

Abstract

Subject matter: Metaphorical representation of the concepts STATE and ESTADO in the discourse of modern mass media (in the case of English and Spanish languages)

Author: Cherkasov Andrey Andreevich

Supervisor: Gurova Natalia Vladimirovna , the candidate of philological sciences, associate professor.

Information about customer organization: Pyatigorsk state university, intercultural communication, linguodidactics, pedagogical technologies of teaching and education department.

The relevance of the study is expressed in the necessity of the analysis of some strategies that are applied in the Spanish and English mass media discourses for convincing a reader and creation of a certain opinion concerning the State and ESTADO concepts. What's more it's expressed in the necessity of detailed examine of some tendencies of this mechanism of the creation of new concepts that are represented consequently in the metaphor.

The aim of the research: is to reveal some particularities of the metaphorical representation of the concepts STATE and ESTADO in the discourse of modern mass media (in the case of English and Spanish languages).

Objectives:

- to determine the notion “discourse” and “mass media discourse” as an objective of the linguistics researches;
- to define the notion of “concept” and “conceptology” and then to determine what is the language picture of the world in the linguistics;
- to examine the structure of the concepts STATE and ESTADO;
- to conduct an analysis of the metaphorical representation of the concept STATE in the discourse of modern mass media;
- to conduct an analysis of the metaphorical representation of the concept Estado in the discourse of modern mass media.

The theoretical value of the research consists in the contribution to the development of the theory of the creation of the image of the concepts STATE and ESTADO in the reader's mind via the metaphorical representation and in the contribution in the research of existent tendencies in choosing the concept spheres.

The practical value of the research lies in the fact of the possibility of the implementation of the results of our work for some following researches and also for the practice of teaching such linguistic subjects as the intercultural communication, semiology and stylistics.

The results obtained

In the first chapter we examined such notions as discourse, mass media discourse, concept, conceptology and the language picture of the world. The second one is dedicated to the research of English and Spanish mass media discourse and to the particularity of the use of the conceptual metaphor in the mass media discourse.

In the practical part are presented the results of the research of the frequency of the use of conceptual metaphors of different types and also the comparison of the frequency of the use of the metaphors of each of examined types in the English and Spanish mass media discourse. Based on the results of the analysis we revealed the correlation between English and Spanish concepts State and Estado in terms of the frequency of use of different types of those metaphors in two languages. We analyzed 125 articles in English and Spanish , in which we found metaphorical representation of the concepts STATE and ESTADO and found out the percentage of the usage of every type of the conceptual metaphor in the certain cases of the representation.

So, during the research we revealed which representation of this concepts has the highest demand, which one has the least, where is possible to see the similar pattern, and where is totally different.

Recommendations

In the present diploma work we only did the modest afford to analyze the concepts STATE and ESTADO in the discourse of modern English and Spanish mass media in order to define the most striking examples and also we created a glossary that will serve as a good basis for operating with this concept in order to achieve different aims of communication. The future prospects of the study lays in the research of this concept in the mass media discourse in other languages of the Roman-Germanic branch.