

Metaphor in modern English press.



◆ **The purpose:** To investigate the ways of metaphorical verbalization as a mechanism of creating new meanings;

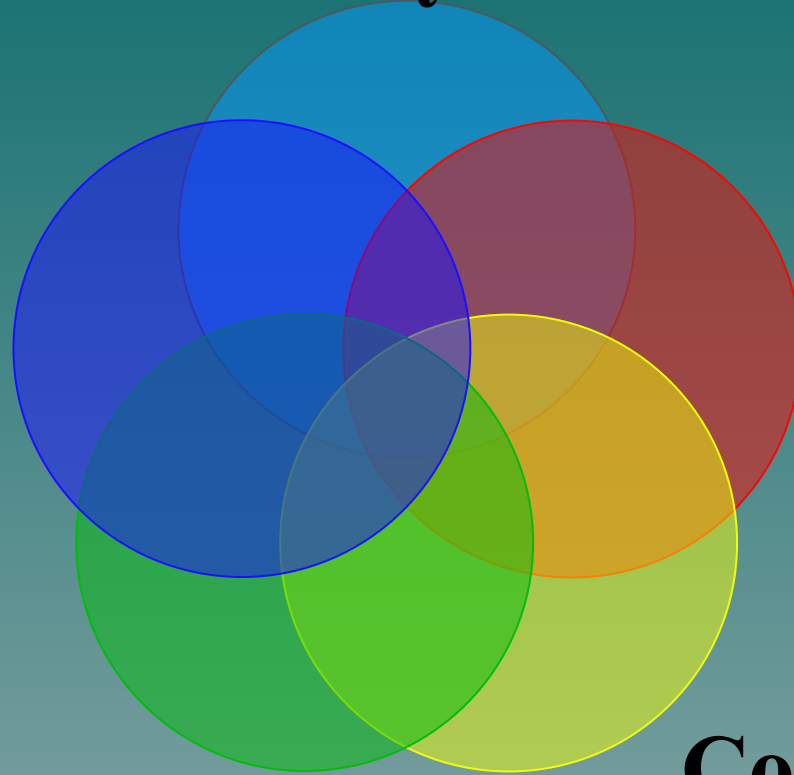
◆ **The tasks:**

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 style
Scientific style
c style

Official style

Public 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, жажда;
«**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	<i>«head of a cabbage»;</i> <i>«the teeth of a saw»;</i>
Function	<i>«lungs of a town»;</i>
Colour	<i>«the Golden Beach»;</i> <i>«the red of Sun»;</i>
Disposition	<i>«foot of a page»;</i> <i>«foot of a mountain»;</i>
Evaluation	<i>«clear day/dirty day»;</i>



The most
used
The most
used
metapho
rs

**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!

