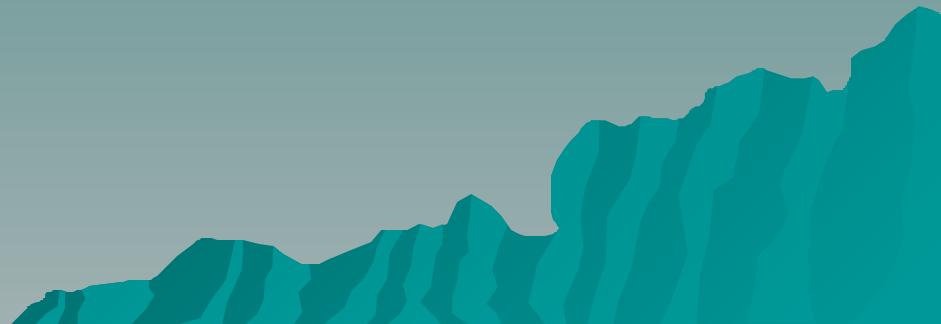


Metaphor in modern English press.



- ◆ **The purpose:** To investigate the ways of metaphorical verbalization as a mechanism of creating new meanings;
- ◆ **The tasks:**
 1. to study the specificity of a newspaper style as a particular language style;
 2. To analyses the language of modern English press as a special type of language communication;
 3. To investigate metaphor as a theoretical concept of modern linguistics and outline the contemporary theories of metaphor;

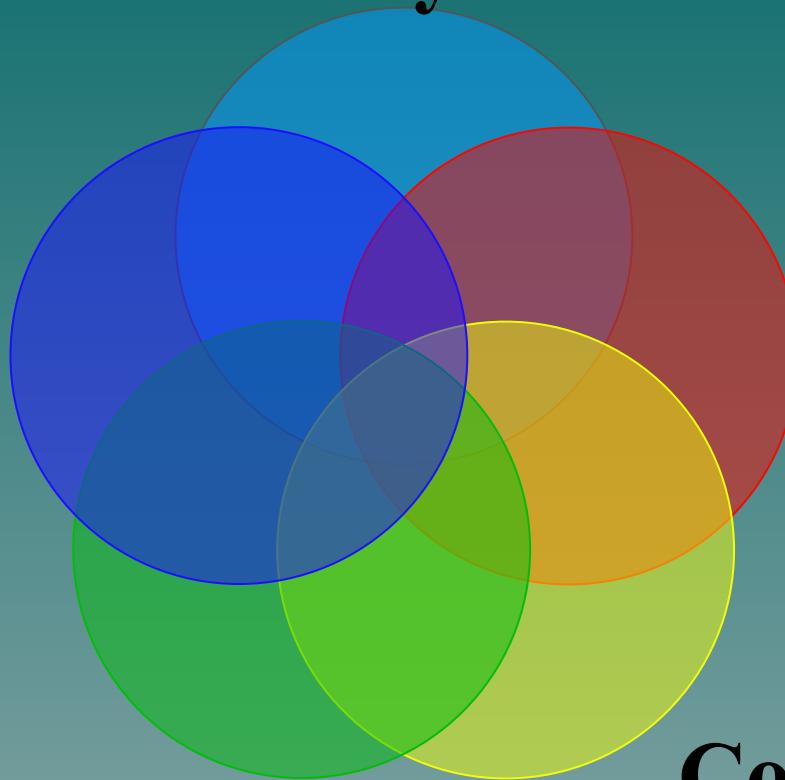
Scientific
Scientific style

Official
style

Publisti
c style

Pencraft

Colloquial
style



Metaphors

Metaphors

Can be:

Simple

«**arm**» - рука, ветка;

«**ball**» - шар, кубок, мяч;

«**bridge**» - мост, переносица.

Complex

«**acid looks**» - кислая мина;

«**appetite**» - голод, жажды;

«**at home**» - чем-либо
владеть

в совершенстве.

Metaphors

Can be:

genuine

*«deluge of
paparazzi»*

trite/dead

*«head of the
cabbage»*

Metaphors can be based on different types of similarity :

Shape	«head of a cabbage»; «the teeth of a saw»;
Function	«lungs of a town»;
Colour	«the Golden Beach»; «the red of Sun»;
Disposition	«foot of a page»; «foot of a mountain»;
Evaluation	«clear day/dirty day»;

The most
used
metapho

Nominativ
e

Cognitive

Figurative

Nominative

- ◆ «*shadow of fear*»;
- ◆ «*rising star in the modeling world*»;
- ◆ «*heart of the battle*»;
- ◆ «*the pinnacle of the fashion world*»;
- ◆ «*cancer cells*»;
- ◆ «*circle of friends*»;
- ◆ «*there is a shadow of fears among Tube travelers and their families, and another that falls on many more who innocent but happen to share the race or religion of the London bombers*».

Cognitive

- ◆ «*warm smile*»;
- ◆ «*bittersweet occasion*»;
- ◆ «*cloudy eyes*»;
- ◆ «*sweet life*»;
- ◆ «*bitter disappointment*»;
- ◆ «*deep depression*»;
- ◆ «*we are very different in many ways, that is healthy*».

Figurative

- ◆ «*the children's odyssey*»;
- ◆ «*the safe arrival of the child*»;
- ◆ «*to cement neighborly ties*»;
- ◆ «*debt mountain*»;
- ◆ «*deluge of paparazzi*»;
- ◆ «*to line the pockets*»;
- ◆ «*the main dietary culprit*»;
- ◆ «*when we divorced, I went through all the emotion: shock, anger, hurt*».

Thank you for
attention!