

LINGUISTICS

M. Ulyanova (Udmurt state university. Izhevsk, Russia)

Phraseological metaphor as the means of emotiveness expression in sport Internet-blog

It has been studied phraseological metaphor as the means of emotiveness expression. The material of the study is sport blog. Topicality of the study is due to active study of sport Internet-discourse (in particular, such genre as blog), insufficient knowledge about football blogosphere and means of emotiveness expression in it. Scientific novelty is that the study is based on the analysis of Russian, English and German football blog and that phraseological metaphor represented by emotive-expressiveness is considered. Special attention is paid to phraseological metaphor classification according to subsphere types, frames and corresponding slots. One of the tasks is to present results of comparative analysis of phraseological metaphor frequency used in Russian, English and German sport blog. The study is carried out by a continuous sampling method, a method of contextual analysis, comparative and quantitative methods.

Key words: emotiveness, blog, phraseological metaphor, emotive-expressive, phraseological unit, phraseological fusion, phraseological unity, phraseological combination.

October, 3, 2016
