

Constitution.

The metaphorical sense consists in comparing the outgoing politician with a lame animal, which cannot do anything great and simply waits for the wound to heal.

Many individuals have earned this nickname in the history of American politics, one of the most famous examples being Barack Obama, the 44th president of the USA. Most likely the reason was his fickleness and loud statements which undermined his credibility. This metaphor is nominative.

Angela Merkel – “Mummy”

The former German chancellor's most famous nickname is *Mummy*, which she first gained for her simple life as an ordinary woman who grows vegetables and cooks delicious food, and then for her friendly attitude to the migrants she shelters in Germany. Qualities such as caring and household chores inherent in a real mother of the family were used in this nickname in a figurative sense, implying care for the whole country. This nickname is among the generalising metaphors.

Thus, metaphors as a nickname perfectly reflect the personality, helping to understand both the politician's character and the view of those around them, as well as the voters' view of the politicians themselves. It is impossible to describe manners more accurately than in one clear metaphor, which in one or two words will reflect a whole range of characteristics.

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METAPHORS IN ENGLISH-LANGUAGE ADVERTISING SLOGANS

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Abstract. *The article discusses the definition of metaphor, as well as its types. The analysis of metaphors in English-language advertising slogans is presented. In the presented material the bases of metaphorical comparison are revealed.*

Keywords: metaphor, advertising slogan, advertising product.

Metaphor is one of the most common stylistic tropes. Due to it, the text becomes more eloquent and expressive. This technique is used mainly in fiction, thereby contributing to a more poetic expression of the author's thought.

However, metaphor is also one of the main links between a person and the language picture of the world, a kind of mediator in designating objects of the world and creating new names.

Metaphor is a way of describing an object by comparing it with something else that has some of the same qualities.

J. Lakoff and M. Johnson distinguish two types of metaphors: ontological, that is, metaphors that allow you to see events, actions, emotions, ideas, etc. as a kind of substance (*the mind is an entity, the mind is a fragile thing*), and oriented, or orientational, that is, metaphors that do not define one concept in terms of another, but organize the entire system of concepts in relation to each other (*happy is up, sad is down; conscious is up, unconscious is down*).

In my report, I analyzed 10 metaphors in well-known advertising English slogans.

1. Jaguar – “Own a Jaguar at a price of a car”.

With this figurative metaphor, the manufacturer draws a parallel between the car and the jaguar, hints at the presence of similar signs between the car and the animal, such as high speed, maneuverability and beauty. The manufacturer, as it were, calls its product “predator car”. Thus, in this example, the animalistic metaphor that arises when the auxiliary subject is an animal is vividly expressed.

Using this pictorial metaphor, the manufacturer creates a vivid image in the minds of potential

buyers and declares that the advertised product is a real beast that is incredibly fast, elusive, but at the same time graceful and beautiful.

2. Esso – *“Put a tiger in your tank”*.

The company's product is engine oil. The author of the slogan draws the addressee's attention to the presence of similar signs between tiger and engine oil, which will make your car strong and powerful. With the help of this advertising slogan, the manufacturer declares that by buying this product, the buyer can make a powerful “machine beast” out of his car.

So, in this example, the pictorial metaphor is built through the correlation of two visual images (the advertised product, machine oil and the beast).

3. Diesel perfume – *“Fuel for life”*.

With this figurative metaphor, the manufacturer compares perfume to fuel. Everyone knows that fuel is an integral component for a car, without it the car will not be able to function, the author states that the company's product is like fuel for a person.

Reading this advertising slogan, it seems that the advertised product helps people to be in shape all the time, which is a kind of fuel for them, charging and giving them strength and energy for new things.

4. Mac Pro – *“Beauty outside. Beast inside”*.

With this metaphor, the manufacturer compares a computer to a beast. The author of the slogan draws the attention of potential consumers to the presence of such similar signs between the company's product and the animal as: power, strength and high productivity. Nevertheless, the manufacturer points out that, despite the “beast” inside the computer, the appearance and design of the product retains “beauty”.

Referring to the well-known children's fairy tale “The Beauty and the Beast”, the manufacturer attracts the attention of a wide audience of potential buyers and creates a vivid image of the advertised product.

5. Bounty – *“The taste of paradise”*.

By using this metaphor, the manufacturer evokes certain associations among potential customers, creating an emotional image.

Reading this advertising slogan, an image of “paradise on earth” is created in people's head, the sound of the surf, white sand, a beautiful sunset, coconut palms. The author draws the attention of potential consumers that the advertised product will take them to this paradise for a short time, make them take a small break and just enjoy the taste of the product.

6. Toyota – *“Drive your dream”*.

In the example above, the manufacturer compares his product with a dream. Thus, the manufacturer declares that their company's product has all the characteristics that any potential buyer dreams of: beauty, safety, low price, high productivity.

Using a pictorial metaphor, the manufacturer tried to create a vivid image of an ideal car arises in the head, a car that a potential buyer could only dream of before. And now all dreams have come true in the form of an advertised product.

7. American Express – *“My life - my card”*.

With this metaphor, the manufacturer draws a parallel between a credit card and life. American Express points out that the company's credit card is so simple and easy to use that it will become an indispensable assistant to the bank's client.

The manufacturer evokes certain associations among potential customers, creating a vivid image – a credit card that is always there and will help at any moment. The manufacturer indicates the indispensability of the advertised product in everyday life.

8. Redbull – *“Redbull gives you wings”*.

This advertising slogan uses a pictorial metaphor that forms an image in the minds of potential buyers and gives a vivid idea of the product. With the help of this metaphor, the author also metaphorically declares the possibilities of the advertised product.

The metaphorical expression “gives you wings” gives an accurate idea of the advertised product and its functions and means to give strength and energy.

9. Energizer – *“Do you have the bunny inside?”*

This advertising slogan uses a figurative metaphor that creates an image of the advertised product in the minds of potential buyers.

Everyone knows that the rabbit is a symbol of the Energizer trademark and serves as the embodiment of strength and vigor. Thus, the author of this advertising slogan replaced the word “power” with “rabbit”, so that the company's symbol is always associated with energy.

10. Pontiac – *“Fuel for the Soul”*.

With this metaphor, the manufacturer draws a parallel between a car and fuel for the soul. "Fuel for the soul" is a metaphorical expression denoting an important component that fills the soul and is important for a person. That without which a person cannot exist, like a car that cannot function without fuel (gasoline). Thus, the manufacturer indicates the need to purchase the product and its irreplaceability.

Since metaphors are designed to enhance the familiar image and make it more memorable, naturally, this technique has long been adopted by advertisers. They use it to create short but catchy slogans.

Advertising metaphor makes it possible to understand some objects through the properties and qualities of others. It is aimed at forming an original advertising image and unobtrusively introducing some kind of assessment into the text. That is why many consider metaphor as a source of implicit information.

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ПРОДУКТИВНЫЕ СЛОВООБРАЗОВАТЕЛЬНЫЕ МОДЕЛИ В ОНЛАЙН ИГРАХ

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Реферат. В статье рассмотрены наиболее продуктивные и современные словообразовательные модели в английском языке и фиксируются конкретные схемы создания слов на примерах онлайн игр. Словообразовательные процессы тесно связаны с лексическими в аспекте пополнения словарного состава языка. Словообразование имеет огромное значение в языке поскольку оно отражает все преобразования, которые происходят в лексическом составе вместе с изменением и развитием общества. Актуальность нашего исследования состоит в том, что словообразование построено на аналогии и новые слова возникают на базе старых с помощью использования словообразовательных морфем и других слов. Мы проанализировали лексику в онлайн играх, чтобы отразить самые популярные модели образования слов на сегодняшний день.

Ключевые слова: словообразование, продуктивные модели, онлайн игры, английский язык.

Богатство лексического строя языка во многом определяется возможностями словообразования в английском языке. Существуют модели, по которым строятся слова из уже известных слов, с помощью морфем можно вывести их значения.

Основным материалом для каждого слова является корень, префиксы и суффиксы. Корень – это часть слова, несущая важный смысл, поскольку без него слово не может существовать. Префиксы и суффиксы, прибавились к корню, помогают образовать новые слова. Поэтому, описывая словообразование в английском языке, можно разделять префиксальные и суффиксальные способы. Все приставки и суффиксы обладают собственным значением. Обычно они служат для изменения основного значения слова. Когда к корню добавляется приставка или суффикс или они вместе, то их значение прибавляется к значению корня. Так получается новое слово [3].

В словообразовании существует два основоположных направления создания новых словарных единиц. Это словопроизводство и словосложение. Словопроизводство имеет