Summary

Subject Matter: Human in metaphorical rethinking

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

The tasks of the research:

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

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