перекладі переважає спосіб транскодування, наприклад: *Narnia – Нарнія, Cair Paravel – Кер Паравел, Chippingford –Чипінгфорд.*

Як і будь-який інший художній твір, казкові тексти зосереджуються на діях персонажів, що розгортаються в межах певного простору – вигаданого, уявного чи штучного світу, – який справедливо вважається однією з основних рис цього жанру [3, с. 49].

Проведене дослідження дозволило показати, що власні назви виступають в творі як одиниці, які одержують в текстах якісну характеристику і створюють відповідний образ. Саме тому переклад власних назв вже з позиції складових образу як елементів фантастичної художньої картини світу змушує перекладача виходити за рамки семантичного, морфемного чи етимологічного аналізу. Вони мають прихований зміст, часто невираженого характеру, тому завдання перекладача полягає у віднайденні, розтлумачуванні й передачі їх у перекладі якнайближче до оригінального задуму автора.

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COMMUNICATION IN METAVERSE: REALITY OR DREAM

The connections between the financial, virtual, and physical worlds have become increasingly linked. The devices we use to manage our lives give us access to almost anything we want at the touch of a button. The crypto ecosystem hasn't escaped this either. NFTs, blockchain games, and crypto payments aren't just limited to crypto geeks anymore. They're now all easily available as part of a developing metaverse.

As it is considered, the Metaverse is a concept of an online, 3D, virtual space connecting users in all aspects of their lives [2]. It would connect multiple platforms, similar to the internet containing different websites accessible through a single browser. The concept was developed in the science-fiction

novel "Snow Crash" by Neal Stephenson. However, while the idea of a metaverse was once a fiction, it now looks like it could be a reality in the future.

The concept of the Metaverse is no longer just a distant dream or an abstract concept. In recent years, we have seen significant progress in the development of this technology. While it is not yet fully functional, various platforms are emerging, each with their own unique features and characteristics.

Existing Metaverse platforms include Second Life, VRChat, and Decentraland, among others. These platforms offer users the ability to create and interact with virtual environments and other users in real-time. Although each platform has its own limitations, they all offer a glimpse into the Metaverse potential.

First of all, communication is a critical aspect of the Metaverse. One of the key benefits of the Metaverse is the ability to connect with people from all over the world in a virtual environment. Users can communicate and interact with each other through various mediums, such as voice chat, text chat, and video chat.

Moreover, communication in the Metaverse also raises ethical concerns. The potential for miscommunication, harassment, and bullying in virtual spaces is a concern for some. It is essential to develop and implement effective moderation and safety measures to ensure that the Metaverse remains a safe and inclusive environment for all users [1].

However, building a fully functional Metaverse poses significant technical challenges. The technology required to create a seamless, fully immersive experience for users is complex and multifaceted. It includes everything from high-speed internet connectivity to advanced 3D rendering and physics engines. Additionally, there is a need for standardization and interoperability between different Metaverse platforms to enable cross-platform experiences.

Blockchain technology has emerged as a promising solution to some of these technical challenges. By leveraging blockchain's decentralized and trustless architecture, Metaverse developers can ensure secure and transparent transactions and interactions between users. Blockchain-based Metaverse platforms also offer the potential for true digital ownership and value creation, which could be a significant economic opportunity.

The Metaverse has the potential to revolutionize the way we live, work, communicate and play. One of the potential benefits of the Metaverse is the ability to democratize access to experience and opportunities. In a virtual environment, physical limitations such as distance or physical ability are no longer a barrier. This could lead to increased inclusivity and accessibility in areas such as education, intercultural communication, healthcare and entertainment. Users could explore new worlds, create and interact with digital objects, and even participate in immersive gaming experiences. The potential for user-generated content and user-driven innovation is enormous, as the Metaverse offers a new frontier for creativity and collaboration.

In summary, the Metaverse is a rapidly developing technology with significant potential for the future. Existing platforms offer a glimpse into the potential of the Metaverse, while blockchain technology provides solutions to some of the technical challenges. The economic opportunities in the Metaverse are vast, making it a promising area of innovation and exploration.

The Metaverse represents a new frontier for innovation, communication and exploration. While there are challenges and risks associated with this technology, the potential benefits are significant. It is up to all of us to shape the future of the Metaverse and ensure that it is a safe, equitable, and inclusive space for all.

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RONALD W. LANGACKER'S "CONCEPTUALISATION" AS A TERMINOLOGICAL UNIT OF COGNITIVE LINGUISTICS

It is generally acknowledged that the concept of *conceptualization* was introduced into the linguistic and general scientific circulation by Ronald Wayne Langacker, who is credited to be one of the key founders of cognitive linguistics.

Defining this concept that acquires the character and value of a terminological unit, Langacker interprets conceptualization quite broadly, he says that "it encompasses novel conceptions as well as fixed concepts; sensory, kinesthetic, and emotive experience; recognition of the immediate context (social, physical, and linguistic); and so on" [1, p. 2].

According to Ronald Langacker, the "conceptualization resides in cognitive processing" [ibid.], that is why the ultimate objective of his study is defined as "to characterize the types of cognitive events whose occurrence constitutes a given mental experience" [ibid.]. However, Langacker is quite aware of the