

**LINGUISTICS**  
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***Salnikova I.M.* Expressive potential of the sport concept “champion” in a modern English political media-discourse**

In the present article we make an attempt to estimate the expressive potential of sport metaphors on the example of the concept “champion” in modern English political media-discourse. Metaphor is some kind of a mirror, in which regardless of somebody’s sympathy or antipathy, the national consciousness is reflected within the certain period of social development. Political metaphor can be presented as the whole complex of such “mirrors”. One of the most productive means of expressiveness rising of contemporary English electronic mass-media is metaphor from different notional spheres, e.g. sport. Being a social phenomenon, sport notions as a result of metaphoric reconsideration became widely spread in English beyond the sport context beginning from the twenties of the last century due to special role of sport in English culture. Such metaphoric constructions create vivid images and strengthen the emotional component of the utterance.

Key words: metaphor, concept, discourse, expressiveness, emotional influence.

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