

**LINGUISTICS**  
**(specialty 10.02.19)**

***Mikhailova L.M. Metaphor in a tourist discourse and its means of translation***

Special attention is drawn to the fact that in the tourist discourse the main attractive function is a metaphor. Metaphor is an important stylistic device, which has always attracted the attention of the reader. A metaphor can be both part and shaped the foundation of the whole, so it is a metaphor in translation that the translator should be especially careful of because the change of metaphorical units may result in a complete change of the rest of the text. It is also worth noting that important function of metaphor is the function of personalization. With this stylistic means the translator can convey not only the beauty of expression, but also to maintain a certain imagery to express a certain worldview.

Key words: discourse, tourism, metaphor, function, attraction.

***Southern***

***federal university, Rostov-on-Don, Russia***

***May, 21, 2013***

---