

УДК 81'373.7:659.1=133.1

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THE ADVERTISING MEANS OF THE MASS-MEDIA TEXTS

This article deals with the metaphoricalness of the human mind while verbalizing it with idiomatic expressions, based on the notion of conceptual metaphor. George Lakoff and M. Johnson developed the theory of conceptual metaphor, which represents one of the trends in cognitive linguistics, became the theoretical basis of the description of the laws of the metaphorical reality simulation. Modern cognitive linguistics treats metaphor as a form of thinking, and metaphorical model as the means of knowing and explanation of reality. According to

George Lakoff and M. Johnson, metaphor permeates our daily lives, not only language itself, but thinking and acting as well. Our everyday conceptual system, within which we think and act, is essentially metaphorical.

The theory of conceptual metaphor bases upon the concept of metaphor as a linguistic phenomenon, reflecting the process of understanding the world. Metaphorical models incorporated in the human conceptual system are some kind of schemes by which a person thinks and acts.

Permeating the whole language, metaphorical thinking is represented densely in some of its spheres and units. In the language area that objectifies conceptual metaphors, the nuclear position belongs to phraseology, which suggests a metaphor dominant position in phraseology as well.

Let us define our positions while identifying metaphorical component of the phraseological semantics. Thus, the conceptual metaphor is a way to think about one area of reality through the prism of another one, transferring those cognitive structures (frames, schemes, and so on) in terms of which the experience related to the source area was structured from the source area to the target one. The source area is the foundation, significant characteristics of which are transferred to another area of description (the target area).

In the mass-media advertising texts conceptual model of cognitive metaphors, as a form of phraseological units formation is an affecting way of influence and manipulation on the behavior of the recipient, his deeds and actions.