

Abstract
Graduation Level of Proficiency Paper
(Specialist's degree)

Title: «A metaphor as means of expressiveness in the sports press (on a Spanish material)».

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Topical Importance: The sports press represents special social institute, therefore, treats the phenomena of superlinear character. Following a dialectic method, it is necessary to recognize that the press is the live organism being in continuous development. Relevance of this research amplifies the following factors:

- first, interest to this perspective is caused by prompt progress in the field of mass media and their aspiration to influence both the individual, and wide audience including by means of a speech metaforization;

- secondly, sports as an integral part of cultural life of today's society are very popular, and number of publications and messages, and also the examples of oral communication connected with sports subject, very extensively.

Goals: identification of structure and the general regularities of functioning of metaphors in sports publicistic texts of modern Spanish. Tasks:

- to study the main approaches of modern linguistics to metaphor studying;
- to assemble the case of the metaphors extrapolated in sports journalism from other spheres and areas of human activity from publicistic editions;
- to reveal, what functions carry out metaphors in sports publicistic texts;
- to carry out classification of a collected material by a formal sign;
- to reveal the main spheres and areas - donors for a metaforization in the Spanish texts of sports subject.

Theoretical value and practical applicability is in that research in the field is important for establishment of a role of a metaphor and definition of the most frequency types used in the sports press. We assume that results of work can be used in Spanish teaching at language faculties of universities, namely in teaching of such theoretical disciplines, as stylistics and a Spanish lexicology, and also on a practical training on Spanish.

Results: It is proved that:

- metaphorical use of lexicon is one of essential signs of modern Spanish journalese style, including the sports press;

- active use of a metaforization in texts of the Spanish sports press is explained by its such properties, allowing to draw attention of the reader as unexpectedness of transfer, presentation and figurativeness in representation of the phenomena of reality;

- popularity metaforization in the Spanish sports press is closely connected

with functions of informing and estimation of publicistic style in which all stylistic

means submit to the purposes of impact on the reader, developments at it an affirmativny or negative assessment of the reported facts;

- leading function of a metaphor in the Spanish sports publicistic texts is graphic, are much less frequency pragmatical, modeling and nominative;

- on formal indicators in the Spanish sports journalism simple metaphors though the use of the developed metaphors promotes increase of expressiveness of this type of texts are mainly used;

- semantic classification of metaphors of the Spanish sports publicistic text allows to draw a conclusion that the phenomena being in the center of public attention, become a source of metaphorical expansion to the sphere of sports journalism in Spanish.

Implementation advice. Materials and results of this research can be used in Spanish teaching at language faculties of universities, namely in teaching of such theoretical disciplines, as stylistics and a Spanish lexicology, and also on a practical training on Spanish.