

A CONTRASTIVE STUDY OF WAR METAPHOR IN RUSSIAN AND CHINESE NEWS HEADLINES OF NEW MEDIA IN THE CONTEXT OF CONCEPTUAL METAPHORS

Bai Jie

Jining Normal University, China

doctorate student, NUU

719350925@qq.com

Abstract:

Introduction. Cognitive linguistics believes that metaphor is a way of human thinking and a powerful tool for cognition. In other words, the theory of cognitive metaphor believes that metaphor is not only a rhetorical technique, but also a way of human cognition, which affects the form of human thinking. In news headlines, metaphors are even more commonly used. In the current rapid development of new media, the first visual impact of news headlines on the audience plays a vital role in the spread of articles and the amount of reading. Based on the theoretical framework of conceptual metaphor, this work compares the war metaphors in sports news headlines of Russian and Chinese of new media, attempting to analyze the similarities and differences in the use of metaphors, which helps illuminate the complex, dynamic, and nuanced functions of metaphor in cognition in sports news headlines, and in headlines of new media in particular.

Material and methods. Since the 21st century, especially in the past 10 years, with the popularization of computers and the Internet, coupled with the technical support of 5G communications, new media has developed, popularized and improved rapidly. It has been favored by the public due to its timeliness, interactivity, and individuality. The Internet has gradually become the main news reading method for people. The purpose of this research is to study news headlines of new media, so the selected corpus comes from websites with higher clicking rate and more number of visits. Russian sports news headlines are selected from <https://www.sport.ru/>, and chinese news headlines are selected from <https://sports.sina.com.cn/>, and the news release time is from April to June 2021. During the study the comparative method was used along with the methods of analysis and synthesis.

Results and discussions. New media is relative to traditional media. Including all digital traditional media, online media, mobile media, digital TV, digital newspapers and magazines, etc. Compared with traditional media, in the new media era, people are not only receivers and consumers of information, but also producers and disseminators of information. Information dissemination in the era of new media is not limited by time and space, and is fast, fragmented, global and interactive.

The news headline, located before the main body of the news, uses refined words to condense and summarize the news content and central ideas. In order to achieve a striking and unique effect, the font of the news headline is generally different from the

main text, and the font size is also larger than that of the main text, whose function is to divide, organize, reveal, evaluate news content, and attract readers to read.

By collecting and sorting out sports news on Russian-Chinese sports websites and analyzing the metaphors of war, we found that the root metaphor that sports games are war runs through sports news reports from beginning to end. The whole process of sports competition is metaphorically referred to as the process of fighting. The two sides of the game are the two sides of the battle, and the result of the game is the result of the battle.

Conclusions. *Metaphor is considered as an important content of rhetoric theory, a vital concept in the field of cognitive linguistics, and a way of thinking about the world. As a powerful tool for expressing complex things and thoughts. Metaphor is the regeneration mechanism of the language system. In the era of new media, as a traditional news medium, newspapers and periodicals remain different from other emerging media. The use of metaphors in news headlines makes the text more concise, powerful and vivid, and also gives vitality to the original news language, enhances the readability of the news.*

Different cultural backgrounds fully reflects the unique cultural connotations and ways of thinking of each nation, and the commonality of human cognitive experience is similar to the objective world on which they live. It provides a material basis for the production of the same or similar metaphorical concepts. The extensive use of "sports is war" metaphors in Russian and Chinese sports news reflects that war metaphors in sports news have cross-cultural commonality and universality in general, and their cognitive basis and functions also fully prove the metaphorical way of thinking. At the same time differences in cultural traditions and the social and geographical environment lead to significant differences between ethnic and even social groups in using metaphors

Keywords: *war metaphor; new media; news headlines; contrast; mode of thinking.*

Introduction. The study of metaphor has always been a hot topic in linguistics, with a history of more than two thousand years. The earliest research can be traced back to the period of Aristotle. Traditional theory believes that metaphor is a rhetorical device. In 1980, cognitive linguists Lakoff and Johnson put forward the theory of conceptual metaphor in their publication "Metaphors We Live By" (3. P.29). They believe that metaphor is a mapping between the source domain and the target domain, and it is a kind of human thinking. Ways and cognitive processes exist in various fields and disciplines. Cognitive linguistics believes that metaphor is a way of human thinking and a powerful tool for cognition. In other words, the theory of cognitive metaphor believes that metaphor is not only a rhetorical technique, but also a way of human cognition, which affects the form of human thinking. In news headlines, metaphors are even more commonly used. In the current rapid development of new media, the first visual impact of news headlines on the audience plays a vital role in the spread of articles and the amount of reading. Based on the theoretical framework of conceptual metaphor, this work compares the war metaphors in sports news headlines of Russian and Chinese of new media, attempting

to analyze the similarities and differences in the use of metaphors, which helps illuminate the complex, dynamic, and nuanced functions of metaphor in cognition in sports news headlines, and in headlines of new media in particular.

Material and methods. Since the 21st century, especially in the past 10 years, with the popularization of computers and the Internet, coupled with the technical support of 5G communications, new media has developed rapidly and popularized, and the news industry under the new media environment has developed rapidly. Instead of buying newspapers and reading newspapers, the public chooses to go online and click on computers or mobile phones to read online news directly. New media has been favored by the public due to its timeliness, interactivity, and individuality. The Internet has gradually become the main news reading method for people.

New media news has its particularities. The space of web news is limited. The title is separated. The headline often has only one sentence space. Generally, it cannot be divided into lines and is concise and concise. However, you can read the main body of the news in the form of hyperlinks. There can be a variety of information such as videos, pictures, etc., taking into account the simplicity of the title and the richness of the content.

The headline of the news bears the same news-oriented function as the content of the text. The headline is like the eye of the text. It is the first and most eye-catching news component. The quality of the headline directly affects the report effect of the entire article. The headline text is different from other news texts. The headline strives to use the shortest language to maximize the transmission of information, extract the essence of the article, and make it clear to readers. Therefore, in the title, metaphors are often used to make it short and concise in form and rich in content. At the same time, the expression of metaphorical language is profound, implicit and vivid, which impresses readers.

The purpose of this research is to study news headlines of new media, so the selected corpus comes from websites with higher clicking rate and more number of visits. Russian sports news headlines are selected from <https://www.sport.ru/>, and chinese news headlines are selected from <https://sports.sina.com.cn/>, and the news release time is from April to June 2021. During the study the comparative method was used along with the methods of analysis and synthesis.

Results. New media is relative to traditional media. Including all digital traditional media, online media, mobile media, digital TV, digital newspapers and magazines, etc. Compared with traditional media, in the new media era, people are not only receivers and consumers of information, but also producers and disseminators of information. Information dissemination in the era of new media is not limited by time and space, and is fast, fragmented, global and interactive.

As Lakoff and Johnson pointed out, every nation has its own national culture. In a certain culture, the interaction between people and social, political, economic, and religious groups makes the language experience, social and human. Metaphors carry the stigma of national culture everywhere. Therefore, metaphor is a cultural phenomenon and a reflection of culture. This is also confirmed in the metaphors of news headlines.

The news headline, located before the main body of the news, uses refined words to condense and summarize the news content and central ideas. In order to achieve a striking and unique effect, the font of the news headline is generally different from the main text, and the font size is also larger than that of the main text, whose function is to divide, organize, reveal, evaluate news content, and attract readers to read.

By collecting and sorting out sports news on Russian-Chinese sports websites and analyzing the metaphors of war, we found that the root metaphor that sports games are war runs through sports news reports from beginning to end. The whole process of sports competition is metaphorically referred to as the process of fighting. The two sides of the game are the two sides of the battle, and the result of the game is the result of the battle.

Discussions.

1. New media and news headlines

1.1 New media

It has been more than 50 years since the concept of "new media" was proposed in 1967. For the first time, P. Goldmark referred to "electronic video" as "New Media" in the merchandise plan. Later, E. Rostow mentioned "new media" many times in public reports, and the term "new media" has since become popular. (4.P.29). To put it simply, new media is a media for information dissemination activities that use the Internet as a medium in relation to the three traditional media of newspapers, radio, and television. The use of Internet technology makes the dissemination of new media information more timely, interactive and extensive.

New media is relative to traditional media. Including all digital traditional media, online media, mobile media, digital TV, digital newspapers and magazines, etc. There are many definitions of new media. The definition given by Professor Gong Chengbo of Communication University of China is relatively comprehensive. He believes: "New media is the use of digital technology, network technology and mobile communication technology, through the Internet, broadband local area network, wireless communication network and Satellites and other channels, with TV, computers and mobile phones as the main output terminals, provide users with video, audio, voice data services, online games, distance education and other integrated information and entertainment services. The general term for all communication methods or forms of communication." (5. P.33). Compared with traditional media, in the new media era, people are not only receivers and consumers of information, but also producers and disseminators of information. Information dissemination in the era of new media is not limited by time and space, and is fast, fragmented, global and interactive.

The development and changes of the social material environment and spiritual environment have always been the main force driving the change of language signs. The former Soviet Union semioticsist Bakhtin said in his "Marxism and Linguistic Philosophy" that "linguistic signs are particularly sensitive to reflect all the turbulence of the social atmosphere" (1) that is, all changes in society will be reflected in language signs. In the era of new media, due to the highly developed communication technology and rapid information exchange, any subtle and niche

social events will quickly be reflected in the language symbols, thereby driving the change of the language of news headlines.

1.2. News headlines of new media

Since the 21st century, especially in the past 10 years, with the popularization of computers and the Internet, coupled with the technical support of 5G communications, new media has developed rapidly and popularized, and the news industry under the new media environment has developed rapidly. Instead of buying newspapers and reading newspapers, the public chooses to go online and click on computers or mobile phones to read online news directly. New media has been favored by the public due to its timeliness, interactivity, and individuality. The Internet has gradually become the main news reading method for people.

At the same time, with the continuous progress of network technology, new media news dissemination methods get rid of the stale and bring forth the fresh, using network platforms and related technologies to report news facts, which are diverse and complex in form, and can flexibly use text, pictures and other multimedia methods. Through observation, we can find that the current forms of new media news dissemination mainly include portals, online magazines, online TV, online blogs and podcasts, mobile clients, mobile apps, etc. Although they are different, they all serve to spread new news to a certain extent. The role of media news.

The news headline, located before the main body of the news, uses refined words to condense and summarize the news content and central ideas. In order to achieve a striking and unique effect, the font of the news headline is generally different from the main text, and the font size is also larger than that of the main text, whose function is to divide, organize, reveal, evaluate news content, and attract readers to read. The headline is an inseparable part of news that cannot be arbitrarily drawn up, so it is the first pass for readers to read the news. The quality of the headline can often determine the success or failure of an article. The content of news headlines should be both news and authentic. The naming of the title is multi-faceted and multi-angled: it can make finishing touches on news facts, and also allow the audience to get a glimpse of the essence of news through this window. The basic functions of news headlines are generally: reporting function, attracting function, beautifying function and evaluation function.

The headline of the news bears the same news-oriented function as the content of the text. The headline is like the eye of the text. It is the first and most eye-catching news component. The quality of the headline directly affects the report effect of the entire article. The headline text is different from other news texts. The headline strives to use the shortest language to maximize the transmission of information, extract the essence of the article, and make it clear to readers. Therefore, in the title, metaphors are often used to make it short and concise in form and rich in content. At the same time, the expression of metaphorical language is profound, implicit and vivid, which impresses readers.

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2. Conceptual metaphor

Conceptual metaphor theory believes that the cognitive subject maps one conceptual domain to another conceptual domain through reasoning, which is based on the understanding of the interrelationship of two concepts under the influence of people's associations, moreover it is the reflection of objective things in the field of human cognition. The metaphor consists of two domain: a source domain and a target domain. The cognitive process of metaphor is embodied in mapping the schema structure of the source domain to the target domain, so as to construct and understand the target domain through the structure of the source domain. (3. P.3-5).

Conceptual metaphor is based on the understanding of the interrelationship of two concepts under the influence of people's associations, which is the reflection of objective things in the field of human cognition. It is usually interpreted to understand and feel another thing by using one thing, to express another concept by using one concept, and to understand the concept of another field by using the known concept. Therefore, metaphor is composed of two domains: a source domain with a relatively clear structure and a target domain with a relatively fuzzy structure. The cognitive process of metaphor is embodied in mapping the schema structure of the source domain to the target domain, so as to construct and understand the target domain through the structure of the source domain (3. P.10,14)..

According to Lakoff and Johnson, metaphorical mapping follows the "invariance principle". Conceptual metaphor is a unidirectional mapping between the source domain and the target domain, which is the "directivity" of the mapping process. Mapping is also a systematic correspondence, and there is a fixed pairing between the structure of the source domain and the target domain. This matching relationship exists at the conceptual level and is based on the human body and social experience. Once a metaphorical mapping is established, and accepted to disseminate by most speech users at the same time, the metaphorical mapping itself will react its internal structure to real life and be presented again in a variety of ways.

The philosophical basis of cognitive linguistics is empiricism or non-objective empiricism (4. P. 36-38). People are accustomed to using known cognitive experience to map newly experienced or newly recognized things, and establish a relationship between them about certain characteristics, resulting in a change from "familiar" things to relatively "unfamiliar" things, which is the mapping process. After successfully completing the mapping process and expressing it in language, a metaphor is produced.

Lakoff and Johnson divided conceptual metaphors into three categories, structural metaphors, location metaphors and ontological metaphors. Among them,

structural metaphor is to understand another concept with the help of one concept. Intuitively, words describing one concept are used to define another concept. Ontological metaphors are generally based on our own experience, such as describing emotions, events, opinions, etc. as entities. Orientation metaphor is a conceptual metaphor formed by interconnecting image schemas related to spatial orientation. This article focuses on the analysis of structural metaphors in Russian-Chinese news headlines.

There are a lot of structural metaphors of "game is war" in sports news headlines. In this structure, war is a more familiar concept, which serves as the source domain of metaphors, and various games are the target domains. By mapping some elements of war, such as time, combat parties, battlefields, etc., to the game as target domain forms a metaphor, because compared to the original source domain war, the game appeared later than the war in history, and it is relatively unfamiliar in terms of cognitive order.

3. Comparison of war metaphors in sports news headlines of Russian and Chinese sports news

By analyzing and comparing the corpus we have mastered, we can find that there are a lot of war metaphors in the headlines of sports news from the Russian and Chinese new media, in which there are both similarities and differences. In the following sections we will analyze them one by one.

3.1. Similarities of War Metaphors in sports news headlines of Russian and Chinese New Media

Both Russian and Chinese war metaphors have deep historical origins. Whether it is the reality of revolutions and wars, or the extensive media coverage of military events, and their reflections in novels, many special names are constantly activated for general literary purposes. The process of metaphorical military vocabulary occurs most effectively in news language. The active metaphorical use of military vocabulary most often appears in the language of sports news.

By collecting and sorting out sports news on Russian-Chinese sports websites and analyzing the metaphors of war, we found that the root metaphor that sports games are war runs through sports news reports from beginning to end. The whole process of sports competition is metaphorically referred to as the process of fighting. The two sides of the game are the two sides of the battle, and the result of the game is the result of the battle.

Consider the following example:

Михайлов: "Поражение от финнов — это пицца для размышлений для тренерского штаба" - 13.05.2021

В битве российская команда победила Беларусь и вошла в канадские плей-офф. -01.06.2021

Тедди Атлас: бой с Полом может быть опасным для Мейвезера - 03.06.2021

In these few examples of Russian news, the three underlined words, поражение (defeated), битве (battle), and бой (fight, combat), were used respectively as the symbol of the source domain war, which was mapped to the game, associating the fierce competition with wars.

Let's read the following Chinese news headlines:

打光最后子弹!詹皇苦战41分钟无力回天 首次一轮游 - 29.05.2021 (Get rid of the last bullet! Zhan Huang's first round tour in 41 minutes)

斯洛伐克vs西班牙前瞻:斗牛士生死战!莫拉塔发挥将成关键 - 23.06.2021(Slovakia vs. Spain preview: Matador fights to the death! Morata play will become the key)

温家宝:想像国脚一样为国征战 我最关注的就是吴曦 - 21.06.2021(Wen Jiabao: I want to fight for the country like a national football team. I am most concerned about Wu Xi)

In these three examples of Chinese news, the underlined words 苦战(hard fight), 生死战(serious fight) and 征战(campaign) also played the same role, that is, the two sides' competitions are regarded as the target domain, and the similarity between the source domain war and the target domain competition forms a metaphorical mapping.

As can be seen from the above example, the phenomenon that human metaphors in Russian and Chinese sports occupy a huge proportion has become a necessity. This is based on the common experience of the Russian and Chinese peoples, which is the result of human cognitive activities. Ultimately, sports is a kind of human activity, even if people who live in different cultural backgrounds cannot escape this fact.

3.2. Differences of War Metaphors in sports news headlines of Russian and Chinese New Media

On the other hand, we found that there are many unique metaphorical expressions in the metaphors of Russian and Chinese news headlines. For instance:

中超-王鹏乱战中一剑封喉 亚泰1-0送申花赛季首败 - 17.05.2021(China Super League-Wang Peng's sword seals the throat in the battle, Yatai 1-0 sends Shenhua's first defeat of the season)

美洲杯-梅西策动戈麦斯单刀破门 阿根廷1-0提前出线 - 22.06.2021(America Cup - Messi instigated Gomez to score one-on-one, Argentina 1-0 became winner ahead of schedule)

神来之笔!乔治2罚不中 艾顿0.9秒空接扣篮绝杀快船(A stroke of genius! George misses 2 free throws and Ayton dunks in 0.9 seconds to kill the Clippers) - 23.06.2021

In these three Chinese sports news headlines, the underlined words 一剑封喉(a sword seals the throat), 单刀 (single-broadsword) and a stroke of genius(神来之笔) are Chinese idioms, which all come from allusions. The first refers to a master who hits the opponent's vital points in the fastest and shortest time, without giving him a chance to resist, and making him kill. Basically, it comes from the tricks of martial arts novel masters. The second refers to Guan Yu bringing only a knife and a few entouragees to Lu Su's banquet. Later the word refers to a person taking the risk of going to an appointment, which is from "The Romance of the Three Kingdoms". The first describes the athlete's surprising victory in the competition, which is the metaphor of the athlete in the martial arts novels. The second describes the one-on-one contest between a player and the opponent's goalkeeper, which is used as a

metaphor for the skills of players on the field, just like Guan Yu, who is the single-handed man in the Romance of the Three Kingdoms. The third means to describe the works with wonderful sentences faithfully in meaning and vividly in description. It comes from "The Strange Situation I've Witnessed in Twenty Years" by Wu Jianren in the Qing Dynasty. In the title, it describes player's shooting accuracy, and therefore score a basket.

In Russian sports news headlines, the metaphor of the results of the game is not so obvious, which is not like using figurative words or idioms in Chinese to match the use of metaphor. In following Russian headlines, words such as *выиграть*(win), *побеждать/победить*(defeat), *победа*(victory), *поражение*(failure), *уступать/уступить*(concede), etc. are used to directly indicate winning or losing. Look at the underlined words in the titles below:

Театральный баскетбол: кто выиграет Единую лигу Европы 3x3 - 25.04.2021

Драматический футбол: Как будет побеждена Россия в финале 1/2? - 03.06.2021

Итудис назвал причину поражения в матче за третье место Евролиги - 30.05.2021

Российские баскетболисты уступили сборной Доминиканской республики в товарищеском матче - 24.06.2021

Compared with Chinese sports news headlines, they seem to lack some sense of picture. Because the thinking modes of the East and the West are different: Chinese thinking mode is extremely metaphorical, while Russian thinking mode is more rational. In addition, the use of idioms and allusions in Chinese news headlines is also a manifestation of national culture. As we all know, idioms are the embodiment of a nation's language and culture. The use of the term "duel" in many Russian news headlines is a reflection of Russia's history, culture, and national character.

In fact, duels can be also found in many works of Russian literature. Duel is a common and typical pattern in Russian classical literature. Some typical characteristics of Russian humanistic spirit and national character reflected by the phenomenon of duel. There are some traces of literary allusions, as, for example duels (*дуэль*, *поединок*), that appears in almost all noticeable samples of Russian classics, such as Eugene Onegin and The Shot by A. Pushkin, The Hero of Our Time by M. Lermontov, The War and Peace by L. Tolstoy and even Fathers and Sons by I. Turgenev.

By combing the news on the website <https://www.sport.ru/>, we found that there are six news headlines that contain the word "duel" (three in boxing news, one in football news, and two in cross-country skiing), starting from January to June 2021, please look at the table below:

Sports items	Headlines	Time
box	Ян устроил перепалку со Стерлингом на дуэли взглядов	05.03.2021
	Дуэль взглядов Волкова и Гана перед UFC Vegas 30.	26.06.2021
	Дуэль взглядов Исмаилова и Минеева.	26.06.2021
football	Киркоров не реализовал пенальти, проиграв дуэль стоящему на воротах Дзюбе.	05.06.2021
cross-country skiing	Драматичная дуэль Клебо - Большунов: финиш эстафеты в Оберстдорфе.	05.03.2021
	Крюгер выиграл марафон в последней гонке сезона. Большунов оказался вне пьедестала и проиграл дуэль Клебо	14.03.2021

It can be seen that the frequency of the word "duel" in sports news headlines is relatively high, which is a custom in old times in Europe. The two parties had a dispute, each did not give way, agreed on a time and place, and invited witnesses to fight each other with weapons. This term is used in sports news headlines, whose metaphorical meaning is the match that decides the final outcome.

The famous German linguist Humboldt said: "Every language contains a unique worldview." The essence of the thinking mode of "figurative examples" in Chinese communities is because it is a kind of metaphorical thinking and a worldview. This is related to the basic coding mechanism that emphasizes rationale in Chinese. (6. P.163)

Different nationalities are affected by differences in geographical environment, living conditions, customs and habits, etc., so they will observe and recognize reality from a specific perspective, so that the same reality presents different states in the subjective perception of different nationalities. The external manifestation is the structural difference of language. (6. P.145) Reflected in the thinking level, the way of metaphor and the means of its expression are different.

Conclusion. Metaphor is not only an important content of rhetoric theory, but also a very important concept in the field of cognitive linguistics, and a way of thinking about the world. Metaphor is a powerful tool for expressing complex things and thoughts. It is the regeneration mechanism of the language system. It is an important factor to enhance language expression and maintain the openness and vitality of the language system. In the era of new media, as a traditional news medium, newspapers and periodicals are different from other emerging media. Its advantage lies in the depth, professionalism and authority of reporting and commenting. Each news article conveys information through the headline. It can be seen that the headline plays an important role in news reports. The use of metaphors in news headlines makes the text more concise, powerful and vivid, and also gives vitality and vitality to the original news language, which greatly enhances the readability of the news.

It should be noted that there are various metaphorical concepts in sports news language under different cultural backgrounds, which fully reflect the unique cultural connotations and ways of thinking of each nation, and the commonality of human

cognitive experience is similar to the objective world on which they live. It provides a material basis for the production of the same or similar metaphorical concepts. The extensive use of "sports is war" metaphors in Russian and Chinese sports news reflects that war metaphors in sports news have cross-cultural commonality and universality in general, and their cognitive basis and functions also fully prove the metaphorical way of thinking and Like other perceptions, it has become a basic way for people to understand the world and survive. But, on the other hand, due to differences in cultural traditions and the social and geographical environment of people, their historical stages and cultural roots, as well as their experience of certain specific things, do not coincide, which leads to significant differences inter ethnic and even between different social groups of the same and the same ethnicity in the use of metaphors.

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