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**Аннотация**

к выпускной квалификационной работе

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на тему: Метафора как средство оптимизации познавательных процессов

**Keywords:** metaphor, conceptual metaphor, structural metaphor, orientational metaphor, ontological metaphor, conduit metaphor, creative/novel metaphor, dead metaphor, source domain, target domain.

The aim of the current paper was a careful study of the linguistic phenomenon of metaphor as a means of optimization of human cognitive processes. Structurally the paper can be subdivided into two major parts: the theoretical and the practical part. The main objective of the theoretical part was to to look into the essence of the metaphor, analyze different approaches and theories, both contemporary and classical, types of metaphor, the main focus of attention being the conceptual metaphor, to examine the fundamental constituents of metaphor, i.e. the source domain and the target domain, and finally, and perhaps most importantly, to look at metaphor as the main human cognition instrument as expressed in language. The principle objective of the practical part of the paper was to analyze texts on a wide variety of topics, e.g. linguistics, ecology, medicine, finance, etc and to see how metaphor performs its cognitive function, i.e. the one connected with mental processes of understanding. The examples analyzed were taken from different websites, such as [wsj.com](http://wsj.com), economist.com, [about.com](http://about.com), [ted.com](http://ted.com), [study.com](http://study.com), [serious-science.org](http://serious-science.org), etc. The analysis of data obtained from televised lectures on complex scientific topics points to the fact that metaphor is an efficient means of understanding complicated ideas via simple analogies, as well as in evaluating ourselves and our world through listener-friendly comparison. Giving us an insight into the nature of our language it gives as an insight into our mind. Metaphor, thus, becomes part and parcel of public speech, lectures and other empowering human activities. The study has shown that the very essence of metaphor, i.e. understanding and experiencing something abstract and complicated in terms of something more concrete and easy in order to facilitate and speed up understanding, makes metaphor a perfect means of explaining complex ideas in plain words. This leads us to conclusion that one the most important functions of metaphor is the cognitive one. Namely, it contributes to clear understanding, memorization of data, quick and efficient exchange of ideas.

Согласовано:

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