

The syntactical structure of the sentence is usually represented by a complex or compound sentence, containing homogeneous members of a sentence or simple sentences complicated by additional syntactic constructions.

The syntactical stylistic devices mainly used in the book are:

- Nominal sentences: "**An unworthy trick!**" she was shouting. "**A low and cowardly attempt to sabotage the Gryffindor Seeker! Detention for all of you, and fifty points from Slytherin!**" [9, p. 174].
- Aposiopesis: "That would be because **they — er — weren't** Dementors," said Professor Lupin. "**Come and see —**" [9, p. 173].
- Inversion: *Then he seized the rest of the wrapping paper in his other hand and pulled. **And out fell — a book*** [9, p. 7].
- Catch repetition: *They had been **murdered, murdered** by the most feared Dark wizard for a hundred years, Lord Voldemort* [9, p. 3].
- Ellipsis: "He — *didn't work,*" said Uncle Vernon, with half a glance at Harry. "**Unemployed**". [9, p. 5].
- Rhetorical question: *What, was going to happen to him? Would he be arrested, or would he simply be outlawed from the wizarding world?* [9, p. 8].

However, the number of stylistic devices in the book may not be considered precise as it often happens that the same sentence contains up to 3 heterogeneous stylistic devices: *She was **the nosiest woman in the world** (hyperbole) and spent most of her life **spying** (metaphor) on the **boring, law-abiding** (epithets) neighbors* [9, p. 2]. So, in order to clarify these figures, further research should be carried out.

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## NICKNAMES OF POLITICIANS IN METAPHORICAL ASPECT

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Abstract. *The article discusses the nicknames of politicians in a metaphorical aspect. Nicknames help to reveal a person's character, determine interpersonal relationships. In the field of politics, this is especially important, since it speaks about the attitude of voters to a political figure briefly and accurately.*

Keywords: politician, nickname, metaphor.

No matter how fierce or mild a politician may be, he or she will always, for one characteristic or another, have a nickname; some flaunt their power, but they are almost always an apology for a physical or personal flaw in order to mock them.

These nicknames reflect the culture of each country and are almost always derisive of the politician in question. Metaphors are often used for these nicknames as they can colourfully describe a person.

According to the Oxford Dictionary, a metaphor is a word or phrase used to describe somebody/something else, in a way that is different from its normal use, in order to show that the two things have the same qualities and to make the description more powerful [1].

This report is based on the analysis of the article "Metaphor and discourse" by N.D. Arutyunova. According to the classification proposed by the scholar, metaphors are divided into:

1. Nominative metaphors based on name transfer (*eyeball*);
2. Figurative metaphors are metaphors in which concrete nouns are put in place of an abstract name (*cross as denoting a burden, hardship*);
3. Cognitive metaphors based on the transfer of properties from one object to another (*time flies like a bird*);
4. Generalising metaphors, which erase the boundaries between logical orders in the lexical meaning of a word, leading to multiple meanings (*soft mattress and soft sound*) [2].

In order to show the correlation between the politician's traits of character and their nicknames through metaphors, we have chosen 6 nicknames of world known politicians.

Margaret Thatcher – "Iron Lady"

The British Prime Minister from 1979 to 1990 was known by many nicknames, but the nickname *The Iron Lady* was earned for her firmness in directing public affairs, her strict command of her cabinet ministers, and the toughest monetarist policies Europe had ever adopted. She cut social budgets (public money to fund pensions, health care, families, etc.) and silenced labor unions.

The metaphorical meaning of the nickname *Iron Lady* is to transfer the properties of metal to the politician's personality. It compares the strength of metal to the determination and tenacity of her character, so this metaphor can be called a cognitive metaphor.

Arnold Schwarzenegger – "The Governator"

In 2011, Arnold Schwarzenegger said he was going to be a cartoon superhero known as *The Governator*. This metaphor is formed by combining the two words "Governor" and "Terminator", and it reflects the features of two important aspects of Schwarzenegger's life at once – politics and films.

The play on words in this case allows, using only one word, to convey the politician's personality in its entirety. For example, he is someone important (Governor), imposing (Terminator), but also with a sense of humour (the fact that the word *Governator* in general appeared and is actively used by the politician himself). This metaphor is nominative.

Winston Churchill – "British Bulldog"

Appearance and behavior were the main reasons for the British prime minister's nickname. He looked like a bulldog with his jaws and short body. But the most important things were his character and his behavior.

In the ancient bull hunt, the bulldog would cling to the bull and never let go. Nicknamed *the British bulldog* by the Soviets, Churchill was a man who had a strong will and a position that he would never be defeated, based on this, the politician's nickname refers to cognitive metaphors.

Harry S. Truman – "Give 'Em Hell Harry"

*Give 'em hell, Harry* is a reference to President Harry Truman's 1948 campaign. It is also the title of a very successful play and movie.

The metaphor of *giving them hell* means to reprimand, shout at, scold or criticise someone. In this case, the nickname was attached to the president after his speech in which he spoke angrily about Republicans. His style of speech and the way he speaks in public have made him famous as someone who can speak harshly on a subject or can "*give them hell*". This metaphor is figurative.

Barack Obama – "Lame duck"

In the USA, there is an expression *lame duck*, which is used to describe a politician who is not destined to be re-elected for a second term. As a rule, such a politician has not established himself in society and is simply waiting for his term to expire, while someone else has already been conditionally elected to replace him. Another reason for receiving such a nickname may be the expiry of the second term, when re-election is no longer possible under the 20th amendment to the

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