

ABSTRACT OF THE FINAL QUALIFICATION WORK

Subject of the final qualification work «Metaphor in the political discourse (based on the pre-election publications of presidential campaigns of H. Clinton and D. Trump) ».

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Relevance of the subject of the research is connected with the sharply increased popularity of politics in the life of society, which penetrated into all spheres of human activity, becoming an object of general discussion, which in turn helps to increase public attention to the political discourse amid a marked increase in its metaphoricity.

Aim of the work is to study metaphors used as a means of enhancing emotional coloring of speech and mastering the attention of voters by politicians.

Tasks: In accordance with the aim the following tasks were identified:

- 1) to analyze scientific literature on this topic;
- 2) to consider the concepts of "discourse", "political discourse" and various approaches to their definition;
- 3) to consider the concepts of "metaphor" and "political metaphor";
- 4) to characterize the features of the metaphor in the political discourse;
- 5) to consider examples of the use of metaphors in the political discourse based on the speeches made by H. Clinton and D. Trump.

Hypothesis: Metaphor in the political discourse is one of the main methods of cognition of reality, an effective means of influencing the world, and also has such functions as cognitive, pragmatic, graphic, modeling and euphemistic.

Scientific novelty: This work is devoted to the study of metaphors, which within the framework of the political discourse help to create necessary image that allows indicating the intention of a politician or a political party.

Basic provisions submitted for protection:

Metaphorical models have a special ability to reflect the national culture and mentality, pointing to national and universal features of metaphorical thinking.

In the political discourse of D. Trump and Hillary Clinton:

- There is a dominance of 4 major metaphorical models: anthropomorphic, natural, social and artifact.
- There is an obvious predominance of metaphorical and anthropomorphic social models.
- Anthropomorphic models are implemented through physiological, health and family metaphors.
- Natural models are represented by inanimate nature metaphors, as well as plants' and animals' metaphors.
- Social models are formed by such conceptual metaphors as criminal, military, theatrical and sports metaphors.
- Artifact models are realized through metaphors of movement.

Theoretical importance of the research consists in the collection, systematization, synthesis and analysis of the scientific material, concerning the use of metaphors in the contemporary English political discourse.

Practical value of the research: the results of the research can be used by the wide range of specialists in the field of linguistics, political science, image-making, speechwriters, public relations managers, and in composing dictionaries in the field.

Results of the research: The main results and the content of the study were tested at the Regional University Scientific and Practical Conference of Young Scientists, Post-Graduate Students and Students of PSU "Young Science -2017", and the "Dictionary of political metaphors in American political discourse" was developed.

Recommendations: the final qualification work «Metaphor in the political discourse (based on the pre-election publications of presidential campaigns of H. Clinton and D. Trump)» may be allowed to the presentation.