

**REPUBLIC OF AZERBAIJAN**

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**ABSTRACT**

of the dissertation for the degree of Doctor of Philosophy

**METAPHORICAL PATTERNS  
IN MODERN ENGLISH-AZERBAIJANI PERIODICALS**

Speciality: 5714.01 - Historical-comparative  
and comparative-typological linguistics

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## INTRODUCTION

**The relevance and degree of processing of the theme.** The history of metaphor studies is very old. Its fundamental study and conceptual interpretation as a rhetorical tool are related to ancient Greek philosophers. The intensification of scientific research in this field has been observed since the second half of the XX century. This is due to the emergence of new scientific paradigm in linguistics; that is, the cognitive approach to language phenomena revealed the most important but invisible aspects of a number of linguistic phenomena and made their study important. The necessity to study these issues according to a new approach is **one of the actual conditions** for the study of metaphorical models typologically both in the context of one language and different systematic languages.

The theme of the dissertation is very relevant from the point of view of revealing the contours of expression of thought which is aesthetically beautiful and expressive. On the other hand, the theme of the dissertation is relevant from the point of the degree of speech act in the context of the sender and receiver of speech, which is one of the main issues of pragmatic linguistics.

The metaphorical models, as mentioned above, cover a certain area of mental processes that exist in mind. If we study the typology of these models based on the publicistic facts of the English and Azerbaijani languages, we provide a linguistic analysis of the universal aspects of the cognitive system of the world by clarifying a number of important points to be learned in the mechanism of thinking. Thus, the subject of scientific research is **relevant from the point of view of cognitive linguistics**.

The language of the press is popular. Its features depend on the spoken languages and the carriers of that language. We identify similarities in the context of metaphorical patterns in the English and Azerbaijani languages in this direction and identify the coincidence in the way of thinking of these languages' carriers. The theme of scientific research is **relevant in this regard**.

**The object and subject of the research.** The object of the dissertation is newspaper texts in the English and Azerbaijani

languages. For this purpose we used language materials taken from the most readable publications- New Azerbaijan, Newspaper 525, Two Coasts, Musavat, Literature Paper published in Azerbaijan and The Guardian, The Times and The New York Times published in Britain and America in 2016- 2017 in the English language.

The subject of the study is metaphorical models in the English and Azerbaijani press. The criteria of metaphors and their respective models were identified during the scientific research. The aims and objectives of the research work.

**The aims and objectives of the research work.** The aim of the study is to conduct a research on the metaphorical models in the English and Azerbaijani press and to identify their typological features. The following tasks must be fulfilled to achieve this goal:

- To identify the main directions and criteria for studying metaphors in linguistics;

- To identify the concept of metaphorical models

To find out metaphorical models used in the English and Azerbaijani press;

- To analyze the cognitive and linguistic orientation of the metaphorical models in the English and Azerbaijani press;

- To analyze linguistic and cognitive directions of metaphorical models in the English and Azerbaijani press;

- To find out and analyze hyperbolic models used in the English and Azerbaijani press;

- To identify and analyze metaphorical models of meiosis in the English and Azerbaijani press.

**The methods of the research.** While researching the topic of the dissertation, the methods of descriptive, comparative and contextual analysis were used. Contextual analysis played an important role in clarifying the meaning of metaphors in the text in the materials of the English and Azerbaijani press. The description of metaphors and comparisons in English and Azerbaijani played an important role in the perfect scientific research.

**Main provisions to be defended.**

The following provisions related to the dissertation theme are to be defended:

- The metaphorical models used in the English and Azerbaijani press have typological characteristics and they have a common mechanism in the human cognitive system;

- .Metaphorical models are similar in the mentioned aspect and carry out the same pragmatic function in the language.

- The cognitive models of metaphors in the English and Azerbaijani languages don't differ significantly.

- In general, metaphorical models have a definite place in the human thinking system.

**Scientific novelty of the research.** The study of the dissertation topic enriches cognitive linguistics with new provisions. The emergence of the act of speech, the theory of rhetoric, pragmatic linguistics, new theoretical foundations for the transmission of information in the context of rhetoric are determined.

- Rhetoric has gone through various stages of development and stagnation since its formation as a science. The rhetoric of the new era gives new facts to the theory of communication. On the other hand, the human cognitive system opens up new possibilities for cognitive psychology, clarifying a number of interesting points.

**Theoretical and practical significance of the research.** The results of the research work on the topic of the dissertation enrich the theory of metaphor in theoretical linguistics. The research work carried out in the typological aspect of the Anglo-Azerbaijani press, the identification of metaphorical models and their typological analysis provide new theoretical facts for the theory of metaphor in cognitive linguistics. On the other hand, the most important theoretical significance of the study lies in the fact that it confirms that metaphors have universal properties in the human mind, and also fills a large gap in the cognitive analysis of metaphors in Azerbaijani linguistics. The practical significance of the study is related to its use in the preparation of textbooks on rhetoric, in the construction of speech when teaching the subject in public or in everyday life, in the practice of printing. At the same time, research work on practical issues, such as the use of metaphors in other styles, is of great importance.

**The approbation and applicatin of the research work.** The

research work was performed at the Department of Russian Linguistics and Language Theory at Baku Slavic University. The basics of the dissertation are reflected in the articles and conference materials published in the Republic and abroad.

**The name of the organization in which the dissertation work is being carried out.** The dissertation was completed at the Department of Russian Linguistics and Theory of Language of the Baku Slavic University.

**The total volume of the dissertation with a sign indicating the volume of structural units of the dissertation separately.** Introduction 6 pages, chapter I 45 pages, Chapter II 37 pages, Chapter III 40 pages, conclusion 4 pages, list of used literature 10 pages. Total volume 145 pages – 254, 758 mark.

## MAIN CONTENT OF THE WORK

The dissertation consists of an introduction, three chapters, conclusion and a list of references.

The **introduction** discusses the relevance of scientific research on the topic of the dissertation, the object of research and its subject, the scientific and practical significance of the research, goals and objectives, the main provisions of the defense, as well as approbation of the work.

**Chapter I** is titled “**Metaphors and Their Pragmatic Value**” and consists of four subchapters.

The first subchapter deals with metaphors and their classification; the studies of metaphors in Greek and Roman linguistics (Aristotle, Demetrius, Theophrast, Quintilian, Cicero, etc.), the development and classification of the theory of metaphors up to modern era are analyzed in this subchapter.

The second subchapter studies the system of metaphors and distinguishes the language system from the metaphorical system. It is noted here that there is a universal, global link between language levels; this system represents the bottom-up and subordinate relationships. The same system is like a built-in mechanism during a speech act; one makes the other act. However, metaphors are a

system of figurative units that serves to the imagery of speech by nature; in this system one does not depend on the other like at language level, but metaphors formed on the basis of various principles form a system of metaphorical systems. Thus, if the language system is structurally semantic, the rhetorical system is a system of means that expresses the imagery. As a part of metaphor system, metaphor, metonymy, hyperbole and meiosis as well as irony included in one system, which is due to the fact that their ideas are operational.

The pragmatics of publicistic text and metaphors are analyzed in the third subchapter.

Pragmatics, used as a philosophical term, was explained in different ways in linguistics. This term was introduced to linguistics as a part of semantics in the 30s of the 20th century by Ch. Morris. He defined pragmatics as a field of linguistics that studied language signs and relations of objects. The definition given by Ch. Morris was developed and greatly enriched in later periods.

Binary subject factor that consists of information sender and recipient is considered principal in the structural mechanism of text pragmatics. The metaphors formed as words and word combinations and sometimes as sentences have a special role in this context. Text is a multifunctional linguistic unit; its dynamic aspect is related to functionality and its orientation in the communication process is pragmatic.<sup>1</sup>

The last subchapter of the first chapter deals with linguistic modelling. Model is one of the ways of understanding the world. Modelling of metaphors has a structural semantic character and they can be modeled with different schemes and symbols. It is also useful for revealing and analyzing their specific features as a style of thinking. These models differ from hybrid modelling for simplicity and clearness.

**Chapter II** is titled "**Metaphorical Models**" and consists of four subchapters. The first subchapter titled "Metaphors" deals with

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<sup>1</sup> Валгина Н.С. Теория текста. Функциональный и прагматический аспекты в изучении текста. [Текст/html; charset=utf-8](http://text/html; charset=utf-8)

the peculiarities of metaphors.

Metaphorical transfers belong to mental transfers and are of abstract character. At first logical inconsistencies manifest themselves in this process, however there is powerful logics in this illogicality.

Speaking about the effects of metaphors Arnold refers to R. Jakobson and emphasizes that he uses it in all the fields of art, using the term "effect of erroneous images".<sup>2</sup>

In the texts metaphors represent cognitive unpredictability and make strong resonance. This is due to its novelty and unpredictability.<sup>3</sup> The metaphors evaluated like unexpected information by the authors mentioned above have special peculiarity of reflex creation.

According to the authors dealing with political rhetoric due to the increase of tension in any society, the original metaphors appear in publicistic texts and political speeches of the time; the activity of the author's metaphors rises. Author's metaphors attract attention with both originality and uniqueness and they entice the reader to their charm.

The second subchapter of the second chapter is devoted to metaphorical modelling.

There are a number of scientific studies in theoretical linguistics related to the theory of metaphorical modelling. In these works, metaphorical modelling is a reference to the classic concept by George Lakoff and Mark Johnson. According to this concept, metaphor is a cognitive operation, an important way of understanding the world. They also point out that metaphors are not limited to the vocabulary but they also cover the thought field.

Metaphorical model is a linguistic structure and included in a model of cognitive processes; it is of a provocative nature. They allow the presentation of one subject in a specific way with the participation of another one. Metaphorical models were dealt with not only in linguistics but also in philosophy, logics and psychology. Of course, they gave preference to the cognitive side of the

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<sup>2</sup> Валгина Н.С. Теория текста. Функциональный и прагматический аспекты в изучении текста. Текст/html; charset=utf.8

<sup>3</sup> Дэвидсон Д. Что означает метафоры/ Теория метафоры/ Под ред Н.Д.Арутюновой, М.А.Жирмунского. М. Прогресс, 1990.с. 173-193.



issue. However we look at the metaphorical models in a wider aspect to illuminate the problem linguistically.

The third subchapter of the second chapter is titled “Structural Modelling of Metaphors”.

Structural modelling is due to the constituent parts of the language units; they can be multiplied starting with a single element. Metaphors can be formed in the forms of words, word combinations and sentences. This is their structural model. The metaphors that are included in these patterns are the same in essence, but differ in their expressive tactics. To observe these differences in more detail, we should examine each of them separately:

**I. Word models.** Word models become independent parts of sentence. Let's look at some examples:

*“Təəssüf ki, mənim həmsöhbətlərim ya bildiklərimi, eşitdiklərimi mənə danışır, çox halda da zəif formada, ya da ədəbi həyata yenicə gəlmiş gənc yazarlar yerli-yersiz keçmişə-gələcəyə uçurlar, lakin bu “səyahət”in nə sosial-ictimai məzmunu, nə də bədii reallaşması yeni deyildir.”<sup>4</sup>*

*“Unfortunately, my interlocutors speak about either what I know or heard before, often in a poor form or young writers who have just made their steps in a literary life fly to the past -to-the-future irrelevantly, but neither the social and public content of this journey nor its artistic realization is new.”*

“Fly” refers to men- writers in the given text. In spoken language we often use phrases such as "Somebody is in the sky, he is flying in the clouds", "It does not run, it flies" and "the car is flying". To our mind, in the above given extract "flying" is also included in this paradigm. In these examples the verb “to fly” has a sign of independence. Therefore, such metaphors should be taken as members of an independent sentence, structurally they have the word status.

We often find metaphors with word structure in the English publicistic texts. For example:

*“Mr. Orban has also **embraced** the term “illiberal democracy,” essentially arguing that majority rule is more important than minority*

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<sup>4</sup> 525-ci qəzet. 27 yanvar 2016. “Ulduzun yeni ildə birinci sayı”.

rights. "Here is a government that proclaims itself as illiberal, and if it says it's illiberal, liberals are its natural enemy, especially if they are backed by funds the government has no control over," Mr. Loke said, referring to organizations funded by Mr. Soros." <sup>5</sup>

Although the verb "embrace" in this extract refers to living beings, it has been transferred to the concept "term" and used in the meaning of "to accept" in this context. The verb "embrace" is a member of an independent sentence here.

**Word combination model.** It is known that word combinations consist of at least two words. Metaphorical word combinations are more commonly used as nominal word combinations. For example:

*"Muğamlar bizim ruhumuzun güzgüsü, taleyin bizə bəxş etdiyi əvəzsiz nadir xəzinədir,-desək, heç də yanılmazıq. Muğam sehrli möcüzədir."* <sup>6</sup>

*"If we say "Mughams are **mirror of our souls**, a unique treasure endowed to us by fortune , " we are not wrong. Mugham is a magical miracle."*

"The mirror of our soul" is a word combination of III type; its second part (mirror) is a metaphor. There are also metaphors in the models of word combinations of I and II types.

**3. Sentence model.** Metaphors with sentence structure are of predicative character; they serve to express any opinion. There is no difference between them and simple sentences from structural point of view. For example:

*"**Silahlar susdu**, yeni bir model işə düşdü, düşüncələrin, fikirlərin, individuallağın, mənəviyyatın işğalı."* <sup>7</sup>

*"**Guns fell silent**, a new model started to work, occupation of thoughts, ideas, individuality, morality."*

"Guns fell silent" is a simple sentence in essence; it does not differ from simple sentences of this type for its structure. The difference is in the metaphorical character of sentence. Metaphoric

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<sup>5</sup> The New York Times, Pressure grows as Hungary adopts law targeting George Soros University, April 13, 2017, p.5.

<sup>6</sup> Gündəm. 20 mart. 2012. "Bir qəlbin harayı".

<sup>7</sup> "525-ci" qəzet, 2012, 221(35 37).

sentences are often found in publicistic texts and the reason is the purpose of the mentioned texts.

The same metaphorical structure can be found in the English publicistic texts. For example:

*“While such wizardry is convenient, **it has also left a gaping security hole**. New findings published Monday by researchers at New York University and Michigan State University suggest that smartphones can easily be fooled by fake fingerprints digitally composed of many common features found in human prints. In computer simulations, the researchers from the universities were able to develop a set of artificial “MasterPrints” that could match real prints similar to those used by phones as much as 65 percent of the time.”<sup>8</sup>*

The metaphor with sentence structure “it has also left a gaping security hole” (it also has a “blinking” (non-working) security hole) expressed in the first sentence of an extract from the article dealing with the disadvantages of touch phones is an independent syntactical unit and is expressed by means of a simple sentence of figurative character.

There are also simple interrogative sentences in publicistic texts, such as: *“**Milli Şura niyə kölgəyə çəkilib?**”* *“**Why is the National Council in shadow?**”* Examples of this type can be found both in newspaper headlines and articles.

It is also possible to find metaphors expressed by non-finite forms of the verb in modern English publicistic texts. For example:

*“A week ago, President Trump was accused of **being a tool** for the Russians, an unwitting agent of influence, so full of admiration that he defended President Vladimir V. Putin against critics who called him a killer.*

*Now, Mr. Trump is in a diplomatic clash with Mr. Putin’s Russia, his administration accusing Moscow of trying to cover up a Syrian chemical weapons attack on civilians and his secretary of*

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<sup>8</sup> The New York Times, That Fingerprint Sensor on Your Phone is Not as Safe as You Think, April 13, 2017, p.9.

<sup>9</sup> “Gündəm” qəzeti, 5 iyun 2014.

*state delivering us-or-them ultimatums.*”<sup>10</sup>

The metaphor “being a tool” used here was expressed by Gerund, the non-finite form of the verb in modern English.

When speaking about metaphorical sentences, it is necessary to address some important issues regarding their relationship with comparison. Two opposite parts: a comparing and being compared are required in this case. They are the first steps towards metaphor. They are historically pre-metaphorical. They were referred to metaphors in books on rhetoric.

The last subchapter of the second chapter is called **"Cognitive Model of Metaphors"**.

As for the cognitive nature of metaphorical modelling in modern English, it should be noted that human imagination with infinite boundaries is generally able to create the most complex cognitive models. Being the products of our analytical thinking these models are expressed and modeled by means of language. On the other hand, people share the same cognitive models as they have similar life experiences. (George Lakoff, *Women, Fire, and Dangerous Things: What Categories Reveal About the Mind*;<sup>11</sup> Mark Johnson, *The Body in the Mind: The Bodily Basis of Reason and Imagination*).<sup>12</sup>

We will classify the metaphorical modelling used in Azerbaijani publicistic style by specific facts as follows:

1. *A transfer of features and characteristics of a person or a creature to social concepts*; For example: **“demokratiyanı boğan”**<sup>13</sup> **“strangling democracy”** "Democracy" is a social concept, but "strangling" is related to living beings. The metaphors as "caused by historical conditions", "victory of democracy", "voice of freedom", as well as other metaphors belong to this model.

2. *A metaphorical model relating to human*. For example:

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<sup>10</sup> The New York Times, Trump’s Shift on Russia Brings Geopolitical Winplash, April 13, 2017, p.1.

<sup>11</sup> Chicago: Chicago University Press, 1987.

<sup>12</sup> Chicago: University of Chicago Press, 1987.

<sup>13</sup> Məsəvat: 30 oktyabr 2013; № 289 (5647); “Coğrafi şərait bu dəfə iqtidarı xilas etməyə bilər”.

“desant” göndərilir.”<sup>14</sup> "landing force" is sent." The constituent parts of both metaphors refer to person, human.

3. *A transfer of human characteristics to spatial-metonymic notions.* For example: “**nadinclik edən rəsmi Bakını cəzalandırmaq.**”<sup>15</sup> “to punish official Baku for **misconduct**”

4. *The model of transferring natural phenomena to social concepts.* “Tüğyan etməsindən”<sup>16</sup> "Burning". Burning refers to fire, flame. Its transfer to social concept is a special model.

5. *A transfer of properties of natural phenomenon to social concepts.* For example: “**çirkin ittihamı**”:<sup>17</sup> “**ugly accusation**” Ugliness refers to specific things and is related to nature and after that it refers to abstract concepts. Metaphorically, the term “ugly intentions” is used to express abstract notion.

6. *A model based on human being with biological concepts.* For example: “The contemporary image of a **powerful teacher who sows the seeds of miraculous ideas** into the cognitive structures of the students is revived in its epicenter.”<sup>18</sup> Opinion is a human concept, and seeds are biological.

7. *A model of associating abstract notions relating to human with other living things (birds).*

**For example:** “*İnsan arzusunun qanadlarında pərvazlanır – deyiblər.*”<sup>19</sup> They say: “Human grows up in the wings of desire.” Looking at the examples above we can see that human and sociological models dominate in the Azerbaijani press mostly. It seems the author's position, his "ego" and social outlines are more important in the articles. We can also increase the number of models above,

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<sup>14</sup> Müsavat: 30 oktyabr 2013; №289 (5647); “Azərbaycan diplomatiyası 1 nömrəli hazırlıq vəziyyətində”.

<sup>15</sup> Müsavat: 30 oktyabr 2013; №289 (5647); “Coğrafi şərait bu dəfə iqtidarı xilas etməyə bilər”.

<sup>16</sup> Müsavat 28 oktyabr 2013, №287 (5645) 28 oktyabr; Səfər Əbiyevi Murova göndərin”.

<sup>17</sup> Müsavat, 30 oktyabr 2013; №289 (5647); “Şıxəli Qurbanovun həbsdə olan qohumu müraciət yayıb”.

<sup>18</sup> “Azərbaycan müəllimi” qəzeti № 6, 14 fevral 2014.

<sup>19</sup> “Cərrah ürəyi”, “Xalq” qəzeti, 29 dekabr 2013.

which is within the classification framework set by Russian linguists.

As for the metaphorical models used in the English publicistic texts, some of them are compatible and others are different from the classification on the Azerbaijani materials.

1. A metaphorical model based on the transfer of geographical events and their features to abstract concepts. For example:

*“Zouping’s plight offers a sobering example of the problems that could lurk within China’s vast and **murky debt load**. A nearly decade-long Chinese lending spree drove growth but burdened the economy with one of the world’s heaviest debt loads, equal to \$21,600 worth of bank loans, bonds and other obligations for every man, woman and child in the country. Debt in China has expanded twice as fast as the overall economy since 2008.”<sup>20</sup>*

As can be seen, the metaphor “murky debt load” (obscure (unexplained) debt load) used here is a nature sign denoting abstract notion.

2. A metaphorical model based on the transfer of features and characteristics of living beings to geographical events. For example:

*“The heist was cinematically daring even for the South American borderland famed as a smuggler’s haven. **In the dead of night**, the squad of outlaws set cars ablaze on the streets of Ciudad del Este, the Paraguayan city on the so-called Triple Frontier where Paraguay, Brazil and Argentina share a border. Amid the chaos, they sprayed gunfire on the entrance of a Spanish cash transporting company before using explosives to blast their way into the safe room.”<sup>21</sup>*

In this example, we see that the metaphor "In the dead of night" (that is when you die at night) is based on "dying" nature of humans and other living things.

3. A metaphorical model based on the transfer of features and characteristics of inanimate objects to abstract notions. For example:

*“It is clear that this ‘review’ is a **thinly veiled attempt** to*

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<sup>20</sup> The New York Times, Debt Squeezes Chinese Town, April 27, 2017, p.7.

<sup>21</sup> The New York Times, Deadly Heist Stuns South American Borderland, April 27, 2017, p.5.

*appease special interests and sell off our national parks, public lands, oceans and cultural heritage to the highest bidder,” said Christy Goldfuss, vice president of energy and environment policy at the liberal Center for American Progress and a former environmental policy official in the Obama White House.”<sup>22</sup>*

As can be seen from the given example the metaphor- "a thinly veiled attempt" (a poorly veiled deed, that is, a poorly concealed act) expresses an abstract notion by reminding the subtle character of curtain which is an inanimate object itself.

4. A metaphorical model based on the transfer of signs and features of abstract notions to abstract notions. For example:

*“This is why the Russian government is ready to acknowledge corruption’s ubiquity — the slickest propaganda couldn’t convince people otherwise. But the government also advances the idea that **corruption is a way of life and is thus a natural phenomenon**. In a way, corruption is like vodka: You know it hurts, but Russia is unimaginable without it.”<sup>23</sup>*

The metaphor "corruption is a way of life and is thus a natural phenomenon" given in this passage is actually a metaphorical model based on binary resemblance: 1) corruption = lifestyle; 2) corruption = a natural phenomenon.

5. A metaphorical model based on the transfer of human characteristics and features to inanimate objects. For example:

*“China, the world’s second-largest economy after the United States, has considerable firepower to address any financial crisis. But many economists worry that **hidden debt bombs** could expose the breadth and severity of the problem.”<sup>24</sup>*

In the metaphor "hidden debt bombs" to hide- a feature relating to human was ascribed to an inanimate object-bomb in this example.

6. A metaphorical model based on the transfer of medical symptoms and features to social concepts. For example:

*“But they are still developing and expanding projects that were*

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<sup>22</sup> The New York Times, Orders Could Expand Drilling, April 27, 2017, p.6.

<sup>23</sup> The New York Times, Why Putin tolerates corruption, May 16, 2016, p.6.

<sup>24</sup> The New York Times, Debt squeezes Chinese town, April 27, 2017, p.7.

already underway, including a new 18-hole golf course at a Scottish resort. And as it has for 20 years, Alan Garten, chief legal officer for the Trump Organization, said in an email, the company is still “zealously enforcing and protecting its intellectual property rights around the world” especially in countries where **“infringement is rampant.”**<sup>25</sup>

In the example "rampant", (a very common, spread (disease)) a medical term in the metaphor "infringement is rampant" (offense is spread rapidly) presents a violation of law, which is a public event and in this way leads to the formation of a different metaphorical model.

7. A metaphorical model based on the transfer of attributes and signs of nature to material concepts. For example:

*“On one hand, for him, mutual accusations of corruption are **the dirty bombs** of the intra-elite wars, which cause a lot of collateral damage. Research has long demonstrated that corruption, although hitting the poorest groups in society hardest, is primarily a middle-class concern — and in today’s Russia, the middle class to a great extent is composed of these same bribe-taking officials that anti-corruption campaigns should target.”*<sup>26</sup>

“Bombs” which have acquired the properties of "dirtiness" typical of nature are described by means of the metaphor “dirty bombs” used in this extract.

The third chapter is titled **"Metonymy and Other Metaphorical Models"** and is explained in five subchapters. The first subchapter is called “Metonymies”.It deals with the essence of metonymy, as well as metonymic transfers.

Metonymy is the transfer of the name of one subject to another. Defining their formation mechanism is related to the cognitive system of human. As human thinking becomes enriched with the knowledge about the environment, the language function and processing frequency of metonymy also increase. In this sense, dynamism is the typical characteristics of metonymic thinking. As it exists, it evolves and diversifies, and various forms of expression

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<sup>25</sup> The New York Times, Trump’s Trademark Continues Its March Across the Globe, Rasing Eyebrows, April 13, 2017, p.11.

<sup>26</sup> The New York Times, Why Putin tolerates corruption, May 16, 2016, p.6.



appear. The result is the formation of a lexical unit loaded with new semantics at the end of the metonymic mechanism. A group of metonymies consists of names:

*“In the wake of a coup attempt last July, Mr. Erdogan secured his authority over the military when he declared — and Parliament endorsed — a state of emergency. Under the state of emergency, the president has authority over military appointments. These powers have also limited the role of Parliament. **The Cabinet** can now draft laws for the president’s approval, with only a simple yes-or-no vote from Parliament. Judicial review is moot, as the Constitutional Court has no jurisdiction during this period.”<sup>27</sup>*

The metonymy - “The Cabinet” (Cabinet of Ministers) denotes the unity of the Turkish ministers as a whole and substitutes or acts on behalf of a group of people and it is a name.

*Some metonymies denote time.* The metonymy of time can be mainly formed on the notion of time; they can be metalepsis. The expressions such as “I am a spring older than you”, “I will be back when the birds return” used in colloquial speech are metalepsis. The transfer of meaning is related with time.

If we say “I am a spring / holiday older than you”, it means a year, or “I will be back when the birds return” means spring time. Metalepsis has synonymic feature.

Metalepsis used in English publicistic texts is mainly manipulative. For drawing the reader’s attention to the necessary object the previous object substitutes the next one or vice versa due to logical sequence.

The other group of metonymies is logical metonymies.

The second subchapter deals with “**Metonymic Modelling**”.

Metonymization is the development of new knowledge at the mental level based on the accumulated information. The mental-level metonymy by R. Jackendorff has a cognitive model in the conceptual system. Metonymies used on mental level mentioned by

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<sup>27</sup> The New York Times, Is It Too Late For Turkey’s Democracy?, April 13, 2017, p.1.

R.Janchendoff have a cognitive model in conceptual system. <sup>28</sup>

When speaking about cognitive models of metonymy J.Lakoff mentions especially four characteristics:

1. There is a “target” Concept A;
2. There are two concepts(A;B) in metonymization; metonymic structures are formed on their basis;
3. One of the components in the mentioned structure is a part of another component or closely associated with it in this conceptual structure;
4. Concepts A and B are easy to understand during comparisons or they can be used for special purpose in the same context. The formation principle of metonymization is formulated here.

The principle of prototype is particularly emphasized in the model by G.Lakoff.

As can be seen, the cognitive model of metonymy is characterized by various aspects of theoretical linguistics. The factor that unites them is their basic mechanism of cognition and associations play an important role here.

Let’s look at examples in English:

*“So far, Ms. Swonk said, the Trump administration seems to favor the former. And while **Wall Street** will always reward rising corporate profits with higher share prices in the short term, the country’s long-term prospects will be undermined if that trend is not accompanied by policies that lead to faster economic growth.*

*At the same time, executive actions, like requiring government agencies to roll back two existing regulations for every new one, have also played well with business leaders, especially in the financial services industry.*

*“It is obviously a significant drop from where we are currently, and I’d like to at least be able to better understand what do we do to make up for it,” he said. “What is the loss of revenues going to be, and how are we trying to fill the gap?” Whatever details come out of **the White House**, getting a tax bill passed will be anything but easy.*

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<sup>28</sup> Janchendoff R. Semantic Structures – Cambridge, MA: The MIT Press, 1991 (322).

*“I don’t think there is such a thing as ‘tax simplification,’” Mr. Radia said. “It’s inherently complicated.”*<sup>29</sup>

Let’s analyze the metonymies “Wall Street” and “the White House” used in the given example. As you know “Wall Street” is situated in Manhattan, New York and the world’s most important financial decisions are made in this center. That’s why the name of this center is metonymized and when mentioning it the concept “world financial center” is associated in the receivers of information at once. The text is about the decisions made by the center as a result of which the short-term income projects press the long-term ones, thus hindering the development of the US economy. The name of the street serves as a metonymic carrier for major US enterprises that make important financial decisions. “The White House” is the name of the building, but since this building is the workplace of the US president and its administration, this proper noun gains metonymic character and carries the semantics of the US state, US legislative and executive branches. Here, the metonymy is the result of semantic integration between two concepts. Both the transmitter and the recipient decode the semantic load on which the data is transferred, based on their background knowledge.

There are other options of modelling metonymy:

1. Substitution of proper noun with common noun
2. Substitution of common noun with proper noun. Such modelling requires a different approach to synecdoche and periphrasis.

### **I. Substitution of proper noun with common noun :**

In this model of metonymy, the common noun-the whole, which is one of the components in the metonymical structure substitutes its part – the proper noun.

E.g.: *“Bayram günlərində “Azərişiq” ASC-nin bütün şəhər və qəsəbələrindəki nümayəndəlikləri növbətçilik sistemi üzrə işləyəcək.*<sup>30</sup>  
*“The representatives of Azerishig JSC in all cities and towns will work on shift schedule on holidays.* In the example above, “Azerishig” is the

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<sup>29</sup> The New York Times, Trump Rides Market Wave, But Business Looks for Results, April 27, 2017, p.6.

<sup>30</sup> 525-ci qəzet “Azərişiq” bayram günləri təmir işlərinə ara verəcək” 19 mart 2016.

name of the organization; there are many departments in this organization, and many people work there. “Azerishig” means both the organization and its employees. So, Azerishig - the people working there are metonymized by the name of the organization, that is, the organization – the whole, the common noun substitutes the properties of its part. In this type of metonymic substitution, the departments and their employees included in the organization are loaded onto the common name.

Let's look at examples in English:

*“Qihoo 360’s cameras are advertised as tools for deterring thieves and monitoring young children at home. But **the company** said it had not targeted schools for sales. It added that it had not received complaints about privacy and that individuals initiating live-streams must agree to respect the privacy of others.”<sup>31</sup>*

The metonymy “the company” used in this context is based on the transfer of the company management, its employees or the press. As in the example above, the whole-common noun substitutes its part-the properties included in it, and this proper noun is metonymized under the common name.

Loading is based on the regularity that the meaning expressed by non-metonymic structure not only creates semantic defects in them, but also these phrases gain expressiveness.

## **II.Substitution of common noun with proper noun:**

This metonymic model is the opposite of the former, that is, the part substitutes the whole.

*Let's look at the examples: Məlumatə görə, onların olduğu tabor “Yaşıl papaqlılar” adlanır. According to the information, the tabor, where they are, is called "Green Hats."In the given example the "Green Hats" refer to the commandos with “Green Hats” who serve in the Iranian army. Green represents both the soldier and his "green beret". So, the "green beret" is part in the whole and takes on the overall content.*

Another example:

*“Azərbaycanın ilk CDMA rabitə operatoru olan “Catel”*

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<sup>31</sup> The New York Times, Streaming the Classroom ilve, April 27, 2017, p.3.

şirkətinin “Fonex” ticarət nişanına məxsus [www.fonex.az](http://www.fonex.az) adlı web saytı xokerlər tərəfindən dağıdılıb, özlərini “**qara papaqlular**” ləqəbli İranlı xokerlər adlandıran qrup saytı dağıdaraq səhifədə ingilis dilində amerikalı və israillilərin iştirak etdiyi şirkətlərin saytlarını dağıdılacağı barədə məlumat yerləşdirib: “Siz mənim hədəfimsiniz. Fələstin uşaqlarının qanı yerdə qalmayacaq. Sizin işğalınıza cavab olaraq xatırladıram ki, bir gen ərəblər zəfər çalacaq.” (“**Xokerlər “Catel” şirkətinin web-saytını dağıdıblar**”)

*“The website [www.fonex.az](http://www.fonex.az) belonging to Fonex trademark of Catel, the first CDMA communication operator in Azerbaijan, was destroyed by hackers, hacking the page a group of Iranian hackers called “**black caps**” posted a report on the site in English and informed that they would destroy the sites of the companies where Americans and Israelis took part : “You are my target.” We will take revenge of the Palestinian children. In response to your occupation, I remind you that a genius of Arabs will win.” (“**Hackers Destroyed Catel's Website**”)*

In English, the metonymic model, which is based on the substitution of common noun with proper one is often used. Let’s look at examples from the publicistic texts:

*“American **television networks and some newspapers** have been invited to report on a military show in the capital, Pyongyang, this weekend.*

*In an unusually strong editorial, Global Times, a newspaper that sometimes reflects the thinking of China’s leadership, said Beijing would support stiffer United Nations sanctions, including “strictly limiting” oil exports to North Korea should it conduct a nuclear test.”<sup>32</sup>*

In the first example, the “television networks and some newspapers” is used to cover the whole of the US media, it is a part of the whole and in other words, has become a metaphorical model that carries the semantic nature of the whole.

Both metonymical models mentioned above are often found in

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<sup>32</sup> The New York Times, Xi and Trump Discuss Rising Tensions with North Korea, April 13, 2017, p.6.

publicistic genre.

**Structural models of metonymies:** Metonymies like in literary discourses are manifested in the publicistic style in the following structure:

I. Metonymic models of words:

1. Metonymy of words with simple structure. For example:

a) **“Trend”** *Birləşmiş Krallığın Xarici İşlər Nazirliyinə istinadən xəbər verir. Nazir qeyd edib ki, bu, Azərbaycan hökumətinin müsbət addımıdır. Qeyd edək ki, martın 17-də Prezident İlham Əliyev məhkum edilmiş bir sıra şəxslərin əfv olunması haqqında sərəncam imzalayıb. Əfv sərəncamı ümumilikdə 148 nəfərə şamil olunub. Belə ki, azadlıqdan məhrum etmə cəzasına məhkum edilmiş 137 nəfər cəzanın çəkilməmiş hissəsindən, islah işləri cəzasına məhkum edilmiş 6 nəfər cəzanın çəkilməmiş hissəsindən və cərimə cəzasına məhkum edilmiş 5 nəfər cəzadan azad edilib. Əfv olunanlar arasında 16 xarici ölkə vətəndaşı da var.*<sup>33</sup>

*Trend reports referring to the Ministry of Foreign Affairs of the United Kingdom. The Minister noted that this is a positive step by the Azerbaijan government. On March 17, President Ilham Aliyev signed a decree granting amnesty to a number of convicted persons.*

*The amnesty decree was applied to 148 persons totally. Thus, 137 persons sentenced to imprisonment, 6 persons sentenced to corrective work were exempted from the remaining part of the punishment, and 5 persons sentenced to fine were released from punishment. 16 foreigners are among the people listed in amnesty decree.*

In English:

*Shortly before 6 a.m., **the board** sent a text message to election officials reminding them that all ballots must be validated by an official stamp. At 10 a.m., two hours after voting began, they issued a statement with the same conclusion, with the clarification that the stamp could be placed on either the front or the back of the ballot.*

*Yet just hours later, in the same room on the fourth floor of the*

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<sup>33</sup> Bakı Xəbər. “Britaniya XİN də Azərbaycanda əfv sərəncamını alqışladı.” 19 mart 2016.

*commission's headquarters in Ankara, the same judges made a U-turn that the opposition says has rendered it impossible to verify the results of the contested election.*<sup>34</sup>

In this example, the metonymy "board"(Council refers to the legal members of the SEC (Supreme Election Council), who organize and monitor the April 16 referendum held in Turkey.

2. Metonymy of complex structured words:

*“Bu günlərdə hüquqşünaslardan biri maraqlı fakt açıqladı. Bildirilirdi ki, bir vətəndaşın “**Rabitəbank**”dan götürdüyü kreditə görə 7225,7 manat borcu qalıb.*<sup>35</sup>

*“One of the lawyers has revealed an interesting fact these days. It was reported that one citizen owed 7,225.7 manats for a loan from **Rabitabank**. “*

In English:

*“Heidi Heitkamp, a US Senator from North Dakota, said: “The **pipeline** still remains in limbo. The incoming administration has already stated its support for the project and the court have already stated twice that it appeared the corps followed the required process in considering the permit. For the next month and a half nothing about this project will change.”*<sup>36</sup>

The compound metonymy "pipeline" given here actually refers to Bakken-North Dakota oil pipeline project.

II. Metonymic models of word combinations:

a) Complex names in the form of word combinations:

*“**Vaşinqton Post**” yazır ki, belə vəziyyətdə Rusiya Suriyada əsas söz olaraq qalmaq niyyətini ortaya qoyur.”*<sup>37</sup>

***The Washington Post** writes that Russia intends to remain a key word in Syria in this situation.*

In English:

*“**North Korea** on Saturday is celebrating the 105th anniversary*

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<sup>34</sup> The New York Times, Judges Who Oversaw Turkish Vote Are Criticized, April 27, 2017, p.4.

<sup>35</sup> Bakı Xəbər. “Bank kredit zaminlərinin həbsi qanunsuz sayıldı.” 19 mart 2016.

<sup>36</sup> The Guardian, Standing Rock Activists Wary After Reprieve From Pipeline, December 6, 2016, p.2.

<sup>37</sup> Bakı Xəbər . “ABŞ ordusunda Rusiyaya qarşı səfərbərlik...?” 19 mart 2016.

*of the birth of Kim Il-sung, the founder of the nation. Its current leader, Kim Jong-un, his grandson, is expected to use the occasion to either stage a nuclear weapons test or conduct a missile test, in direct defiance of the **United States** and its main patron, China.*"<sup>38</sup>

As can be seen from the example, North Korea and the United States are both metonymic models that refer to the people of both countries.

The third subchapter of the third chapter is titled "**Linguistic Model of Hyperbole and Meiosis**".

The place of hyperbole within the metaphors and their interrelationships have led to their comprehensive study recently. Therefore, it is necessary to give a complete linguistic interpretation of hyperbole. Hyperbole is a term of increasing, exaggerating the meaning. Exaggeration of meaning makes sense in this context; that is, "exaggeration" is based on reality, otherwise the hyperbole would have no value to the listener or the reader. Thus, hyperbole is an exaggeration depending on the writer's intention. The exaggeration of meaning can be in two ways - both in enhancing and decreasing context; the enhancement or decrease of meaning is formed by phonetic, lexical, morphological and syntactic means of language. Both of them have a "zero" limit and lower and higher limits in their normal existence. In this regard, quantitative coefficient is more noticeable in hyperbole. That is why hyperbole and meiosis are called quantitative metaphors in rhetoric.

They are rarely found in publicistic texts. Examples of morphological hyperbole are particles that denote the comparative and superlative degrees of adjectives (most, much more).

Let's analyze examples in English:

*"As Congress and the Trump administration turn their sights on overhauling the tax code, it's a good time to think about the great three-dimensional brain twister of the 1980s, the Rubik's Cube.*

*That's partly because the first and last time there was a comprehensive rewrite of the tax code, it was 1986. But there is more*

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<sup>38</sup> The New York Times, Trump Calls Chinese President to Follow UP On North Korea, April 13, 2017, p.6.



than that.

*What makes trying to solve a Rubik's Cube **so exasperating** is that every rotation you make to align the colors on one side messes up something on one of the other sides. Nothing moves in isolation; everything affects everything else, and rarely for the better.*"<sup>39</sup>

In the first example "so" used before participle is a part of exaggeration, where particle performs the grammatical function of the sentence and serves to increase the quantitative coefficient of the word(exasperating). Lexical and syntactic units play significant role in the formation of hyperboles.

Let's look at examples in English:

*"The economic crisis in this country has exploded into a public health emergency, claiming the lives of **untold numbers of Venezuelans**. It is just part of a larger unraveling) here that has become so severe it has prompted President Nicolás Maduro to impose a state of emergency and has raised fears of a government collapse."*<sup>40</sup>

Hyperbole is based on word combination model in given examples. In the example word combinations "untold numbers of Venezuelans" (countless Venezuelans) form stronger quantitative coefficients as a syntactic hyperbolic means.

The hyperboles generated by postpositional combinations are very active in the publicistic language.

All levels of language units are apparently involved in the formation of hyperbole in the language.

Meiosis as a type of metaphor is often used in the publicistic language. It serves to minimize, sometimes even underestimate an idea, event or subject. It plays an important role in the publicistic language.

**"The Cognitive Model of Hyperbole"** covers the fourth subchapter of Chapter three. Like other types of metaphor, hyperbole and meiosis have a mechanism of thinking. Their processing in the

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<sup>39</sup> The New York Times, Can Trump and Congress Solve the Rubik's Cube of Tax Reform?, April 13, 2017, p.9.

<sup>40</sup> The New York Times, Failing Economy Hits Venezuela Hospitals, May 16, 2016, p.1.

language is based on this mechanism.

There are two cognitive models of hyperbole. They are the followings:

1. A transfer of exaggeration of meaning to specific events and subjects. For example:

Azərbaycan energetika naziri Naitq Əliyev “Caspian Oil & Gas” konfransının 20 ildən çoxdur ki, keçirildiyini bildirib. Qeyd edib ki, konfrans enerji sektordakı ən son yeniliklərin və yarana problemlərin həll yollarının təqdim olunmasında mühim əhəmiyyət kəsb edir.

“*Cənub Qaz Dəhlizi*” Avropanın **ən müərkəb** layihəsi hesab edilir”, - deyə B.Nikolson bildirib.”<sup>41</sup>

Natig Aliyev, the Minister of Energy of Azerbaijan stated that the Caspian Oil & Gas conference had been held for more than 20 years. He noted that the conference was important in presenting the latest developments in the energy sector and solutions to emerging problems.

*The Southern Gas Corridor is considered **the most complex** project in Europe, "said Nicholson.*

Project is both an event and a subject. The hyperbole “the most complex” exaggerates it in terms of its value, allowing accurately expression of its significance. This model can be often found in literary and publicistic texts.

We see the same phenomenon in the English language publicistic texts. For example:

“*Rose Carey, the head of immigration at Charles Russell Speechlys, a global law firm based in London, said she had seen an **“unprecedented amount” of applications for British citizenship in the last few months.***

*But working out new arrangements, country by country, could be cumbersome and **devilishly complicated**, many say. Russell King, an academic who researches young European immigrants in Britain, said there was a “high level of concern among young people” over*

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<sup>41</sup> 525-ci qəzet. Bakıda ənənəvi “Caspian Oil & Gas” konfransı işə başlayıb”. 3 iyun 2016.

*the vote, often referred to as “Brexit.”*<sup>42</sup>

As can be seen from examples two hyperbolic models are used here. The hyperboles "unprecedented amount of applications" and "devilishly complex" (extremely complex process of making plan) in both examples represent specific subjects and events.

2. A transfer of exaggeration of meaning to abstract notions-feelings and emotions. Example:

*“Bəyanatda deyilir ki, bu siyasətin arxasında duran səbəblərdən biri də Türk və İslam əleyhidarlığıdır: “**Ən dəhşətli** isə odur ki, Almaniya bu addımı ilə siyasi, iqtisadi, sosial-mədəni həyatına önəmli töhfələr verən türk əsilli alman vətəndaşlarını öz tarixləri və kimliklərindən uzaqlaşdırmağa və onları assimilyasiya etməyə çalışır. Alman ictimaiyyətinin türklərin fikirlərinə, yaddaşlarına və uzlaşma istiqamətindəki səmimi cəhdlərinə hörmət etməsi demokratiya və insan haqlarının tələbidir.”*<sup>43</sup>

*The statement says that one of the reasons behind this policy is anti-Turkism and anti-Islamism : “**The most terrible** is that Germany is trying to distract and assimilate German citizens of Turkish origin, who have made significant contributions to their political, economic, social and cultural life from their history and identity with this step. The respect of German community for the ideas, memories and sincere efforts for reconciliation of the Turkish people is a demand for democracy and human rights.”*

It is known that “terror” is an abstract notion and its hyperbolic exaggeration serves to evaluate the text. This cognitive model is also available in the English publicistic texts. For example:

*“I thought of this list recently, and the curious way we have of naming the features and events of the natural world. Maybe it’s a result of extreme weather patterns, but meteorologists seem to have developed **a mania** for naming storms – it is no longer simply hurricanes to which we assign names, but snowstorms and even ferocious rainstorms. Winter 2017 wasn’t especially severe, but here*

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<sup>42</sup> The New York Times, Europeans in Britain brace for possible ‘Brexit’, May 16, 2016, p.3.

<sup>43</sup> Bakı Xəbər. “Türkiyə XİN Bundeştaqın antitürk qərarına qarşı sərt bəyanat yaydı”. 3 iyun 2016.

*in the Northeast **the craze** for naming gave us Niko, Orson, Pluto and Stella. As well as the promise by the Weather Channel to name a storm next year after Stephen Colbert after he questioned the logic of this practice.*”<sup>44</sup>

The terms "a mania" (fear, mania) and "the craze" (obsession, addiction) used in this extract express abstract notions and they serve to increase the impact of the concepts they express in the context as hyperbole.

The last subchapter of the third chapter is titled **”Cognitive Model of Meiosis”**.

Meiosis has two main models in literary and publicistic texts; minimizing of volume, mass, value, time, quantity, etc. and underestimation. These cognitive models are also used in our everyday life; this model of thinking are almost exclusive from our speech.

**I. The first model;** minimizing and underestimating volume, mass, value, time, quantity, etc.:

*“Həmin aprelin 4 günündə erməni əsgəri də, onların baş komandası sayılan terrorçu S.Sarkisyan da **cücəyə** dönmüşdülər. Azərbaycan əsgərinin qarşısında erməni əsgəri göz yaşı töküüb ağlayırdı, S.Sarkisyan da gah Moskvaya, gah Brüssel, gah da Berlinə şikayət edirdi. Bu Qarabağ terrorçusunun rəngi Ağrı dağının qarı kimi olmuşdu. Yalnız Kremlin təzyiqi, xahişi, yaxud inadı vasitəsi ilə Azərbaycan Ordusunun irəliləyişinə mane oldular.*”<sup>45</sup>

*On April 4, the Armenian soldiers and their chief commander, Sarkisyan **chickened** out. Armenian soldier was crying in front of the Azerbaijani soldier, and Sarkisyan complained either to Moscow, Brussels or to Berlin. This Karabakh terrorist turned white like snow on Mount Aghri. Only the Kremlin's pressure, request or insistence could prevent the progress of the Azerbaijani Army.*

The author of the article logically compares S. Sarkisyan, who considered himself a giant by April 4, with S.Sarkisyan after April 4, the author ironically expressed his chickness by means of meiosis.

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<sup>44</sup> The New York Times, Learn a River's Name Before It's Gone, April 13, 2017, p.14.

<sup>45</sup> 525-ci qəzet. “Sarkisyanın “pinq-pomq” siyasəti: iflas astanası, çırpıntılar”. 7 iyun 2016.

The phrase "chicken out" is often used in our language. Similarly, "as meek as a lamb" (as the expression of innocence), "to melt off", "to be skin and bones" and other expressions are built on the same model. This model of valuation can also be ironic and humorous.

In English meiosis is also formed on the basis of minimization models. The purpose is to create a more ironic effect on the speech and it is the most important style figure of speech used in modern English publicism.

The main function of meiosis used in the publicistic texts is "to dash the hopes" of reader and to reduce the emphasis while the reader expects a more effective response. Example:

*"The commission has instructed its local regulators to pay particular attention to loan guarantees in sectors like aluminum production and steel manufacturing, the website said, highlighting two industries suffering from overcapacity in China. Both industries overinvested in new factories by obtaining enormous loans at **low interest rates** from the state-controlled banking system."*<sup>46</sup>

The "low interest rates" is meiosis in the given extract. Because in fact, it underestimates the importance of the capital invested in heavy metallurgy by Chinese state banking system.

**The second model (to make meaningless)** is used in publicistic texts for special purposes. Look at the example:

*"**These are empty talks.** As long as you exist, I exist. Sarkisyan cannot get access to our lands, he chases a white whale. He says that to keep his status quo, but it is nonsense, he can't keep the status quo."*

"Empty talks" is based on underestimating the meaning. In publicistic texts the meiosis of this model plays an important role in expressing author's intention.

We find the same cognitive model in the English publicistic texts:

*"Referring to the way in which the UK entered what was then the EEC, first Lord Wilson and then Lord Neuberger, president of the supreme court, pointed out that parliament and the government had*

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<sup>46</sup> The New York Times, Debt squeezes Chinese town, April 27, 2017, p.7.

worked together in 1972. "If entry was the result of **a joint effort**, should our departure [from the EU] also not be so?" Wilson inquired.

Neuberger remarked: "Parliament did its bit in passing the 1972 act. It was very much **a joint affair**. Whereas on [the government's] argument, our withdrawal will not be **a joint effort**."<sup>47</sup>

The syntactic units used in the example - "a joint effort" and "a joint affair," are meoisis that make the role of the Parliament of the United Kingdom less important in the country's accession to the European Union.

The dissertation ends with a **conclusion** reflecting the main provisions of the study.

1. Parables are an artistic and linguistic means of creating imagery in literary texts, based on complex mental operations of an associative nature.

2. If the author conveys information of a special purpose, then, of course, the appeal to metaphors or other types of metaphors should be more than in a neutral position;

3. Sometimes a journalistic text is aimed at the formation of a new idea, and in this case the main measure of the number of metaphors used by linguistics or the author's special abilities is related to the author's ability to obtain the desired effect.

4. Journalistic text can be instructive. In this type of text, the coefficient of metaphoricality, including metaphoricality, may decrease;

5. A journalistic text can be of a communicative nature, and in this case the coefficient of development of metaphors depends on the author, for whom it is not scientifically correct to set a certain limit.

There are linguistic and cognitive models of metaphors.

The main content and scientific provisions of the dissertation are reflected in the following articles and abstracts of the author:

1. The Miracle of Language // BSU, Humanitar elmlərin öyrənilməsinin aktual problemləri. – Bakı: – 2015. №4, – s.118-119.

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<sup>47</sup> The Guardian, Standing Room Only As Supreme Battle for Brexit Begins, December 6, 2016, p.8.

2. The changing world of English // ADU, Dil və Ədəbiyyat. – Bakı: – 2015. №6, – s.156-158.
3. Когнитивные особенности Метафор в англоязычных и азербайджаноязычных публицистических текстах // Вісник Дніпропетровського університету імені Альфреда Нобеля. – Україна: – 2015. №2(10), – с.59-63.
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5. Publisistik mətnin praqmatikası və məcazlar // ADU, Elmi xəbərlər. – Bakı: – 2017. №4, – s.22-29.
6. İngilis və Azərbaycan mətbuatında işlənən metaforaların struktur modelləri // BSU, Humanitar elmlərin öyrənilməsinin aktual problemləri. – Bakı: – 2021. №1, – s.74-81.
7. İngilis və Azərbaycan mətbuatında metonimiyalar // BSU, Humanitar elmlərin öyrənilməsinin aktual problemləri. – Bakı: – 2021. №2, – s.67-74.
8. Nəzəri dilçilikdə məcazlar və onların təsnifi problemi // Doktorantların və gənc tədqiqatçıların XX Respublika elmi konfransının materialları. – Bakı: – 2016. – s.124-126.
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