

RHETORIC OF AMERICAN ONLINE MAGAZINE ARTICLE HEADINGS

СТИЛІСТИЧНІ ОСОБЛИВОСТІ ЗАГОЛОВКІВ СТАТЕЙ В АМЕРИКАНСЬКИХ ІНТЕРНЕТ-ЖУРНАЛАХ

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The article analyzes a sample of 105 headings of American on-line magazine articles and determines the figures of speech used in them that create expressiveness and emotional coloring necessary to draw the reader's attention and arouse their interest in the published material. Being an important area of the study of a language, descriptive linguistics envisages an objective analysis and description of how the language is used by the speech community, including in mass media. The language of newspapers and magazines as agents of mass communication, in particular, has its distinctive features, especially as regards emotional coloring and expressiveness. Various aspects of the newspaper style in general and the headlines of newspaper and magazine articles in particular have been studied by a considerable number of foreign and domestic linguists. The research, however, is topical, since the present-day newspaper style, and online magazine article headings in particular, have not been sufficiently explored in terms of rhetoric. The semantic, structural and stylistic features of newspaper and magazine headings are means of characterizing the newspaper style.

The object of the research is the headings of articles in popular American online magazines, namely Newsweek, Time, National Geographic, Vice, and Psychology Today. The objectives of the study are to study the rhetorical devices used in the headings of American online magazine articles for inferences and to explore the potential logic applied in the headings by the authors of the said articles underlying the choice of such rhetorical strategies. In the research, we rely on the taxonomy developed by J.H. Leigh in 1994 to study figures of speech in print ad headlines. It is a comprehensive checklist, which distinguishes between tropes and schemes.

Key words: headlines, figures of speech, rhetoric, schemes, tropes, wordplay.

У статті проаналізовано вибірку зі 105 заголовків статей американських інтернет-журналів та визначено використані в них стилістичні засоби, які додають їм експресивності та емоційного забарвлення, необхідних для того, щоб привернути увагу читача та викликати його інтерес до опублікованого матеріалу. Будучи важливою галуззю вивчення мови, дескриптивна лінгвістика передбачає об'єктивний аналіз і опис того, як мова використовується мовленнєвою спільнотою, в тому числі в засобах масової інформації.

Мова газет і журналів як засобів масової комунікації має свої особливості, серед яких – емоційне забарвлення та експресивність. Різноманітні аспекти газетного стилю в цілому і заголовків газетних і журнальних статей зокрема досліджувалися багатьма зарубіжними і вітчизняними лінгвістами. Незважаючи на це, дане дослідження актуальне, оскільки сучасний газетний стиль, зокрема заголовки статей в інтернет-журналах, недостатньо вивчені з точки зору риторики. Семантичні та структурно-стилістичні особливості заголовків газет і журналів – важливі засоби характеристики газетного стилю.

Об'єкт даного дослідження – заголовки статей популярних американських інтернет-журналів, а саме «Newsweek», «Time», «National Geographic», «Vice» та «Psychology Today». Завдання даного дослідження – дослідити стилістичні засоби, які використовуються в заголовках статей американських онлайн-журналів, зробити висновки щодо їх вживання, а також дослідити потенційну логіку, застосовану авторами згаданих статей при виборі риторичних стратегій для формулювання їх заголовків. У дослідженні ми використали таксономію, розроблену Дж. Лі у 1994 році для вивчення стилістичних засобів, вжитих у заголовках друкованих рекламних оголошень, оскільки вона містить детальний поділ всіх стилістичних засобів на лексичні, фонетичні та синтаксичні, що відповідає меті даного дослідження.

Ключові слова: заголовки, стилістичні засоби, риторика, фонетичні та синтаксичні стилістичні засоби, лексичні синтаксичні засоби, гра слів.

Descriptive linguistics is one of the most important areas of the study of a language. It envisages an objective analysis and description of how the language is used by the speech community, including in mass media. The language of newspapers and magazines as agents of mass communication, in particular, has its distinctive features, especially as regards emotional coloring and expressiveness. Even though various aspects of the newspaper style in general and the headlines of newspaper and

magazine articles in particular have been studied by a considerable number of foreign and domestic linguists, among them J.H. Leigh, Roya Monsefi, T.S.T. Mahadi, A. Bell, E. Iarovici, R. Amel, F. Ungerer, I.G. Miroshnychenko, the present-day newspaper style and online magazine article headings in particular have not been sufficiently explored in terms of rhetoric, hence the **topicality** of the research.

The specific characteristics of the newspaper style are reflected in the headings of newspaper and

magazine articles, informative messages, accounts and reports. Therefore, semantic, structural and stylistic features of newspaper and magazine headings are important means of characterizing the newspaper style. The **subject** of the research presented in this article is the rhetorical figures used in the headings of articles in the American online press. The **object** of the research is the headings of articles in American online magazines, namely *Newsweek* (hereinafter referred as N.), *Time* (hereinafter referred as T.), *National Geographic* (hereinafter referred as N.G.), *Vice* (hereinafter referred as V.), and *Psychology Today* (hereinafter referred as P.T.). The **objectives** of the study are: a) to explore the rhetorical devices used in the headings of American online magazine articles for inferences; b) to explore the potential logic applied in the headings by the authors of the said articles behind choosing such rhetorical strategies. In the research, we rely on the taxonomy developed by J.H. Leigh in 1994 [5, p. 21] to study figures of speech in print ad headlines – being a comprehensive checklist, it is perfectly suitable for our particular purpose.

Ideally, the heading of a newspaper or magazine article should be characterized by a unity of form and content; it should be catchy enough to capture the reader's eye, informative enough to give the reader an idea of what the article is about, and emphasize the importance of the fact being reported. A newspaper or magazine heading is an integral part of the article and performs a special communicative function, namely, attracts the reader's attention and lures him/her to read the article. Headings are becoming increasingly important in the Internet age: in addition to capturing the reader's attention, they serve as source material for search engines.

The functional purpose of headings determines their linguistic features – laconism and expressiveness. The former is in line with the principle of saving language means and is manifested through the compression of information by means of choosing formally shortened constructions, in which structural reduction is closely related to the semantic fusion of components. The latter is achieved through wordplay, that is, the use of stylistic means – figures of speech – that ensure expressive impact on the reader.

A figure of speech is a word or phrase that intentionally deviates from ordinary language use in order to produce a rhetorical effect. Figures of speech are traditionally classified into tropes, or lexical stylistic devices, where words carry a meaning other than what they ordinarily signify (metaphor, metonymy, allusion, hyperbole, litotes, antithesis, pun, oxymoron, etc.), and schemes, or syntactical stylistic

devices, which change the ordinary or expected pattern of words (repetition (in particular anadiplosis, anaphora, framing), parallelism, climax, anti-climax, aposiopesis, chiasmus, and other elements of emotional syntax). According to linguists Monsefi and Mahadi, who studied wordplay in English online news headlines and based their research upon the taxonomy suggested by J.H. Leigh, the schemes are figures of speech with grammar structure deviated from the usual word pattern dealing with the word order, grammar, letters, and sounds, rather than word meaning [9, p. 2]. Therefore, in addition to syntactical stylistic devices, the schemes include phonetic stylistic devices (alliteration, assonance) and graphic stylistic means.

In the present study, the rhetorical features of American online magazine headings were studied through wordplay investigation, based on a sample of 105 headlines. The research is focused on the use of tropes and schemes in the headings of the above-mentioned American magazines.

Having compared the number of selected examples of metaphors with that of instances of other tropes, we can state that the metaphor is the figure of speech which is most frequently used in magazine headings to create expressiveness, e.g. ***Racial Wealth Gaps Will Not Go Away on Their Own*** [N., Oct. 14, 2022], ***How To Give Your Team a Voice Without Slowing Down Your Process*** [N., Oct. 26, 2022], ***It's Time for a Road Trip to Happiness – Here Is a Trip Plan to Get You Going*** [N., Oct. 31, 2022], ***How To Avoid Falling Into the Perfect Leader Trap*** [N., Nov. 2, 2022], ***How to Pinpoint Compliance Blind Spots and Unaddressed Problems That Sneak in via a Remote Workforce*** [N., Nov. 2, 2022], ***Financial Education Is the Backbone of Entrepreneurship*** [N., Nov. 3, 2022], ***How To Keep the Customer Fire Going*** [N., Nov. 8, 2022], ***Intimidated by Data? Four Steps to Conquer Your Fears*** [N., Dec. 6, 2022], ***How Stakeholders Close the Rural Connectivity Gap*** [N., Dec. 16, 2022], ***Going Down the Rabbit Hole on Depression: What if It's Not All in Your Head?*** [N., Dec. 15, 2022], ***Accused 'Mastermind' of New Mexico Political Shootings Left a Chilling Digital Trail*** [T., Jan. 18, 2023], ***Talks With Iran Are Dead. Now What?*** [N., Jan. 26, 2023], ***The New Face of Democratic Struggle*** [N., Jan. 26, 2023], ***Chipping Away at Israel's Right to Exist, One Court Case at a Time*** [N., Jan. 30, 2023], ***Is Europe Doomed to Repeat History and Drag America Down With Them?*** [N., Feb. 1, 2023], ***Will the Supreme Court Let Big Tech off the Hook for Platforming Terror?*** [N., Feb. 9, 2023], ***Biden Proposal to Make Gig Workers Employees Sinks Uber and Lyft Stock***

[V., Oct. 11, 2022], *Are We **Hard-Wired for Love?*** [P. T., Feb. 9, 2023], *America Has a **Love Affair with Exclamation Points!*** [T., Feb. 17, 2023].

In most cases, the metaphors used in the magazine headings are trite metaphors or clichés with a somewhat faded image. Original author metaphorization is rather rare, since the image created by a metaphor always contains a certain information mystery, while the authors of journalistic articles strive to present the material briefly, clearly and in an interesting way so that excessive mystery does not prevent the reader from perceiving the text quickly and with minimum effort.

Surprisingly, similes are used in the sample far less frequently than metaphors: there are only four examples of this figure of speech in the headings under analysis, e.g. *Why Public Relations Is **Like Going to the Gym*** [N., Dec. 5, 2022], *'I **Feel Like I'm Drowning.**' Survey Reveals the Toll of Working For Amazon* [N., Jan. 19, 2023], *How David LaChapelle Makes Everyone Look **Like a God*** [V., Sept. 8, 2022], ***Marriage as a Playground*** [P. T., Feb. 10, 2023].

Epithets used in the headings of the magazines under analysis make them bright and original, e.g. *South Korea's **Never-Ending Nuclear Weapons Debate*** [N., Oct. 14, 2022], *Why Prince Harry's **Unsparring Attacks Did Little to Dent the Royal Family's Popularity*** [T., Jan. 10, 2023], *How India's **Record-Breaking Population Will Shape the World*** [T., Jan. 20, 2023], *Why Ukraine Might Soon Get the **Coveted German-Made Leopard 2 Tanks*** [T., Jan. 23, 2023], *Review: **Extraordinary Is an Instant Classic Among Superhero Comedies*** [T., Jan. 25, 2023], *She's Not **Crazy, She's Gaslit: Unpacking Merriam-Webster's Word of the Year*** [N., Feb. 14, 2023], *Why Are There Protests in Peru? **What to Know About the Deadly Demonstrations*** [T., Jan. 31, 2023], *These **VICE Reader Faves Are on Big-Time Sale for Black Friday*** [V., Nov. 26, 2022], *Pro-Ukraine Hacktivists Claim to Have Hacked **Notorious Russian Mercenary Group*** [V., Sep. 20, 2023], *Be Wary of **Quick-Fix Forgiveness*** [P. T., Feb. 10, 2023], *Why Biden Made a **Surprise, Historic Visit to Ukraine*** [T., Feb. 20, 2023].

The use of an oxymoron – placing contradictory words to create paradoxes – makes a magazine heading especially expressive, intriguing and thought-provoking, thus drawing the reader into reading the article, e.g. *A **Supreme Disgrace at the High Court*** [N., Jan. 30, 2023], *Why **Less Is Often More*** [P.T., Feb. 8, 2023], *The **Joy of Losing*** [P.T., Feb. 7, 2023], ***"Respectfully Disagreeing"** Doesn't Work When It Comes to Human Rights* [N., Feb. 9, 2023], *How to **Help An Adult Child*** [P. T., March 8, 2022],

In a number of the headings, we came across antithesis, contrasting opposite notions, e.g. ***Love Your Job but Hate Your Boss? Here's What To Do*** [N., Nov. 1, 2022], ***Tone From the Top: How Top-Down Inspires Bottom-Up in PrivSec*** [N., Dec. 1, 2022], *It's Time for **Small Businesses To Act Like Big Businesses*** [N., Jan. 6, 2023], *John Kerry Says Oil Chief Leading COP28 Is **"Terrific."** It's **Terrifying*** [N., Feb. 2, 2023], ***Suppression by the Suppressed: Ukraine's Restrictions on Minority Rights*** [N., Feb. 10, 2023], *See the **Extraordinary Splendor of Ordinary Chemicals*** [N.G., Feb. 9, 2023], *For People with Disabilities, **Losing Abortion Access Can Be a Matter of Life or Death*** [T., Jan. 25, 2023], *Making **Reason of Insanity*** [P. T., Nov. 21, 2022], *A Transformation of Purpose: From **Selfishness to Altruism*** [P. T., Feb. 9, 2023], *Applied AI Isn't the **Future; It's the Present*** [N., Jan. 6, 2023].

As noted above, many authors of the magazine articles resorted to allusions in the headings (references to well-known names, titles of literary works or popular songs, proverbs, sayings, catchphrases); in most cases, however, we see authorial changes and in some cases – syncope (omission of a part of the original phrase), e.g. ***Some Like It Cool*** [T., Feb. 16, 1998] (allusion to the title of a popular film *Some Like It Hot* (1959) with Marilyn Monroe starring, with an authorial antonymic change), *Who Will Win **Vladimir Putin's Game of Thrones?*** [V., Jan. 17, 2023] (allusion to the popular series of the same name), *Who **Wants to Live Forever?*** [P.T., Feb. 6, 2023] (allusion to the well-known song of rock band Queen, ***Fool Me Once: Of Machiavellianism and Misappropriation*** [V., Feb. 6, 2023] (allusion to the proverb “Fool me once, shame on you; fool me twice, shame on me” combined with syncope), *Roger Stone **Took the Fifth When Asked How Old He Was*** [V., Dec. 22, 2022] (allusion to the Fifth Amendment to the Constitution of the USA).

In the analyzed headings, we came across two instances of periphrasis, e.g. *It's Time for the **Gerontocracy to Retire*** [N., Jan. 25, 2023] (gerontocracy – a form of oligarchical rule in which an entity is ruled by leaders who are significantly older than most of the adult population, making the oldest individuals the holders of the most power), and *The Journey to **Save Our Big Cats*** [N. G., 2022] (meaning lions and tigers).

Pun, or play on words, when a word or phrase is used in two (or more) different senses, was observed in only one example: *I Got Really **High** at a **Legendary Hot Air Balloon Competition*** [V., Sep. 7, 2022] (the word combination “to get high” has two meanings: 1) to intoxicate oneself with drugs

or other substances; 2) to take off and fly). Another figure of speech used in the analyzed material only once is litotes, that is, understatement: *George Santos Isn't Making Many Friends in Congress* [V., Jan. 24, 2023], actually indicating the politician's extreme lack of popularity with the other congressmen.

As regards the schemes, they are extensively used in the headings under analysis. We came across examples of alliteration, assonance, rhyming, lexical repetition, parallel constructions, parcelation, chiasmus, parentheses, rhetorical questions and questions-in-the-narrative.

The analyzed material allows us to conclude that phonetic stylistic devices – alliteration (repetition of one consonant or the same combinations of consonants for the sake of creating a certain effect) and assonance (repetition of the same vowels) – are widely used in the headings of magazine articles, while alliteration is more common than assonance. The use of alliteration and assonance in the headings makes them more interesting for visual and audio perception.

Alliteration – the occurrence of the same letter or sound at the beginning of adjacent or closely connected words for emphasis – is used in the following headings: *Quiet Quitters and Data Security: A Risk Easy To Miss* [N., Jan. 12, 2023], *Give Parents the Power of the Purse* [N., Feb. 6, 2023] (the sound [p], pronounced with aspiration, creates the effect of power), *The Makers of Mood* [P.T., March 22, 2022] (the heading also contains a metaphor), *Two Tiny Towns At the Center of the Abortion Wars* [V., Feb. 13, 2023] (ditto), *A Snack Bag for Sneaking into the Movies* [V., Dec. 15, 2023] (sibilance creates an air of secrecy), *The Most Measured Man in Human History* [V., 30 Jan. 2023], *Baby on Board (You're Baby)* [V., 30 Jan. 2023] (the use of alliteration is here combined with allusion to the sign placed on cars to demand careful treatment, and lexical repetition), *A List of Things That Lasted Longer Than Liz Truss as PM* [V., Oct. 20, 2022] (the repetition of the consonant [l] indicates weakness), *Meth, Money, Militias: Welcome to Iraq's Hottest Narco Town* [V., Sept. 1, 2022], *4 Ways To Advance Sustainability In Space* [N., Nov. 28, 2022] (sibilance creates a swishing sound like swishing through space), *Yes, Single People Can Be Happy and Healthy* [T., 14 Feb. 2023] (the sound [h] creates an effect of lightness and happiness), *Trump's Lawyers Are in Deep Trouble* [V., Dec. 22, 2022] (alliteration is used to hint that the former president is associated with trouble), *The Fight Over Non-Competes Is Heating Up. The FTC Must Stand Strong* [T., Jan. 23, 2023] (the repetition of the combination of consonants “st” creates the impression of strength).

Assonance is observed in a far less number of headings, e.g. *Healthcare and Inflation: Hospitals Are Starting To Feel the Squeeze* [N., Oct. 28, 2022]. However, many of the headings under analysis feature a combination of alliteration and assonance, which makes them even more expressive, e.g. *Stale Doughnuts and Bitter Coffee: Reevaluating and Reimagining Your Training Programs* [N., Nov. 8, 2022] (the repetition of the consonant “r” in combination with the vowel [i:]), *Fraud Trends In Residential Rental Real Estate* [N., Dec. 16, 2022] (repetition of the consonant “r” in combination with the vowel [e]), *Gwen Stefani Reignites Conversation About Cultural Appropriation* [T., Jan. 12, 2023] (repetition of the whole suffix “ation”, which creates an impression of sophistication), *Business Coaches: The Best Kept Secret To Achieve Greater Success (Empower, Enhance, Enable, Engage)* [N., 30 Jan., 2023], *The Hazards of Searching for 'Marriage Material'* [T., Feb. 14, 2023].

The authors of the articles of the analyzed magazines sometimes resort to rhyming, which is achieved by using the same combination of consonants and vowels at the end of two subsequent notional words in the heading, turning it into a mini-poem (rhyme), e.g. *Double Trouble* [T., March 2, 1998], *They Are Madly for Bradley* [T., Sep. 13, 1999], *Putting Pedal to the Metal* [N., July 16, 2001], *From University To MetaVersity* [N., Jan. 13, 2023].

In several headings, there are instances of defeated expectancy – the use of unpredictable elements in a sentence, in most cases in combination with parcelation, e.g. *Why Good Leaders Encourage Their Team to Fail* [N., Oct. 26, 2022], *Millennials Are Finally Buying Houses... And Making Them Ugly* [V., Jan. 20, 2023], *An AI-Generated Artwork Won First Place at a State Fair Fine Arts Competition, and Artists Are Pissed* [V., Aug. 31, 2022], *Quantum Computers Could Solve Countless Problems – And Create a Lot of New Ones* [T., Jan. 26, 2023]. Due to this figure of speech, the heading stands out and intrigues readers, prompting them to read the entire text of the article.

Another scheme – lexical repetition – is used in a considerable number of headings, making them catchier, e.g. *Insights on Insight Impairments* [P.T., Feb. 7, 2023], *When It Comes to Grown Kids, How Close Is Too Close?* [P.T., Feb. 7, 2023], *The COVID Truther Movement Has Found Its True Enemy – the COVID Truther Movement* [V., Jan. 27, 2023] (a kind of repetition called *framing*), *The Most Complicated Labor Negotiation in the Country Just Got More Complicated* [V., Nov. 21, 2022] (ditto), *3 Reasons High-Status Individuals Have High-Performance Coaches* [N., Feb. 7, 2023].

In the course of the study, we found that syntactic stylistic devices are used in magazine headings less often than phonetic or lexical ones. Nevertheless, we came across several examples of parentheses, e.g. *Intel CEO: AI Will Push Us Forward – If We Use It Responsibly* [T., Jan. 26, 2023], *How AI Will Change the World and Your Life, if You Let It* [P. T., Feb. 11, 2023], *The Coolest Tech Gifts That We Didn't Even Know Existed (But Want Now)* [V., Nov. 26, 2022], *The Best Gifts for a Sagittarius (That Aren't a Shot of Adrenaline)* [V., Dec. 8, 2021], *Where to Buy Togo Sofas (and Equally Cool Affordable Dupes)* [V., Apr. 15, 2022], which add some important information to the heading in an emphatic way, and one example of a detached adverbial modifier: *Italy's Infamous White Beach Will Be Chemical-Waste Free—by 2050* [V., Sep. 6, 2022], which puts emphasis on the remoteness of the desirable outcome. In the sample, there are two instances of chiasmus: *Young Voters Showed Up to Vote for Congress – Will Congress Show Up for Them?* [N., Jan. 13, 2023] and *We Must Save the North Atlantic Right Whale to Save Ourselves* [T., Jan. 11, 2023], a rhetorical question: *You Have It All. Now What?* [P. T., Feb. 6, 2022] and *Talks With Iran Are Dead. Now What?* [N., Jan. 26, 2023], and two questions-in-the-narrative with ellipsis: *Want to Give Your Home a Rich and Worldly Vibe? Make a Gallery Wall* [V., Oct. 1, 2022] and *Ever Had Your Photo Stolen By a Catfish? Congrats, You're Hot* [V., Jan. 26, 2023].

In two headings, reporters use asyndeton (the deliberate omission of the conjunction “but” or “however”) and break complex sentences into separate simple sentences, which enhances the contrast between the parts of the heading, e.g. *Airlines Are Terrible. Small Cities Are Still Paying Them Millions of Dollars to Stick Around* [T., Jan. 17, 2023], *Ukraine Is Getting British Tanks. What Its Military Really Needs Is German Leopard 2s* [T., Jan. 24, 2023], *Biden Just Promised Abrams Tanks to Ukraine. They Won't Get There for Months* [T., Jan. 25, 2023], *I'm a Therapist. I Struggle*

to Practice What I Preach' [N., Feb. 8, 2023], *A New Alzheimer's Drug Gave Patients Hope. Millions Can't Get It* [T., Feb. 10, 2023].

The research has shown that the headings of American online magazine articles are characterized by extensive use of tropes (metaphor, simile, epithet, litotes, oxymoron, antithesis, allusion, periphrasis, pun) and schemes (alliteration, assonance and combinations thereof, rhyming, lexical repetition, parallel constructions, detachment, parenthesis, defeated expectancy, parcelation, chiasmus, rhetorical questions, questions-in-the-narrative), with metaphor (19 instances) and alliteration (18 instances) being the most frequently used trope and scheme, respectively. All the figures of speech listed above make the headings more colorful and expressive, which undoubtedly attracts the attention of readers and arouses their interest in the material. The outcome of the study suggests that American online magazine headlines have one or two vivid figures of speech. What is more, the reporters used neologisms in the headings, e.g. *fave* (an abbreviation from “favorite”), *truther* (a person who fights for the truth), *dupe* (an abbreviation from “duplicate”, meaning “a product made to look like a more expensive or high-quality product”), *metaversity* (a compound noun formed by telescoping (blending) the nouns “metaverse” and “university”), *PrivSec* (an abbreviation from “Private Sector”), *hacktivist* (a compound noun formed by telescoping (blending) the nouns “hacker” and “activist”), and *platforming* (a verb formed from a noun by means of conversion).

We have also made an observation that despite the trend towards the economy of linguistic means, more often than not the headings of the online magazine articles included in the sample are longer and contain more information relating to the content of respective articles than the headings of articles in previously analyzed 1999–2001 printed issues of the same magazines, which were shorter by far and therefore more concise and expressive.

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ALLUSIVE-BASED METAPHORICAL NOMINATIONS IN THE POLITICAL DISCOURSE

АЛЮЗИВНІ МЕТАФОРИЧНІ НОМІНАЦІЇ В ПОЛІТИЧНОМУ ДИСКУРСІ

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The article focuses on the allusive-based metaphorical nomination to designate the Russian army in the Ukrainian political discourse. The concept of metaphorical multicomponent allusion is introduced into scientific use for the first time, expanding the understanding of the ways of intertextuality in the aspect of the theory of conceptual integration.

The purpose of the article is the comprehensive analysis of the allusion-based metaphors of the Ukrainian political discourse to designate the Russian army. The objectives of the study are to reveal the components of multicomponent allusions that underlie the metaphors of dehumanization of the Russian army while establishing the correlations between the allusion components and the semantic scope of the input spaces and blended space resulting from allusive reference as well as to determine the derogatory strategies of blatant and subtle dehumanization that are achieved by the allusive nominations of the Russian army. To achieve the purpose and objectives the paper applies an integrative method, involving intertextual analysis, supplemented by elements of a method based on the theory of conceptual integration.

Metaphorical multicomponent allusion to designate the Russian army is 'proper' and implicit intertextuality device based on connotative meanings borrowed from the input source space of the precedent texts or memory fields and realizing the strategies of the blatant and subtle dehumanization of the Russian army. This device refers to one precedent situation in its various components, which enter the common space of metaphorical blend and mutually reinforce the dehumanizing meanings of the resulting metaphor.