2] – ukr. місячний телець [8].

As the book is written for children, the use of calque and mixed translation was able to convey special features of the characters and domesticated the text for target audience: eng. Moaning Myrtle [2] – ukr. Плаксива Міртл [8], eng. Dodgy Dirk [2] – ukr. Дерк-шахрай [8].

Thus, we can conclude that translators use a variety of methods and imagination to convey poetonyms, without losing the original atmosphere of the work. Poetonyms as an artistic and lexical layer mark the writing style, interpret the coded vision of the author, so they have an epoch-making role.

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METHODS OF FORMING LINGUO-SOCIOCULTURAL COMPETENCE IN THE PROCESS OF TEACHING FLS AT HEIS

The article is devoted to characterise methods and ways of forming linguo-sociocultural competence in the process of teaching foreign languages at higher educational institutes.

Key words: linguo-sociocultural competence, sociolinguistic, sociocultural and social competences.

Learning of foreign languages is important because it can be used in each sphere of life either it is a personal purpose, or as an additional skill to person's work activity. Nowadays, people learn new languages in order to travel, improve memory, break barriers, meet new people, work better or even to form new neural connections (neuroplasticity). Today, in times of constant migration and cultural exchanges, changes and "blurring" of state borders, the formation of linguo-sociocultural