

PHILOLOGY

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Functioning of metaphorical models in English economic discourse

It has been considered the cognitive study of metaphorical models, actualized in the texts of the Anglo-American mass media with further grouping them into categories of concepts. The relevance of the study is determined by the fact that metaphor is a universal categorical phenomenon that plays a primary role in the aesthetic, cognitive and analytical activity of a person. Analysis of the processes of metaphorization in texts of economic subjects made it possible to single out the following categories of conceptual source spheres: "Individual as the center of the Universe"; "Individual and society"; "Individual and nature"; "Individual and the results of his work". The target sphere is the concept of "economic activity". Metaphorical models have a clear frame-slot structure. Considering the field of activity, the economic metaphor in the publicistic style performs nominative and expressive functions.

Key words: metaphorical model, concept, source sphere, target sphere, frame, slot.

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