Summary

**Subject Matter:** metaphorical representation of concept «Human» on materials of german, english and russian languages

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**Topicality of the research:** Accruing attention of linguists to processes of generation of sense, emergence of new values.

As an object of the research we had a description, semantic and pragmatic interpretation of features and specificity of lexical unit’s relevant to the thematic group «Human».

**The tasks of the research:**

1) to give the short characteristic to concept metaphors
2) to define essence and the main signs a periphrasis
3) to consider cases of the metaphorical nomination which object is the person
4) to reveal features of a depersonifikation
5) To consider a role of context

A metaphor is a figure of speech that refers to something as being the same as another thing for rhetorical effect.

Majority of metaphor’s, which are relevant to the thematic group «Human», have a pejorative assessment. For example: «Lecherous old goat» in English or «ein alter Bock» in German. For invective metaphors a gender dimension is very important. For example, invective metaphors towards a woman have usually extremely insulting nature, especially if it is an assessment of sexual activity. Also it should be noted such type of metaphors as depersonifikation. By the depersonifikation occur a process of reification.

**The theoretical and practical significance of the research:** The theoretical importance of this research consists in studying of cases of the metaphorical nomination which object there was a person. Practical value consists in possibility of application of materials of this work in teaching of foreign languages.

**The results obtained:** a metaphor is one of the most widespread means of replenishment of vocabulary.