

## **СОЦІАЛЬНА КОМУНІКАЦІЯ. КРОСКУЛЬТУРНА КОМУНІКАЦІЯ.**

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### **METAFOR AS A MEANS OF LANGUAGE CONCEPTUALIZATION IN THE BUSINESS DISCOURSE IN EGYPT**

All cultural and civilization achievements of humankind have great influence on the language; the received knowledge of oneself and the surrounding reality are outlined in it. The language reflects the level of development of society, the degree of its self-identification and the actual public consciousness. Language, therefore, is inextricably linked with the notion of culture, because in the language the central notions of culture are reflected, therefore there is a phenomenon of the verbalization of cultural

phenomena in the sphere of languages. A person can express himself, his inner world with the help of various linguistic means. Therefore, the language appears as a way of expressing one's own experience. In addition, we get information about the experience of previous generations thanks to the language. Since man is a social being, so language is an instrument for keeping communication and sharing information with other members of society. Therefore, a human being can not exist without language.

The first scientist, who began to study the language through the prism of human's phenomenon, was the scientist B. von Humboldt: «... the language of the people is their spirit, and the spirit of the people is their language ...» [1, c. 37]. Therefore, language as a complex and multidimensional system, itself, became the object of linguistic notion through the individual, who acts accordingly as subject of knowledge in this system of relations, functioning on the model «subject-object», so in all in society.

Therefore, considering the linguistic picture of the world, scientists give the language of leading importance. One of the main tasks of the language is the implementation of a communicative act between people. Therefore, it is necessary to dwell more on the functions of language as a necessary component for creating the world's language picture. The key functions of the language are:

- Communicative function that supports the process of communication between people;

The thinking creative function, which contributes to the creation of thought in the minds of the communicator, so that he can implement it with the help of language;

- Cognitive function, which acts as an important means for the knowledge of the person of the world;

- Expressive function, during which a person deliberately imagines the object and object of communication;

- Impressive function, which consists of a significant influence of the language on the recipient during the communicative act;

Therefore, if the language picture of the world is a variegated system, then we need to consider the most significant components and functions of this complex system. According to the opinion of researchers in the field of cognitive linguistics Z. Popova and J. Sternin, the language picture consists of [2, c. 64] the following:

- 1) means of nominating a language, that is, different tokens, phrases, speech clichés, paremees;

- 2) means of selecting an individual most commonly used (frequency) linguistic units for the implementation of an act of communication;

- 3) means for providing figurative tokens, the system of using the portable value of linguistic units;

- 4) phonemic and semantic means.

«Time is money», «The dispute is a war», «Life is a journey», «Love as war», using the newly termed systems. In addition, the researchers proposed their own classification of the cognitive metaphor, according to which the cognitive metaphor is divided into three main types:

1) *structural metaphor*, where one concept is metaphorically structured in terms of another concept;

2) *orientation metaphor*, which organizes one system of concepts in relation to another system. It is related to the orientation in space. Thus, this kind of metaphor gives the concept of spatial orientation;

3) *ontological metaphor*, based on the understanding of different concepts (events, emotions, thoughts and actions) as a discrete entity or substance, this understanding of the concept is based on centuries-old human experience.

The specificity of the functioning of the conceptual metaphor in political speeches are reviewed. Now let's consider the use of the conceptual metaphor on the example of the political speeches of Egyptian President A. Sisi (the review of the conceptual metaphor will be carried out in accordance with the classification of the cognitive metaphor of Lakoff and Johnson).

#### ECONOMICS IS LIVING ORGANISM

«Developed and developed countries are equally interested in supporting innovations, entrepreneurs and young people, as they have a positive effect on economic growth ...». Here the metaphor is used for «economic growth», where the economy is interpreted as a living organism that has the property to grow and grow. In addition, one of the types of metonymy (synecdoche) was used in the speech: «countries are interested in supporting economic growth», which in fact means the population of these countries. As we see, the generic meaning of the «population of the countries» was replaced by the species of «the country».

#### TIME IS MONEY

«The problem is great, and we must redouble our efforts to compensate for lost time in recent years». In this passage, several ontological metaphors were used: the first metaphor is the «brothers» token denoting another people who actually have a common language and sometimes a historical past, and the other is the token of the «earth», which is the highest value that is to be redeemed.

#### Література

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