

Graduation Qualifying Thesis Theme: Metaphorization of phraseological units in the business sphere of English, Russian and French languages

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Topical Importance is determined by the fact that the study of phraseological units is one of the most common and interesting directions of linguistics. However, the phraseological units used in business communication have not been the subject of special research in linguistics, so the need for more detailed consideration and analysis makes our study so relevant.

Aim: the identification of metaphorical models of business phraseology in English, French and Russian languages on the basis of structural and semantic principles

Objectives:

- 1) to study the concept of "metaphor" in the diachronic aspect;
- 2) to consider approaches to the study of "metaphor" in Russian and foreign linguistics;
- 3) to consider the concept of "metaphorization" as a method of term formation;
- 4) to analyze phraseological units in the structural classification to identify the most productive ways of enriching phraseological vocabulary;
- 5) to consider phraseological units in the semantic classification with the subsequent identification of metaphorical models in English, Russian and French;
- 6) to carry out a comparative analysis of the identified features.

Theoretical value and practical application lie in the fact that there is identified and theoretically substantiated the structural and semantic features of business phraseology in three languages, as well as a comparative analysis of their metaphorical models. And its results can be used to describe the features of the interaction of linguistic means, in the teaching of theoretical courses of lexicology, cognitive linguistics and comparative typology in universities, writing course and diploma papers, and also in practical training for English, French and Russian.

Results: conducted analysis of business metaphors gives grounds for the following conclusions: despite the use of a lot of metaphors from different areas of donors in business communication, the quantitative advantage in English remains for sports terms; in French there is a wide use of phraseological units created by metaphorical transfer of concepts nominating gastronomic terms; in the business communication of the Russian language, active use was revealed in military terminology.

Recommendations: In further studies, it seems appropriate to study the phraseology of the business sphere in the aspect of their stylistic and pragmatic peculiarities.