

Abstract

Final Qualification Work

(Bachelor's degree)

Subject matter: AUTOMOBILE TERMINOLOGY IN THE SPANISH AND ENGLISH MEDIA DISCOURSE.

Author: Kozbaeva Elvira Ahmatovna

Supervisor of studies: Gurova Natalya Vladimirovna, Ph.D. in Philology, Associate Professor of the Department of Spanish Studies and Intercultural Communication of the Institute of Romano-Germanic Languages, Information and Humanitarian Technologies

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Relevance of the research: in the science of language, the problem of ordering terminology does not disappear, since terminology cannot be recognized as a rationally organized, static system.

Moreover, the need to study the equivalence of multilingual lexemes and the peculiarities of the formation of special words belonging to the automotive industry is caused by the fact that the automotive industry is one of the foundations of the economic development of many countries. The terminology of the automotive industry is becoming more and more popular and is becoming of paramount importance in the context of an increasing flow of scientific and technical information, integration and globalization processes.

Goals: the study of the structural and semantic characteristics of automotive terminology in Spanish and English, as well as the features of the functioning of metaphors in the mass media discourse, which include automotive vocabulary.

Tasks: to analyze the theoretical works of linguists in the field of the studied problems; to carry out the selection and inventory of lexical material in two languages within the framework of the terminology under consideration for subsequent description, analysis and comparison; to identify metaphorical models that include automotive vocabulary, functioning in the mass media discourse of the studied languages; to characterize the frequency metaphorical models with automotive vocabulary in the English and Spanish-language media.

Theoretical and practical significance of the research: The theoretical significance of the work lies in the fact that the results obtained allow us to form an idea of the laws and features of automotive terminology in English and Spanish; to use the data obtained in the development of problems for the ordering, systematization and unification of terminology. In addition, the work makes a certain contribution to the development of issues of conceptology and conceptual

metaphor. The practical value of this research lies in the possibility of using its results in the practice of teaching English and Spanish, in the development of manuals for students of motor transport specialties, manuals on automotive vocabulary for students of English and Spanish, as well as in lexicography and in the theory of translation, country studies, stylistics.

Research results: There are various ways to supplement the terminology, including automotive. Word formation is a complex and time-consuming process, and depending on the language, certain trends are reflected in modern term formation. Both English and Spanish automotive terminology is dominated by polylexemic units. In Spanish terminology, there are many borrowings from English, which is quite understandable: most of the inventions and developments in the automotive industry have an English name. Simple, affix, and complex words were found in both English and Spanish. In addition, the presence of two - word, three-word, combinations in the English and Spanish terminology fields and four-and five-word phrases in the English terminology field was revealed. Automotive terminology in two languages is characterized by metaphor, the following semantic groups are distinguished among automotive terms: 1. Categories related to human body parts, 2. A group of terms that denote clothing or parts of it, 3. Objects that people use in everyday life, 4. Metaphors based on comparisons with the animal or plant world. The somatic vocabulary in metaphorical refraction dominates in number in the two languages, and the metaphorical transfer to nature, the animal and plant world is slightly less represented. Next in descending order is a group of terms denoting clothing and a group denoting household items. It is natural for a person to explain and associate based on what is well known, what is around. For this reason, such groups of words as body parts and nature have a great word-making potential.

To identify the national and cultural specifics of the vocabulary under consideration, we turned to the dynamic and subtly catching changes of mass media discourse. In the metaphorical reinterpretation in the Spanish-language press, anthropomorphic metaphors that use automotive vocabulary are leading, the popularity of this type of metaphor is quite understandable,

In the English-language press, the leading positions are also occupied by anthropomorphic and sociomorphic metaphors with the vocabulary we are interested in. Artefactual metaphors are much rarer, and natural-morphic ones close our rating of English-language metaphors. The ratio of metaphorical models in the mass media discourse of the Spanish-language and English-language press is approximately the same: both in the English-language and in the Spanish-language media space, they prefer to create metaphorical images, projecting reality on a person, his life activity and interaction with society. In both realities of the studied languages, artefact and nature-morphic metaphors significantly lose out, therefore, the most successful image for perception is interpreted through the individual and society, and not through objects and phenomena of the external world.

Recommendations: Automotive terminology is used not only by amateur motorists, car service workers, but also by the media, writers and authors of fiction and specialized books. It should be noted that this terminology, due to its globalization, penetrates into various styles of language: spoken language, fiction or even poetry, journalism and is closely intertwined with common vocabulary, which opens up new prospects for research not only in a comparative channel, but also in a diverse range of discursive practice.