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 **Аннотация**

 к выпускной квалификационной работе

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 на тему: Conceptual metaphor in public speaking

 The topic of the present graduation paper is conceptual metaphor in public speaking, precisely, in British and American political and economic discourse.

 The overall objective of the present research paper is to analyze the mechanism of cognitive metaphor used in the material representing modern British and American political and economic discourse and account for the way it is employed.

 Though the topic has recently been of interest to many researchers the material we collected (550 examples taken from numerous reliable internet resources) covers the period from 2008 - 2015 and reflects new tendencies in the sphere of metaphor creation in modern British and American political and economic discourse.

 The objective of the paper presupposes the application of the following linguistic research methods:

* General scientific methods for linguistic facts analysis and classification.
* Special linguistic methods:
* conceptual analysis;
* discursive analysis;
* quantitative calculations for the analysis of the most frequent concepts.

 The paper is comprised of two chapters. The first theoretical chapter is an overview of linguistic literature devoted to the explanation of public speaking phenomenon essence, the description of political and economic types of discourse and cognitive studies in contemporary linguistics. The second practical part presents the results of the conceptual metaphors realization analysis in British and American political and economic discourse.

 It has been found that cognitive metaphor is very productive in British and American political and economic discourse. The analysis has shown that the ways of conceptual metaphor realization have much in common; nevertheless, there are some significant discrepancies.

 Therefore, the anthropomorphous metaphors block was characterized by the highest degree of productivity in both Britain and American political discourse; the most active concepts were JOURNEY (British) and WAR (America). The machine/mechanism and building metaphors block was represented by a greater number of examples in British political discourse with BUILDING being the leading source domain for metaphorization. The natural phenomenon metaphors block was two times less active in British discourse (the leading concept is LIQUID) than in American one (PLANT).

 As for the economic discourse the anthropomorphous metaphors block was the one characterized by the highest degree of productivity, though in the American economic discourse it demonstrated a higher productivity; JOURNEY was the most active concept. The machine/mechanism and building metaphors block was represented by a greater number of examples in British political discourse with BUILDING being the leading source domain for metaphorization; in American metaphorical concepts from this block were less frequent, with MACHINE/MECHANISM metaphors prevailing over BUILDING ones. The natural phenomenon metaphors block was 1.5 time less active in British discourse (the leading concept is LIQUID) than in American one (PLANT).

 Our research proved that the cognitive metaphor mechanism underlies the formation of the semantic structure of lexical and phraseological units.

 *Key words: conceptual metaphor, cognitive metaphor, metaphorical concept, cognitive linguistics, political discourse, economic discourse, public speaking.*

Согласовано:

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