жуть допомогти у вивченні англійської мови і значно полегшити процес навчання. Тому вкрай важливо знати такі ресурси та радити їх своїм студентам.

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COGNITIVE METAPHORS IN MODERN ENGLISH OF POLITICS

The theory of cognitive or conceptual metaphors highlights the metaphoric use of language and was developed by such cognitive linguists as G. Lakoff and M. Johnson [3], R. Gibbs [1], Z. Kövecses [2]. The theory considers metaphors at the level of thinking, not only as a figure of speech. They are used to express one idea in terms of another linking two conceptual spheres or domains, the source domain and the target domain. The target domain describes some abstract phenomena and it borrows its structure from the source domain, which contains more concrete phenomena based on a human physical experience. At the linguistic level, an object or a phenomenon in the target domain is verbalized using the words and expressions from the source domain. Thus, a metaphor is a sign system that allows us to understand partially an unfamiliar experience in terms of other familiar experiences.

The lexical units of the conceptual sphere under analysis provide a great variety of conceptual metaphors, as the notions of geopolitical activity are mostly abstract by nature and cannot be explained or understood without metaphors. There is no other way of perceiving such phenomena as globalization, crisis, inflation, etc. but only by comparing them with more concrete, familiar or directly experienced notions.

On the other hand, some political speakers and writers tend to choose metaphors deliberately to convey their ideological or persuasive points. Thus, metaphors, both conceptual (cognitive) and poetic (figurative) are widely used in political texts. Moreover, the ideas of conceptual metaphor theory are used to identify ideological underlying messages. For example, while analyzing the articles from the Los

Angeles Times on anti-immigrant issues one can find that they implied an anti-immigrant policy [4]. The American nation was metaphorically viewed as a house or building and the immigrants were viewed as natural disasters such as floods threatening the building.

G. Lakoff and M. Johnson identify three categories of conceptual (conventional) metaphors: ontological, orientation and structural [3]. In our research the figurative component is realized by a number of cognitive metaphors involving such metaphorical models as GEOPOLITICS IS A HUMAN BEING (*geopolitics teaches*), GEOPOLITICS IS A NATURAL PHENOMENON (*geopolitical earthquake/disaster/eruption*), GEOPOLITICS IS A MECHANISM (*geopolitical wheel/machine/spin*), GEOPOLITICS IS A DISEASE (*geopolitics hurts*), GEOPOLITICS IS A BUILDING/A HOUSE (*geopolitical platform*). These are the examples of ontological metaphors, one of the most basic devices as they are usually taken as self-evident, direct descriptions of mental phenomena and are based on human experience associated with physical objects in everyday life, especially with our bodies. Ontological metaphors arise when we view events, activities, emotions, ideas and so on as entities and substances [3]. Thus, geopolitics is viewed as a human being able to think, feel, perform actions, etc. and bears some anthropomorphic features of an acting character. Compare:

Hitler recognized no borders, which is certainly not what geopolitics teaches... (The Economist 20 October, 2014).

It is worth mentioning that the lexical units correlating with the nomen *geopolitics* express physical or mental activity, emotions and feelings of a human being as a result of which geopolitics is perceived as something negative. Compare:

With the Cold War at its zenith, the geopolitics that governed the fate of global citizens was something that shook and touched people ... (The Daily Mail 16 December, 2014).

Orientation metaphors are based on spatial relationship between objects and their movement. The orientation metaphor GEOPOLITICS IS MOVEMENT is based on the movement of geopolitical objects and subjects in the geopolitical space (*geopolitical movement, to move westward/eastward/backward/forward/to the left/right/up/down).*

And this shift represents both Democrats moving to the left (The

Independent June 12, 2014).

NATO and the EU <u>moving eastward</u> to surround Russia ... (The Washington Post 12 August, 2014).

In structural metaphors, one abstract concept is understood and expressed in terms of another, usually more concrete one. For example, war is a concept that is often mapped as a source domain. War is believed to involve attacking, winning, losing, fighting, defending, etc. So, it can be used to explain such abstract notions as geopolitics. In the structural metaphor GEOPOLITICS IS WAR, the concepts from the source domain WAR are transferred to the target domain GEOPOLITICS, as a physical conflict is part of every person's experience and for this reason, it is well-structured and easy to understand. So, it can be used to structure the relations in a geopolitical conflict: parties in a conflict are fighters or warriors, their political activity is conceptualized in terms of attacking and defending, the place where a political event occurs is associated with a battlefield. Besides, numerous attributes of war are used in geopolitical context (weapon, shield). Compare:

On the <u>geopolitical front</u>, there is the possibility to work with Russia on Islamic extremism … (The Times 6 June, 2009).

Putin is making the West's <u>Cold Warriors</u> look like fools (The Independent 22 March, 2014).

Thus, people tend to perceive geopolitics as a succession of war conflicts, the struggle for the world power in which the strongest wins by all means.

There are some other structural metaphors like GEOPOLITICS IS SPORT/A GAME, GEOPOLITICS IS BUSINESS, GEOPOLITICS IS A THEATRE/CIRCUS representing geopolitics as a structure on the basis of associations. For example, the subjects of geopolitics as active participants of this process act as businessmen, sportsmen, players, actors, directors, clowns, circus performers. Compare:

Putin is <u>playing chess</u> and I think we are <u>playing marbles</u> … (The Independent 2 March, 2014).

The Big Picture of the <u>Geopolitical Chess Game</u>: Ukraine is A "Square on the Chessboard" (The Washington Post June 1, 2014).

… the Russian <u>geopolitical ball fell into the court</u> of the EU ... (The Economist 20 April, 2010).

There is no doubt that a conceptual metaphor is always a source

of something new and interesting. Metaphors provide a certain cultural background because they always reflect specific needs of the target audience and the key issues of various national or social groups' lifestyles turned into further metaphorical derivations.

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CRITEREA OF EFFECTIVE EDUCATION TECHNOLOGY IMPLEMENTATION IN FOREIGN LANGUAGE TEACHING TO STUDENTS AT HIGHER TECHNICAL INSTITUTES

"Efficiency" in pedagogical literature (S. Arhangelskii, G. Baturina, A. Malykhin, V. Pikelna, I. Shaydur and others) is a characteristics of learning quality results, some consequences in achieving a set goal; a complex of various positive qualities in training activities.

The implementation effectiveness of educational technology in teaching foreign languages to students of higher technical educational institutions can be estimated by a certain set of criteria. First of all, the leading criterion is the formation of the proper level of foreign language communicative competence of students, which includes: the level of language knowledge and skills, speaking skills formation in professional and everyday communication, the level of knowledge about the culture and characteristics of the country of the studied language; willingness to discuss educational and professional issues; to prepare public presentations on industry issues; ability to find,