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## Functional-technological specificity of metaphors in process of teaching foreign languages

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### Abstract

© 2017 Serials Publications. The relevance of the study due to the fact that the process of conceptualizing of reality, mechanisms of formation of a conceptual picture of the world and the individual concepts in the cognitive consciousness of native speakers and their metaphorical representation in various types of discourse is one of the major areas of consideration in modern cognitive linguistics. The purpose of the article is to identify the characteristic of functional and typological features of the regular reconsideration of tokens metaphorical semantic field of building vocabulary in English and Russian and to teach them on the lessons. The leading approach in the study of this problem is a semantic-cognitive semantics of language reveals the relationship with people's conceptosphere, enabling metaphorical models of analysis of their functional properties. The article presents a comparative study of the laws of metaphorical representation of objective reality; identified both general and specific features of the differential cognitive consciousness carriers of different languages and lacunarity metaphorical representation of concepts, convincingly demonstrated that metaphorically reinterpreted token semantic field of building vocabulary can be used cognitive awareness of a native speaker for the nomination of their diverse characteristics and concepts existing conceptosphere; it proved that the functional-typological diversity of metaphorical transfer study in the languages of different language show the great potential of building vocabulary in the formation of an extensive fragment of the conceptual picture of the world media in English and Russian languages; on empirical material orthodoxy proved the existence of generalized postulates - hypothesis of cognitive theory of conceptual metaphor. The relevance of this research lies in the functioning metaphorically reinterpreted lexemes in the categorization, representation and organizing conceptual picture of the world in English and Russian languages and their usage in teaching process. The focus of cognitive science was the study of the processes of perception, categorization, classification and understanding of the world. And the representation and storage of knowledge. Materials of article represent practical value in the writing of textbooks in lecture courses on comparative, cognitive semantics, discourse analysis, in special courses on the theory of metaphor.

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### Keywords

Conceptual environment, Dominance, Frequency, Functional properties, Metaphorical models, Productivity, Regular metaphorical transfers

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