Taking this opportunity, China and Belarus are supposed to explore a better model of bilateral economic and trade cooperation, increase investment and realize bilateral economic win-win model in a wider range of space and time. Thus both sides have to upgrade their economic ties consciously from the following aspects: Firstly, Upgrade gradually from the general trade to shift capacity, technology transfer and capital transfer ; Secondly, transfer from the traditional way of giving priority to contracted projects to investment and financial cooperation; Third, instead of unilateral preferential loans from China to Belarus, the common financing, public-private financing and multilateral financing between China and Belarus should be developed. At last, transfer from using traditional international currency to use of cross-border yuan.

In the era of globalization 2.0, the regional economic integration is flourishing. “The Belt and Road Initiatives” advocated by China built an important bridge and link for strengthening the economic and social intercourse between China and Belarus, and its significance will stand out gradually. However, when the two countries devote to deepen bilateral economic relations, we must also pay attention to the following questions: first, whether it can achieve "double balance" of bilateral economic cooperation ; second, how should the two sides prevent political and other security risks in the cooperation process; third, the" subtraction "problem" of building “The Belt and Road Initiatives”. These new challenges ask for new requirements of the economic and diplomatic ability on both sides .In a sense, identifying and responding to these challenges more effectively will promote the stable development of bilateral economic cooperation.

The economy, science and technology of Belarus are well developed these years, and coupled with the help of “Silk Road Economic Belt” strategic, the two countries has a great cooperation space on technology, research, development and so on . “The Belt and Road Initiatives” is a grand economic vision of countries cooperation along the line. Countries need to work together toward mutual benefit and common security objectives. Looking ahead, the development of relations between China and Belarus has a great potential and bright future. The two sides will take the opportunity of building the “Silk Road Economic Belt” and view signing of the treaty between the two countries as a driving force. In order to make new achievements and new breakthrough, joint efforts should be made to deepen mutually beneficial cooperation in various fields to consolidate the traditional friendship and further promote the comprehensive strategic partnership between the two countries.

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REVIEW OF COMPLEX NETWORK THEORY BASED RESEARCHES ON PUBLIC TRANSIT SYSTEM NETWORK

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Abstract. *With the development of city, all kinds of vehicles, especially private cars which are dramatically increased, traffic problems become more and more serious than ever before. In recent years, all kinds of efforts has been made to reveal the structure features of public transit system. Some basic structure features in transit network, for example, the analysis of statistic characteristics, the calculation of negotiability and the identifications of fragile nodes become more complex with the scale of network getting larger, so researchers across the world put forward kinds of methods to solve the problem. This article reviewed the complex network theory based researches on public transit system, discussed the problems about public transit network from the application aspect to provide a whole picture about the art of fact.*

In recent years, traffic problems has caused wide public concern increasingly. The development of public transit systems is helpful for solving urban traffic problems, and it is feasible to research public transit systems by complex networks theory, so during the past several years, scholars have made a lot of researches on public transit systems using various statistics and modeling methods of complex networks.

Modeling

In some researches, generating public transit network was a difficult problem with extraordinary significance, so community detection algorithm was applied to generate initial line routes. Majima T et al. from Japan found that the method outputs public transit network with moderate quality and it had advantages to reduce number of candidate routes [1]. Latora and Marchiori [2] proposed a refined method to analyze the efficiency of transit networks, and a new insight was also given on the general characteristics of real transit systems. Sienkiewicz and Holystj analyzed the topology structure and clustering coefficient of 21 urban public transit systems in Poland, and their degree distribution can be described by an exponential function [3]. Sen et al. researched the Indian railway network using Space P model, and the network displayed small-world properties [4]. Ke Qiao et al. compared characteristic values of the Peking public transit plan network and the current operating network, based on the complex networks theory [5]. Vincenzo analyzed methods for the identification and the stability under perturbation of a territorial community structure with specific reference to transportation networks. They found that network modifications on a specific node within a community will have primarily large effects over its own community [6].

Methods

In the public transit network, hub stations are important for the public transfer, because hubs control connections between stations, where hubs refer to stations whose failures affect connectivity and transfer efficiency of public transit systems seriously [7]. The event of London subway bombings warns us that public transit systems are always the target of attack, and hubs identification is beneficial for the prevention of terrorist attack. Chienchang Chou identified container transshipment hub locations in southeastern Asia according to the port location and hinterland economy, but the methodology lacks rigorous scientific derivation [8]. Xiang Chen and Xiaohong Chen proposed some affecting factors that were used for identifying hubs, including the passenger collector-distributor volume and transfer passenger volume, but the method didn't consider the effect of stations on all the public transit network, and the average distance between stations is a typical one [9]. Xiang Chen and Xiaohong Chen divided the transit network into several pieces of zones based on the geographical and administrative divisions of the study area, and each zone had one hub, and identified the hub by ensuring the accessibility from every stop in the zone to hub and connectivity between hubs of different zones, but this method ignored the effect of stations on transfers [10].

Discussion

The acceptance of public transportation depends on various components such as competitive fares, convenience, punctuality, reliability, etc. Gustav Nielsen and Truls Lange [11] demonstrate the importance of network planning and design for the possible success of public transport in both urban and rural districts. They also presented some principles of line structuring and network design which are likely to forward development of an efficient, high quality public travel network with focus on customer satisfaction and the creation of an attractive alternative to car use for all citizens. Retnani Poetranto Groß et al.[12] analyzed the new stations along the edges of an existing public transportation network. They proposed two objectives, the one was to minimize the number of stations and the other was to minimize the sum of the distance between demand facilities and stations.

The aim of this article is to summarize the research progress of complex network theory applied in public transit systems. In the researches above, scholars from all over the world express

their opinions, which is helpful for traffic management departments to optimize the public transit system, easing the traffic pressure, ensuring the operating of the public transit system healthily.

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ПЕРЕВОД НАЗВАНИЙ ИНОЯЗЫЧНЫХ БРЕНДОВ НА КИТАЙСКИЙ ЯЗЫК

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Abstract. *During the last decade, the problem of translating foreign brand names into the Chinese language has become very important due to the fact that more and more companies consider China as a target market for their products and services. However, very little research has been carried out to determine the effectiveness of the methods currently used to translate foreign brand names into the Chinese language. Therefore, the aim of the article is to summarize the peculiarities of brand name translation into the Chinese language, as well as to provide a description of the currently used brand name translation methods, such as transliteration, literal translation, liberal translation, and adaptation.*

В современном быстро развивающемся мире всё большее значение приобретает реклама. Она влияет на многие сферы человеческой деятельности (торговля, образование, здравоохранение, отдых и т.д.). Одним из основных компонентов рекламы являются языковые средства. Именно они используются для привлечения потенциальных покупателей товаров и пользователей услуг. Очевидно, что название бренда оказывает существенное влияние на успех или непопулярность товара, услуги. Правильный подбор имени торговой марки входит в состав первостепенных задач всех маркетинговых стратегий. Китай представляет собой один из самых обширных рынков, который стремятся освоить многочисленные зарубежные компании, фирмы и предприятия. Однако лингвистические различия между европейскими языками и китайским языком весьма значительны, что создаёт трудности при интерпретации иноязычных названий на китайском рынке.