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**POETICS OF KARACHAY-BALKAR**

**HISTORICAL LEGEND «ATALAY»**

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*The article reveals the creative history of the Karachay-Balkarian legend «Atalay», which exists in prosaic and poetic versions. Giving a poetic assessment to a unique folklore work, the author touches on a whole range of issues related to sports, plot, image of the main character, symbolism of his name, specific vocabulary, geographical names and anthroponyms. An important place in the article is given to the identification of expressive means, the definition of their functional role in the text.*

**Keywords:** Karachay-Balkar folklore, historical legend, «Atalay», D. Taumurzaev, sports theme, poetics, educational code.

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