Министерство образования и науки Российской Федерации

Федеральное государственное бюджетное

образовательное учреждение высшего образования

**«Московский государственный лингвистический университет»**

**(ФГБОУ ВО МГЛУ)**

**Аннотация**

к выпускной квалификационной работе

***Кротовой Екатерины Сергеевны***

факультет английского языка

Направление подготовки: 45.03.02 Лингвистика (очная форма обучения)

Профиль: «Теория и методика преподавания иностранных языков и культур»

группа 0-8-35

на тему:

**КОГНИТИВНАЯ МЕТАФОРА В АНГЛОЯЗЫЧНОМ ПОЛИТИЧЕСКОМ ДИСКУРСЕ**

**Key words:** *political discourse, conceptual metaphor, source domain, target domain, cross-domain mapping*

The present paper addresses the issue of conceptual metaphor in modern English political discourse. Based on the cognitive theory of metaphor, the paper provides a detailed quantitative and qualitative analysis of conceptual metaphors in English mass media covering the US presidential elections of 2016. The aim of the paper is to find out what source domains are predominantly used to frame the basic target domains: POLITICS and ELECTION. Three methods are applied in the research: lexicographical analysis of dictionary entries, analysis of metaphors with the help of informed introspection, and statistical analysis of the collected material. The most pervasive conceptual metaphors used in mass media coverage have been established. Three main functions of metaphor have been traced: providing understanding, highlighting, and hiding. The statistical analysis has proved the dominance of conventional metaphorical models in political discourse. The results of the study can be used in pedagogical practice. The research contributes to the understanding of the metaphorical nature of the English language and the developing of metaphoric competence and idiomatic speech.

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