Summary

Subject of the research: Means of figurativeness in the German political discourse

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Subject Matter: the German political speech as a sort of activity of communication at the present stage of its development, stylistic receptions of figurativeness in the German political discourse.

Topicality of research is determined by the need of research of figurativeness for the German political discourse.

Objective of the research: is identification, review and description of the peculiarities of the usage of figurative speech in the German political discourse, its functioning and semantic contents.

The tasks of the research:

1. 1. to analyze theoretical issues relating to the concepts of "language policy", "discourse";

2. to consider the peculiarities of the newspaper - journalistic style of the text as systems of functioning of political speech genres;

3. to identify the characteristic features of the German political speech;

4. to study primary and secondary nomination, as well as to identify key words from the speeches of the politicians in Germany and classify them by topics;

5. to consider abilities of figurative statements to reflect a cultural situation of an era.

Theoretical significance of the proficiency paper is that it provides an extensive database of material that can become the basis for the preparation of textbooks and lecture developments in linguistics, social and political linguistics and lexicology, stylistics and syntax of the German language. This study can also be used in courses on rhetoric, when teaching verbal behavior in political communication and as recommendations on the choice of voice in intercultural

communication.

Practical significance of the proficiency paper is that its provisions can be used in courses on general linguistics, lexicology, in special courses on text linguistics and cognitive linguistics. The study of stylistic devices may be of interest for teachers of the German language for interpreting non-fiction texts, practicing translation and annotation of texts.

The results of the research:

1. Primary category covers areas such as "education", "administrative unit and organization", "management", "mapping of the situation in the country", "development", "status of people", "energy", "economy and Economics". The most representative field is area of "business and Economics".

2. The basic means of imagery in the German political discourse are metaphors and comparisons.

3. The most used areas - sources of metaphors and similes: "farm land", "nature", "elements", "sea", "animal world", "fairy tales, myths and legends".

4. Politicians use metaphors and comparisons in order to enhance the emotional impact on the audience. This way of functioning of metaphors and similes is the leading way in the German political discourse.