VERBALIZATION OF THE "FATE" CONCEPT IN THE CHINESE LINGUISTIC WORLDVIEW

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**Purpose of the study:** The article has the following objectives: to describe the specificity of the axiological concept of "fate" in Chinese; to determine coordinates (cognitive base, specificity, location and type) of the concept of "fate" on the Chinese conceptual maps; to identify the main lexical markers of the concept of "fate" in the scientific and popular-poetic discourse; to define classifiers and to determine the place of the concept of "fate" among related concepts.

**Methodology:** The authors employed the following methods of conceptual analysis and cognitive modeling: diachronic and synchronic methods in combination with the comparative method. The results of the research contribute to the linguistic mapping of the concept of "fate" and related concepts in the Chinese and Kazakh languages.

**Main Findings:** This article contributes to conceptology as an area of linguistics in general and explores the linguistic specificity of the axiological concept of "fate" in Chinese as an important marker of national mentality.

**Applications of this study:** The future studies of the concept of "fate" and its related concepts should involve genetically close and distant languages, in different types of discourse. It is interesting and relevant to further examine its connections with other concepts, such as "life", "death", "happiness", "love", "soul", "way", etc. The continued research in this direction has important practical significance for translation and cultural studies.

**Novelty/Originality of this study:** By analyzing the content of linguistic signs of the concept of "fate" one can describe the framework of human worldview, determine its connection with the true world, passing it through the "filter of knowledge", and determine its place in the conceptual picture of the universe. If its philosophical cognitive essence was misunderstood, it could not become a concentrate of other worldwide concepts, the universal true being.

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