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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

**THE METAPHORICAL EXPRESSIONS AND THEIR
COMMUNICATIVE LOAD IN THE NEWSPAPER TEXTS**

Speciality: 5706.01 – The Azerbaijani language

Field of science: Philology – Linguistics

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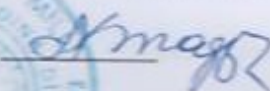
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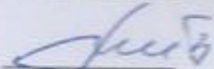
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INTRODUCTION

The actuality and the usage rate of the research work: It is known that newspaper texts are intended for a large audience, their language has a high effective value and appears as a manifestation of the reaction to the socio-political events of the time. The study of newspaper texts from various aspects is very important in terms of defining common language norms, following the processes in the modern literary language, as well as studying the individual language and style of modern journalists.

In modern times, Azerbaijani journalism is very rich both in terms of content and language. This richness also applies to the metaphorical system of journalism. Metaphors make the language effective, beautify it aesthetically, create a good mood in the reader. For this reason, the study of the functionality of metaphors from a series of metaphors in journalistic texts is very relevant from the point of view of cognitive linguistics.

Metaphors are stylistic and rhetorical units. In style, we study them in the context of writer's innovation, and in rhetoric in terms of beautiful, attractive and effective speech. Therefore, the relevance of metaphors in terms of determining the rhetorical load is reflected in the study of their cognitive value in journalistic texts.

The dissertation is important in journalism in terms of identifying metaphorical headings and their place in the context of the text, as well as the effect of their impact. We can also note the linguistic relevance of the expression of text pragmatics and the definition of the role of metaphors in this case.

The dissertation is also relevant in terms of the development of semantic structure in metaphorical lexemes, the emergence of new semantics and the study of their derivative mechanism and the methods of creating the effect on them.

The relevance of the research topic can be justified in terms of clarifying the journalistic texts and the ways of successful implementation of the tasks facing them, the close connection of language and thinking, the contours of the derivative mechanism of speech.

A number of research works and textbooks discuss the metaphorical features of the word. In Z.Budagova's article "Metaphor and comparison as a means of artistic description" (1969),¹ H.A. Hasanov's "Semiotics of the Azerbaijani language" (1978),² Z.Verdiyeva, F.Agayeva, M.Adilov's "Semiotics of the Azerbaijani language" (1979)³, A.R.Gambarov's books "Metaphor in the Modern Azerbaijani Language" (2008)⁴ explore the lexical-semantic and stylistic features of metaphors. F.I.Osmanova's doctoral dissertation "Metaphorization as a factor enriching the vocabulary of the language (based on the material of the Azerbaijani language)" (2014)⁵ explores the cognitive and linguo-cultural features of metaphorization in the Azerbaijani language, its role in enriching the vocabulary of the language.

Object and subject of the research: The object of the research is the publicistic texts. The subject of research is the lexical-semantic features of metaphors used in newspaper texts, their communicative burden. For this purpose, relevant newspaper materials were collected, where the features and points of development of metaphors were identified. Such a methodological approach to the issue allowed to properly meet the requirements of the subject of research.

The aim and tasks of the research: The main aim of the research work realizing on the dissertation is to define the cognitive value of the metaphors in the publicistic texts. Related to this, the

¹ Budaqova, Z.İ. "Metafora və müqayisə bədii təsvir vasitəsi kimi".// Oktyabr inqilabı və Azərbaycan dilçiliyi məsələləri (məqalələr məcmuəsi), Azərb. SSR EA nəşriyyatı, – Bakı: – 1969. – s.101-118

² Həsənov, H.Ə. Azərbaycan dilinin semasiologiyası, / H.Ə.Həsənov. – Bakı: ADU nəşri, – 1978

³ Verdiyeva, Z., Ağayeva, F., Adilov, M. Azərbaycan dilinin semasiologiyası./ Z.Verdiyeva, F.Ağayeva, M.Adilov. – Bakı: Maarif nəşriyyatı, – 1979

⁴ Qəmbərov, A.R. Müasir Azərbaycan dilində metafora. / A.R.– Bakı: Ozan nəşriyyatı, – 2008

⁵ Osmanova, F.İ. Metaforikləşmə dilin lüğət tərkibini zənginləşdirən amil kimi (Azərbaycan dili materialı əsasında) /Filologiya üzrə fəlsəfə doktorluğu dissertasiyası /, – Bakı, 2014.

special importance is given to the issues as the special points in the using of the metaphors, the dense relation of them with the objective reality, publicistic intellect and attitudes to the events, the pragmatic function of the metaphor and the others in the publicistic texts. For achieving to the noted aim, the solving of the following duties assumes special importance:

- To define the essence of the metaphors;
- To grow, to forward the cognitive bases of their creation mechanism;
- To clarify the structure of the metaphors;
- To open the pragmatic features of the metaphors coming from the texts;
- To define the parameters belonging to the pragmatic value of the metaphors in the texts;
- To express the function of the metaphors in the communication process of the publicistic language;
- To clarify the influence of the metaphor to the lexical system of the language in the embodiment of the metaphors;
- To give attention to the role of the metaphors in the formation of author's style;
- To study the expressive means of the metaphors in the context of the author-social environment.

The methods of the research: The methods of the descriptive, contextual analysis were used during the applying of the subject of dissertation. The opposite relation of each analysis methods was preferred and the results getting from them were generalized from logical feature in the process of research. As specific examples chosen from different newspapers were presented, the situated meaning of them in the relevant contexts was analyzed and the valuable role of them playing in the pragmatics of the text was shown.

The main arguments of the dissertation to be defended: The following provisions related to the topic of the dissertation are defended:

–Informativeness, imperativeness, high emotionality, open evaluation and advertising are the main features of newspaper texts. These features allow him to choose his own language tools.

- Metaphors have an important pragmatic value in journalistic texts.

- Metaphors are connected with the publicist's intellect and carry out the act of persuasion of speech with the power of mental influence on the addressee.

–Publicist metaphors are changes in the meaning of a certain word in a figurative form within a combination and have an individual character.

- Metaphors are not only metaphors that decorate speech and make the image clearer, but also a form of thinking.

–Metaphors are linguistic nominative expressions through which it is possible to control public opinion.

- Metaphorization is a creative process, innovation.

- It has linguocognitive properties.

–Metaphorization is an important means of communication not only in the act of speech, but also in general.

The scientific novelty of the research: The research work on the topic of the dissertation has an important scientific innovation. The language of newspaper texts in Azerbaijani linguistics, as well as the process of word metaphorization have been studied from various aspects. Although the study of the linguistic features of Azerbaijani newspapers is one of the most relevant topics today, metaphors in the language of modern newspapers are not involved in the study. In this research, for the first time in Azerbaijani linguistics, the features of the development of metaphors on newspaper materials are studied, and their role in communication is determined. For the first time in the research, semantic, structural and functional classification of metaphors used in newspaper language is carried out. The role of onomastic units, terms, military, sports, socio-political vocabulary in their formation is determined, the informative value of metaphors used in newspaper headlines is analyzed.

The theoretical and practical significance of the research: The dissertation is of great scientific and theoretical importance

because it is dedicated to a very important topic for our linguistics. Thus, the development and expansion of the semantics of the word is enriched in this study with new provisions, the role of metaphors in communication is scientifically substantiated by new ideas. Analysis of the pragmatic value of metaphors with concrete facts fills the gap in the theory of communication.

Research work is of great practical importance. Thus, the dissertation can be used in the teaching of vocabulary, stylistics, speech culture, complex syntactic units in secondary and higher schools, in the description of the semantic structure of words in the compilation of explanatory dictionaries of the Azerbaijani language, in the preparation of a dictionary of metaphors.

The approbation and the applying of the work: The scientific foundations and results of the research are reflected in the articles published in the different scientific collections, in the materials and papers of the scientific-theoretical conferences.

The name of the organization where the dissertation has been accomplished: The dissertation work has been carried out at the department of the “Modern Azerbaijani language” at Baku Slavic University.

The volume of the structural sections of dissertation separately and the general volume with the sign: The dissertation consists of an introduction, 3 chapters, conclusion, references. The introduction of dissertation consists of 5 pages, the first chapter is 30 pages, the second chapter is 38 pages, the third chapter is 28 pages, the conclusion is 4 pages, the literature section is 18 pages. The dissertation consists of a total of 132 pages, consists of – 204, 857 symbols.

THE MAIN CONTENT OF THE RESEARCH

The actuality and the usage of content is based, the object, the subject of research is appointed, the aim and the tasks, the method and ways of the research are defined, the material is chosen, the hypotheses are given, the methodological bases of the research are shown, the scientific novelty, the theoretical and practical importance

of the work is commented, the basic provisions giving to the defense are noted, the information about the approbation of the work, the structure of dissertation is given in the part of **“Introduction”** of the dissertation.

The first chapter is entitled as **“The history and language of the Azerbaijani Press”** and this subject is analyzed with the following semi-headings:

1.1.The history of the Azerbaijani Press starts from the XIX century. The newspaper named as “Əkinçi” appearing as the manifestation of the revival of Azerbaijan national culture was touched to the development of the thought of press strictly in Azerbaijan; after this, the different tendentious newspapers were printed in the Azerbaijani language, thus the newspaper named as “Molla Nəsrəddin” appeared. The great chances were got in the field of the preparation of the journalist cadres by the printing of many newspapers and journals serving to the Bolshevik-communist ideology at the Soviet epoch in Azerbaijan. Only in 1919, the Bolshevik newspapers more than 20 were published in the Azerbaijani language and the next periods the number and the subject of those newspapers were changed certainly.

Different newspapers serving to the spreading and development of the communist ideology were published in the Soviet epoch. The certain achievements were got in the field of improvement of our culture and language of the Azerbaijani Press in that time.

The reorganization starting in RSS was touched to the social environment strictly. The newspaper “Azerbaijan” was created in 1989 staying in the history as the period of the revival of nation. The newspaper “Azadlig” (Freedom) knowing the swallow of the independent press was published on the 24th of December in 1989, too. The newspapers as “Zerkalo”, “Ses” (The Voice) were published in 1990, “Yeni Məsəvat” (The new Məsəvat), “İki Sahil” (The Two Coasts), “525-ci qəzet” (The 525th Newspaper), “Yeni Azərbaycan” (The New Azerbaijan) were published in the years of 1991-1992.

In the publicistic style, the lexical layer of the language becomes more active. This can be seen more clearly in the pragmatic loading

of the system of metaphors. For example: 1. *”Ermənistan silahlı qüvvələri işğal etdiyi və 44 günlük müharibə nəticəsində azad olunmuş Azərbaycan ərazilərinin mina xəritələrini verməməklə və hazırda da gizli yollarla ölkə ərazisinə daxil olaraq minalanma prosesini aparmaqla humanitar norma və prinsipləri kobudcasına pozur, beynəlxalq insan hüquqlarını ayaqlar altına atır”*⁶.

2. *”Sürücü və piyadaların mənzil başına təhlükəsiz çatmaları, həmçinin nəqliyyatın fasiləsiz hərəkətinin təmin edilməsi məqsədi ilə polis əməkdaşları gücləndirilmiş iş rejimində xidmət apardılar”*⁷.

“Hüquqlar ayaq altına atılır”, “mənzil başı” are metaphors. The first is more scientific and journalistic, and the second is a typical example of the vernacular.

One of the most important tasks of modern journalism is its informativeness and value. Let's look at metaphors in this regard: 1. *“Azərbaycan məhz burada İsrail şirkətlərinin süd təsərrüfatı quracağı ərazidə ilk olaraq “Ağullu şəhər” yaradacaq*⁸; 2. *”SSRİ-nin hərbi-sənaye kompleksinə rəhbərlik edən şəxslər ermənilərin torpağın altında tələlər qurmaqda, hiylə işlətməkdə və digər xırda-para bicliklərdə “mahir” olduqlarını nəzərə alıblar*⁹.

Censorship on the press was taken away with the special disposal signed by the president Heydar Aliyev on the 6th of August in 1998 in Azerbaijan. Also, the accepting of the other legal-normative acts of the Laws of the Republic of Azerbaijan about Mass Media has been implemented in 1999. The most important document as “The Conception of the Support by State to the Development of Mass Media in the Republic of Azerbaijan” was confirmed with the disposal signed by the president İlham Aliyev on the 31th of July in 2008. Coinciding to the Conception, the Fund of the Support by State to the Development of Mass Media near the President of the Republic of Azerbaijan was created on the 22th of May in 2009.

⁶“525-ci qəzet”, – 8 iyun – 2021

⁷ Yenə orada.

⁸ Yenə orada.

⁹ 525-ci qəzet”, – 8 iyun 2021.

Nowadays, approximately 4500 press bodies were passed from the registration in the Ministry of Justice in the country.

1.2. The language of the Azerbaijani Press. The function of influence of Mass Media to the reader is related to the emotional-expressive character of the publicistic, the reaching of the information fast which having the social importance is related to the standard character, too. The publicistic style takes away all of the means having the influence of appreciation from the literal language for implementing the first function. But according to the considering of the publicistic writings for great people mass, the main condition is the understanding of them by all of the people in the choosing of these language units. The journalist must stand apart from the narrow field terms, the dialectical words, jargons, borrowings which everybody can't understand. From the other side, the publicity is not the closed, but is the open system. And it gives the opportunity to the journalist to refer to all of the styles. The other feature being the characteristic for the publicistic style that, the subject obliges the journalist for referring to more actual expression forms for expressing own thought. And if he doesn't find this kind of expressions in the language, he has to create these expressions himself. Thus, the language units being the characteristic for the publicistic style are formed in the dictionary fund of the language.

The publicistic style not only creates the language units needed itself, but also it introduces them to the reader in a new form wore the new form (expressive-stylistic colour) to the existings. They are the metaphors.¹⁰

The general result getting from all of the researches realizing for related to the study of the language features of modern newspapers has been such as that, the main cause of the linguistic-stylistic changes are the extra linguistic events in this field. Generally, the publicistic style is related to the social attitudes densely and from this cause it answers fast to these changings

¹⁰ Hacıyev, T.İ. Azərbaycan ədəbi dili tarixi: [2 hissəli] / İ.T.Hacıyev. – Bakı: Maarif, – h. 2. – 1987 – s.158

happening in this field. Before all, the noticeable things in the extra linguistic factors causing to the inner changes of the style are the changing of the function and position of the Mass Media in society, the earning of the democratic freedom, eliminating the censorship, re-establishing of the system of Mass Media by the influence of the political and ideological levels of society, the changing of the communicative status of auditorium.

1.3.The semantic features of the publicistic texts. The publicistic text is the structural-semantic whole considered as the way of influence to the mass, to the great auditorium and it has the following semantic features:

1.The new information transmission is considered in the publicistic text. For example:

“Müdafiə Nazirliyində növbəti kadr dəyişikliyi baş verib. Hərbi mənbələrdən “Doktrina” jurnalistlərin Hərbi Araşdırmalar Mərkəzinə verilən məlumata görə, Müdafiə Nazirliyinin baş stomatoloqu, nazirliyin Stomatoloji Hərbi Poliklinikasının rəisi polkovnik Fərhad Hacıyev vəzifəsindən çıxarılıb. Digər məlumata görə, Hacıyevin yerinə Daxili Qoşunlardan mayor rütbəsində olan həkim-stomatoloq təyin olunub. Keçmiş nazir Səfər Əbiyevin adamı kimi tanınan polkovnik Fərhad Hacıyev eyni zamanda Əbiyevin göydələnlər tikmək üzrə biznes ortağı olduğu bildirilir” (The newspaper “Musavat”, 19.02.2014).¹¹

2.The newspaper information must serve to the increasing of the knowledge about the environment covering us. It means that, if we have the certain knowledge about **Ministry of Defense of the Republic of Azerbaijan**, if the information is added on it from upstairs, thus, our knowledge increases, enriches about that object.

3.The publicistic text must have the appraisal feature. It is one of the demands giving to the publicistic texts. For example, the stomatology doctor noted in the text showing above is given as the worker of the Ministry of Defense and the negative attitude of the article author to him is felt clearly.

¹¹ “Müsavat” qəzeti, – 19 fevral – 2014

4.The publicistic text is the creativity. *“Qeyd edək ki, Türkiyədə bələdiyyə seçkiləri martın 30-da keçiriləcək. Politoloq Vəfa Quluzadə deyir ki, hökumət başçısının bu cür yanaşmasını təbii qəbul etmək lazımdır. Ərdoğan deyə bilməzdi ki, partiyam qalib gəlməsə, hakimiyyətdə qalacağam..Ərdoğanın partiyası qalib gəlməzsə, iki dəfə vəzifədə olan şəxs kimi,o gedə də bilər. O bilir ki, onun partiyası bu seçkiləri udacaq və buna əmin danışır”* (The newspaper “Azadlıq” (Freedom), 15.03.2014).¹²

5.The publicistic text plays an important role in the formation of the social thought. The thought giving about Erdogan in the text showing above plays a formative role; clarifying his thought, the attitude as the Government-Erdogan is analyzed.

6.The publicistic text is the esthetic opposition of the real existence. As the figurative texts, the publicistic texts have the highest esthetic value; it expresses in the choosing of the linguistic units, in the manner of the expression of thought, in the attitude to the spiritual-moral values of man.

7.The publicistic texts have the provocative features: *“Komitənin məlumatına əsasən, ölkədə yanvar ayında 1,6 milyard kubmetr təbii qaz hasil olunub ki, bu da ötən il yanvar ayının göstəricilərindən 6,7 faiz çoxdur. Statistik göstəricilərə əsasən, ötən ilin yanvar ayına nisbətən ölkədə sənaye istehsalı da 6,7 faiz azalıb, lakin qeyri-neft sektorunda istehsal həcmi 5,6 faiz artıb”* (The newspaper “Gündəm”, 18.02.2014).

1.4.The language of the publicistic genres. The publicistic genre represents the works having relative thematic stability activating in the mass media. The specialities busy with this field divide the texts belonging to the publicistic into the three groups as informative, analytical and figurative. “The informative genre” covers the reportage, interview, report and notes in the publicistic texts. Depending on the type of the genre, the publicistic text has the specific language features of the text. For example, the reportage is the informative material. The most important feature of it is the efficiency, being the witness of the event, forwarding of the personal

¹² “Azadlıq qəzeti”, – 6 mart – 2014

impression. Depending on the period of the event, the verbs are used in the present form or in the past form in his language.

The author calls the opposite part with the interrogative and personal pronouns “O”, “onlar” more for observing the event from the outside, intervening to it, he prefers to the simple declarative sentences. The author addresses to the morphological indicators of the continuing manner of verb more for expressing the stable moving of the event. For example, the language units are chosen coinciding to the harmony of the content by using from the morphemes (-da²)+(-dır⁴) in the samples as “üstünlük onların tərəfində olmaqdadır” in the reportage giving from the football station for showing the general developing temp of the game or “meydan hərəkəti davam etməkdədir” in the reportage belonging to the arena movement in Ukraine.

One of the most popular types of the informative genre is interview. The interview is dialogical and it is question-answering feature more. The question, request, remembering notes are advantages in his language and each of them has certain linguistic form. The other sample of this genre is called report. The report realizes as the result of the meeting with people, with public in the meeting, assembly and congress; it is not the moving of the event, it is the expression of the relation with the other events. The report is based to the strict linguistic base. For example, the using and understanding of the words in the neutral meaning; the using of the economical and political terms; to carry the exact true meaning of the new terms to the reader by using the content which related to it; the importance of the usage enough from the complicated syntactic constructions.

The most spreading second type of the publicistic genre is the analytic genre. The analytic article, review, comment, interview and etc. includes here. This genre getting the large place in the Mass Media has its own speaking type. The cause of the appearing of it is the nature of the analitism itself. There has the mental activity as the comment, the opposition of the thoughts, analysis, argumentation and etc. in the analitism; the difference is related to the activation in the style of expression of thought, in which measure of those language

units. The measure is the factor defining the genre exactly, on its basis, the activation of the language was happened depending on the coinciding to the psychological-logical measures of the units of level.

As the analytic genre, there has certain enumeration, the tone of the expression in comment. It can belong to both the international events, and the scientific content. The essence of the issue is that, the analytical thought plays main role here. In that case, the emotion goes to backward plan in this genre; we meet to the rhetorical and explanatory sentences occasionally. But the interrogative sentences are used depending on the manoeuvre of the author, the intellectual level of him. For example, we can meet such authors in the international review that, he makes the comment on the question-answering form itself. In this situation, the activation of the interrogative sentences is inevitable. But according to its general capacity, it doesn't exceed the declarative sentences.

The declarative sentences are more active during the expression of the scientific-publicistic texts in the analytical genre. The definition of them for the tenses of the verb is related to treated content.

One of the largest spreading genres of the publicistic style is the figurative publicistic genre. The essay, feature story, topical satire and pamphlets includes here. The main feature of this genre is related to be rich the figurative stylistic elements of it.

The second chapter is entitled as “**The metaphors in the Modern Azerbaijani Press and their classification**” and it analyses in the following semi-headings.

The 2.1. section of the second chapter is entitled as “**The lexicology of the modern newspapers**”.

The language of Mass Media – is one of the “open” functional styles of the modern Azerbaijani language. Firstly, the openness is explained with extra linguistic factors in this style (publicistic style).

The unclosed subjects are enough more in the modern Mass Media. The subjects related to policy, economy, social life, medicine, sport, show-business, military, domestic policy, prison, terrorism, narcomania, the secret archives can be belonged to these. Each of

them has their own lexical fund that, the journalist lines up them to the concrete dictionary order within the framework of the publicistic text. The richness and the variety of the vocabulary enlarge the dictionary fund of the publicistic style maximally. The subjects that used mostly in this dictionary fund change to the symbolic sign of the period. Not depending on their numbers, the thought about the features of the language of concrete level can be given only by them (for example, oligarch, terrorism, budget, elections, default and etc.). These words acquire the conceptuality for the publicistic style. And the conceptual lexicology reflects the ideology, policy, the social aim of the newspaper and has not the function of appreciation in the vocabulary of the publicistic style. The lexical units having the quality of the appreciation arrange the second part of the vocabulary that, they play main role in the formation of the stereotypes or ideology in society.

2.2.The language trick in the publicistic style. Having the large stylistic chances as the formed event in the language, the language trick is used more in the Mass Media. The main aim of the language trick is to attract the attention of the listener. The most lexical units, metaphors, syntactic constructions and etc. having the strong expressiveness exist in the Azerbaijani language that, the journalists attract the attention of the reader making the balance of standard and expressiveness by them.

One of the main methods creating the effect of the appreciation or the concept of the quality is metaphor in the publicistic style. Using by them, it is possible to introduce the positive and negative imagines not using by the additional means as few, many, more, less and etc. Let's look through the samples: *kədar dolu işıq çökdü* (the newspaper "Xalq" (Nation), 19.07.2013);¹³ *arzunun qanadları* (the newspaper "Xalq" (Nation), 29.12.2013).¹⁴

The metaphors as one of the figurative expression forms of the language are known one of the means of the publicistic style

¹³ "Xalq qəzeti", – 19 iyul – 2013

¹⁴ "Xalq qəzeti", – 2 iyul – 2013

influencing to the reader actively. ¹⁵The modern cognitive linguistics considers the metaphors as the form of the thought, not as the metaphor decorating the speech and making the character more understandable: *sətirlərin qoxusu* (the newspaper “Səs” (Voice), 13.04.2011); *qanad açan şairin* (the newspaper “Səs” (Voice), 13.04.2011).¹⁶

2.3. The publicistic style and metaphors. According to be the popular speech form, the publicistic style is very near to the folk language. That’s why, both the processes, the changes and the novelties happened in the folk language, influence to the publicistic style and the processes happened in the publicistic style, in the Press language, influence to the folk language. According to be most public speech form, the publicistic style can carry some signs of the other functional styles. It has the following types: 1. Figurative-publicistic language; 2. Scientific-publicistic language; 3. Official-publicistic language.

The metaphors were chosen with its figurativeness in the first stage of the activating of Azerbaijani Press. Almost all of the metaphors in that period carried the occasional character and served to the collection of the readers around the newspaper. At the beginning of the XX century, the position and usage form of the metaphors started to change, partly. This changing was empowered more in the third half of the beginning of XX century.

The appearing of the metaphors being the progressive process is the richness of the vocabulary system of language on the basis of the vocabulary system of the other language and mother language. This process is getting new by the public-political, economic-cultural changes of the period. For example: *etnik təmizləmə; sərt bəyanat; blokadada boğmaq* (the newspaper “Səs” (Voice), 04.07.2014).¹⁷ The metaphors reflect the folk language of the new century by lightening the stylistic resources in the newspaper language. The

¹⁵ Аристотель, Поэтика. Античные теории языка и стиля / Аристотель.– Москва; – Ленинград: – 1936.– s.178

¹⁶ “Səs” qəzeti, – 13 aprel – 2011

¹⁷ “Səs” qəzeti, – 4 iyul – 2014

authors are used from the metaphors for expressing certain aspirations. They revive the important public-political situation by using from these units.

2.3.1. The characteristic features of the publicistic metaphors. As the figurative metaphors, the publicistic metaphors are also the changing of the meaning of certain word figuratively inside the combination and express the individual character. From one side, it is the strengthening of the real world and objective knowledges in the language, from the other side, it is also the creation of own individual figurative world of the journalist: *beynəlxalq dərəcə; qitələrarası kurslar* (the newspaper “İki sahil” (The Two Coasts), 11.12.2012);¹⁸ *toqquşan maraqlar* (The “525th Newspaper, 12.03.2014).¹⁹ The associativeness creating by the metaphoric expression of the word helps the expression of the reality describing by the journalist brightly. The newspaper metaphors can be divided into the metaphors being individual and common for publicistic style.

One of the characteristic signs of the modern newspapers is the metaphorization of the terms. The creation of the metaphors has some ways: 1. The physical signs of the thing is copied to the man and it serves to show the psychological, physical features of it; 2. The sign or the action belonging to man is belonged to the thing, the natural events, the abstract notions and etc.; 3. The signs of the natural events are copied to the men, the other animates and the abstract notions.

Thus, the level of the turning to the metaphors develops in the opposite direction many times: from men – to nature, from nature – to man, from animate – to inanimate, from inanimate – to animate.

2.4. The classification of the metaphors using in the newspaper language (the semantic, structural and functional classification of the metaphors). Some consideration is existed related to the classification of the metaphors in the history of

¹⁸ “İki sahil” qəzeti, – 11 dekabr – 2012

¹⁹ “525-ci qəzet”, – 12 mart – 2014

linguistics that, the structural and semantic classification from them is preferred more.

According to the authors' thought, the semantic classification is more interesting for the width of the research field. This classification leans on subject reflecting the two different meanings of the metaphor itself (the sign to the notional and auxiliary subject in the same time), to the comparison of what with what (comparing with the auxiliary subject, the compared term and etc.). To look through as the concrete lexical-grammatical construction of the foreign features of metaphors stands on the basis of the structural classification.

2.4.1. The classification according to the functional position of the metaphors in the newspaper language. The metaphors being in the form of the word combination are the independent nominative units forming on the basis of the semantic whole of two words least in itself.

2.4.1.1. The classification of the metaphors according to stylistic meaning. This classification is realized on the basis of the stylistic meaning of the metaphors that expressed. According to the expressed stylistic meaning, the metaphors are divided into three groups: occasional, usual and dead.

One of the signs of occasional metaphors is the creation of the paradox effect being untraditional formed of the naming and the direction of the attention of reader to the person that speaking about and the creation of the emotional-cognitive shook with untraditional expression in the thought of the reader.

Saying to use usual from metaphors, the expression apart from the originality, individuality and creativity is understood. These are the ready expressive means; they don't create unexpected meaning, because their meaning and expressions are already known to the reader. And it causes to the decreasing of the stylistic colours of those metaphors during the passing of the period and to the disappearing exactly at least and they are represented as ordinary metaphorical words.

The third group of the metaphors is also arranged by the disappeared, dead metaphors. Sometimes we meet such expressions

in the language that, they have lost their first metaphorical meanings exactly and earned the new meaning: *musiqi aləmi* (“Xalq qəzeti” (The Nation Newspaper), 26.05.2012);²⁰ *muğamın sirləri* (“Xalq qəzeti” (The Nation Newspaper), 23.05.2012);²¹ *sənət axtarışları* (“Xalq qəzeti” (The Nation Newspaper), 30.11.2010).²² The combinations in these samples as “*musiqi aləmi, muğamın sirləri, sənət axtarışları*” were lost their metaphorical meanings completely and generalized. The difference of the dead metaphors from the usual metaphors is that, the firsts don’t lost the relation with the neutral synonyms in the result of the usage, but the seconds are only being in the nominative character and don’t create the synonymic line with the others changing their previous metaphorical meanings to the real meaning.

2.4.1.2.The classification according to the criterion of the expressive colour. The analysis of the newspaper materials showed that, the positive and negative playfulnesses have been divided in the same form in metaphors. During to analyse the language of the Modern Azerbaijani newspapers, we can see that, this balance is broken in the newspapers of Power (*İqtidar*) and Opposition (*Müxalifət*). So that, if we see the preferring to the positive coloured metaphors in the newspaper of Power (*İqtidar*), but the negative colours will dominate in the newspapers of Opposition (*Müxalifət*) for its number. Except from the scientific-publicistic writings printed in those newspapers, the other publicistic texts written on all of the other fields include here. The neutral metaphors are used in the scientific-publicistic texts more. The authors of the article are used from the metaphors during the explaining of the scientific thought understanding difficulty not to damage the content of it in these writings.

2.4.1.3.The role of the military lexicology in the appearing of the metaphors. The history of the creation of this kind of metaphors is ancient. The military terms are used more in the

²⁰ “Xalq qəzeti”, – 26 may – 2012

²¹ “Xalq qəzeti”, – 23 may – 2012

²² “Xalq qəzeti”, – 30 noyabr – 2010

appearing of them: war, attack, landing, staff, defense, camp, army, siege, soldiers, to fight, to recede, attack and etc. (*Hərbi müdaxilə, müharibə oyunu, həmlənin mərkəzi, desant qrupu, müdafiə səngəri, ordu başçısı, mühasirə əmri, əsgər dərdi, döyüşmək həvəsi, döyüşmək bacarığı və s.*)“*Silahlar susdu, mənəviyyatın işğalı*”(The “525”th Newspaper, 2012)²³. The analysis of the resources showed that, the military metaphors are used more in the texts related to sport.

2.4.1.4. The role of the sport lexicology in the creation of the metaphors. Nowadays, the sport takes the main part of the public, political and cultural life. The influence of the sport language is the real fact and that problem is one of the actual subjects interested in by the science of linguistics nowadays: *xatirə turnirina, Formula-1 Avtoyürüşləri* (“Xalq”(The Nation) Newspaper, 09.04.2014).²⁴

2.4.1.5. The role of the public-political lexicology in the creation of the metaphors. The metaphors have the great role in the formation of the political image of any country. The colourfulness of the meaning of metaphors depends on the reflection of the internal analogy by the author in the exact and new form. But if we consider that, the language submits the man and the society to its own structure, then the metaphors are independent and the activity of it in the *sosium* doesn't depend on the author. But “the creator of the metaphor – is the person having the word ability and he creates such kind of new word meaning from unnecessary expression that, we call it metaphor”.²⁵

2.4.1.6. The social-economical metaphors used in the language of the newspapers. All fields of the social-economical life are revived in the independent press. The social-economical terms used in the language of the independent newspapers reflect the situation of the public-political and economical sciences, public-

²³ “525-ci qəzet”, – 4 sentyabr – 2012

²⁴ “Xalq qəzeti”, – 9 aprel – 2014

²⁵ Рикер, П. Метафорический процесс как познание, воображение и ощущение // Теория метафоры, –Москва: Прогресс, –1990, – с. 419

political situation, the level of nowadays development of society, the political ideology, different idea and reviews of the Azerbaijani nation, the types of the human activity, the results of the activity and etc. Most of the metaphors used in the pages of any newspaper related to different fields of the social-economical life were formed by the type of calque (loan translation). Most of these metaphors are in the form of the word combination: *elektron hökumətin* (The newspaper “Respublika” (Republic), 24.05.2014).²⁶

The most important parts of the social-economical metaphors are the terms using in the field of finance.

2.4.1.7. The role of the scientific terms in the creation of the metaphors. The role of the scientific terms in the creation of the metaphor has the ancient history. The scientific terms don't only accomplish the function of term during keeping away to the other styles getting out from the scientific language. The decomposition happens in this function of them. In the result, beside with the monosemy, the term earns the second function called naming: *maqnit qasırğasının* (The newspaper “Xalq qəzeti” (The Nation), 22.08.2013); *baxış bucağının* (The newspaper “Yeni Azərbaycan” (The New Azerbaijan), 29.03.2014).²⁷

The terms are the inseparable part of the scientific style. The keeping of the cognitive information being great volume is characteristic for them that, it helps to deliver the needed information compactly, exactly and adequately. The sources of the scientific terms are different. Despite this, much time is passed for the rooting of the term in the language: *Akademik il* (The “525”th Newspaper, 06.05.2014);²⁸ *elektron demokratiya* (The “525”th Newspaper, 09.04.2014).²⁹

2.4.1.8. The onomastic metaphors. Though to speak from the onomastic units more in the modern linguistics, the role of the onomastic units in the creation of the metaphors stayed away from

²⁶ “Respublika” qəzeti, – 24 may – 2014

²⁷ “Yeni Azərbaycan” qəzeti, – 29.03.2014

²⁸ “525-ci qəzet”, – 06.05.2014

²⁹ “525-ci qəzet”, – 09.04.2014

these researches. The onomastic units are the most useful methods for the description and understanding changing the social reality fast. The difference of the onomastic metaphors from the simple metaphors is that, the objects comparing in the onomastic metaphors must combine under the same meaning. *Sərsəng harayı dünyada əks-səda yaradır* (The newspaper “Nation”, 17.02.2014); ³⁰*Sarkisyan rejiminin gündən-günə artan özbaşınalığı* (The newspaper “Nation”, 09.09.2015).³¹

The third chapter is entitled as “**The cognitive features of the metaphors being used in the newspaper texts**” and was analyzed in the following semi-headings:

3.1. The metaphors being used in the newspaper texts and cognitive processes. The metaphors are not only the language events; it is also the logical result of the thoughts of people about the real life. It is the understanding method of the world having the cognitive structure related to the depths of the person’s consciousness densely. This event based to the associations is set on the opposite relation of the complicated conceptual structures. For example: “*İnsan kapitalı*”, “*Qaz dəhlizi*” (The newspaper “Nation”, 04.06.2014);³² The metaphor “dəhliz” has the opposite relation of the two meanings here. First is the initial meaning of the “dəhliz”, second is the metaphoric meaning created on its basis. The initial meaning is the exit point for the second; It surrounds the semantic structure of the notion “dəhliz” and it is related to the national ethnic thought densely. In the second situation, if we separate the meaning of that lexeme from the notion “ev” and associate with the word “qaz”, then the cognitive metaphor already appears. The main feature of the cognitive metaphors consists of this that, it has the nominativity, it serves to the naming. If there had no the notion “keçid” in the general content of the notion “dəhliz”, the metaphor “qaz dəhlizi” couldn’t create. From this cause, the cognitive metaphors are based to the concepts rooted deeply in the national-

³⁰ “Xalq qəzeti”, – 17 fevral 2014

³¹ “Xalq qəzeti”, – sentyabr 2015

³² “Xalq qəzeti”, – 4 iyun 2014

ethnic thought. According to the cognitive approach, the operation of the metaphoricalization is realized on the concepts and complete with the creation of new frame. This event accompanying with the complicated psychological processes extremely is materialized in the voices, signs during the process of speech and get on the normative frame of the language.

The pragmatic aspect of the metaphors is related to intention of the creation, compiling of the text by the author. While saying the intention of the author, the issues as the factor stimulating to the writing of the article, the main stimulus of it, the target of the article, the attitude of the author to it and etc. are considered. The creator of the metaphor combines them in certain points according to the manner of thought of the metaphors standing among two different subjects, creates the transfer of the meaning. The existing of such kind of feature in human appears in the process of communication constantly. In the process of metaphoricalization, the human combines the onomological, semasiological and social conceptual categories in the social communication frame around the linguistic environment.

O.S.Zubkova writes continuing the thought that, the cognitive and aesthetic function of the metaphors gives the chance to see to this phenomenon as the social consensus.³³

The creation of the metaphors is based to the situational modelling in the process of communication; firstly, the objects are defined, then their comparisons are realized. During the comparison, the situation has the attributive feature; the main condition consists of the appeared clear impressions and excitements here. The other signs of the subject which can compare pass to the back plan. After this, the conceptual categorization happens; the semiotic structuring of the object or subject happens. The next level is called object. To get a linguistic form of the notion happens after the finishing of the

³³ Зубкова, О.С. Интерференциальные коммуникативные возможности метафоры с позиции лингво семиотической концепции // – Челябинск: Вестник Челябинско гогос университета.Филология.Искусствоведение, – 2013. № 1(292),вып.73. –с.214-218.

analysis and synthesis of the signs of units which can compare. Thus, the creation of the metaphors finishes as the result of the complicated processes happening in the system of cognition – the world of the thoughts of man. These metaphors specify the expressed notion in the press language, appear it in the text and create condition to be the effective of its language. The metaphoricalization is an important mean of not only the speech act, but also the common communication.

3.2. The pragmatic-semantic character of the metaphors in the publicistic texts. The development of mass media with great range, the language units using for increasing the effect of influence in them and different structural-semantic combinations of them, as well the appearing of the potential chances of the language units noted in the context makes great interest in the modern period. These factors calculated to the increasing of the effect of influence of speech appropriately are belonged to the important issues of the speech pragmatics. The metaphors are used depending on specific features of each style whether in the analytic, or informative, or figurative-publicistic texts of publicity.³⁴ But the volume and features of the usage, as well the subject differs strictly. Saying strict, we consider that, the metaphors are used less in the political texts than the figurative texts, but the place of them in the text semantics, the sphere of influence of it in the realization of the text semantics is more effective. For example: *“Belə bir ermənipərəst “hüquq müdafiəçisi” bu günlərdə Azərbaycana münasibətdə ikili standartlardan çıxış edən ayrı-ayrı beynəlxalq təşkilatların məxfi xidmət orqanlarının təmsilçilərinin görüş yerinə çevrilən Sülh və Demokratiya institutunda yeni bir anti-millî qurum müqavimət hərəkəti yaratdığını bəyan edib. Əslində, ermənilərə xidmət fəaliyyətindən, özünün və yaxın ailə çevrəsinin tərcümeyi-halından qırmızı xətlə keçən Leyla Yunusovanın qondarma “müqavimət hərəkəti”*

³⁴ Зубкова, О.С. Интерференциальные коммуникативные возможности метафоры с позиции лингво семиотической концепции // – Челябинск: Вестник Челябинско гогос университета.Филология.Искусствоведение, – 2013. № 1(292),вып.73. –с.214-218.

yarandığını bəyan etməklə bu dəfə də çirkin niyyət güddüyünü, xaricdəki antimillidairələrdən gələn sifarişləri yerinə yetirdiyi göz qabağındadır... Özü ilə Azərbaycan cəmiyyəti, Azərbaycan xalqı arasında bütün körpülərin andığını görən, gizli saxladığı kartının açıldığını, üzünə çəkdiyi maskasının yırtıldığının fərqləndirən olan "hüquq müdafiəçisi" açıq şantaj yolunu tutub (The newspaper "Yeni Azərbaycan" (New Azerbaijan), 11.06.2014).³⁵ Leyla Yunusova creates the "resistance movement" against Azerbaijan by the order of Armenians. The antinational activity of L.Yunusova against our nation using from the democratic situation in Azerbaijan is proved with consistent facts. The activity of L.Yunusova and benefit of the Azerbaijan nation is opposed in this political text and the reflected positions were expressed in the metaphors "körpülərin yanması" created by the author of the article. This metaphor including to the context of result is accompanied with the other metaphors (gizli saxladığı kartların açılması, həqarət yağışı) in the general content of the article. The main aim consists of calling the target truly, giving the realized cognitive operation by the exactness of the moments including to the pragmatics of the text. It is the conveying of the anti-Azerbaijani position by L.Yunusov in this issue. In the figurative texts, some metaphors can be used in one sentence, too; it is related to the style of the writer, his aesthetic feeling. But in the political texts, thought the metaphor doesn't have such frequency of usage, it has the highest pragmatic value. The other feature of the issue is that, this metaphor is the creation of the author of article; it includes to the system of metaphors newly which existing in the language. Thus, the text of the article was digested in the inner-life of author, in the system of his intellectual activity, in the result that metaphor was appeared as the strict expressive form of the general content. Many of the metaphors reflecting the political outlooks, the fight of the positions, the national value, and the national benefit were appeared in this type of the texts. They are one of the most effective indicators of the content and value of text.

³⁵ "Yeni Azərbaycan" qəzeti, – 11 iyun – 2014

The metaphors are formed on the basis of the political-economical and social approach to the events in the political texts that, it is related to the pragmatic value which the text carrying this. The psychological features of the author are appeared forward in the publicistic creativity; its character, temperament reflects itself in the general content of the text. Depending on the psychological factors, associative ability of the author, metaphors are formed. In that time, the subject of the metaphors commit from the subject of the text in the background of the political, public and figurative knowledges of it. “Körpünün yanması” is the contextual metaphor in the text giving upper, after the meeting of the general content of the text; it is known that, the general subject of the article speaking about it was loaded on it. The strict, opened attitude, exposing arguments of the author were set on the meaning expressed by that metaphor; that meaning is the expression of the national interest of Azerbaijan. To appreciate the actions of L.Yunusova is being busy by the determination, censure and anti-Azerbaijani activity in the article has been reflected in the value which carried by the metaphor speaking about it.

According to the realized observations, the general metaphors are used more than the author’s metaphors in the newspaper texts; they are polished from the semantic feature during appearing in the new context every time.³⁶ We can consider that, the metaphors appearing newly in the language are strengthened in two directions; if they change to the general metaphors during the frequency of the usage from one side, the semantic enlarging happens on them depending on the textual situation from the other side.

3.3. The metaphors on the headings of the newspaper. The headings of the newspaper have special features being the component of the printed texts. It is the first signal directed to the theme of the printed article. The first meeting of the reader with the newspaper material starts from them; the first reaction also creates in this time. Thus, the heading of the newspaper has certain informative value; the

³⁶ Ширяева, Т.А. Метафора как фактор прагма-семантической характеристики текстов. На материале английского языка: / Автореферат диссертации ...доктора филологических наук /– Пятигорск, 1999. – с.43

emotion of the author, the attitude to the event is expressed here. In this regard, from one side if they are the structure of the language coming before the text, standing above it, from the other side, it is one of the components of text and is related to the theme of it. For this, the first approach among the reader and the author starts from the headings of the article. The first reaction, the first probability related to the theme is also formed according to the headings of the article. The result of that reaction can approach by the compassion or indifference. The headings can be formed as the word combination or sentence from the structural feature. In two cases, the noted structures serve to the pragmatics of the text. For example: *Milli Şura niyə kölgəyə çəkilib?* (cümlə); (The newspaper “Gündəm”, 05.06.2014);³⁷ *Heydər Əliyevin çörəyinin duzu* (word combination); (The newspaper “Ədalət”, 05.06.2014).³⁸

Mahir Gabiloghlu has created the expression “çörəyimin duzu” saying by Heydar Aliyev according to the structure “əlimin duzu”, “çörəyimin duzu” using in the folk language. Mainly, though this metaphoric word combination was created as the blame for the losers of the right, the author of the article has created the originality giving it as the getting of the right and achieved the expression of the new meaning colours of that word combination: “*Atam-xalq şairi Qabil bu təqaüdü (prezident təqaüdünü nəzərdə tutur) alan ilk on nəfərdən biri idi*”. *Rəsmi məlumat bu qədər. Amma prezidentin fərdi təqaüdü ilə bağlı xatirələrim də var. Həm atam, həm də digərləri ilə bağlı. Yazmağa qərar verdim. Bu xatirələr 1997-2003-cü illəri əhatə edir. Etika xatirinə yox, sadəcə gedən insanların bu gün sağ qalan övladlarının acığına gəlməsin deyə ad çəkməyəcəyəm. Bir də ki, məqsəd ad çəkmək yox, prezident təqaüdününüzünü, bərəkətini verməkdir. Bu pulun bir vaxtlar maliyyə məngənəsində boğulan yaradıcı, məşhur insanlara nə qədər əl tutmasını göstərməkdir.*” The two features attract our attention in this heading. From one side, it is the giving as an expression of the great respect and thanks in the positive context of the expression “çörəyimin duzu”, from the other

³⁷ “Gündəm” qəzeti, – 5 iyun – 2014

³⁸ “Ədalət” qəzeti, – 5 iyun – 2014

side, as the exact representation of the author's intention, the pragmatics of the text. The choosing of the heading "H.Əliyevin çörəyinin duzu" attracts the reader itself, says much information to him.

The heading as "Milli Şura niyə kölgəyə çəkilib?" is also metaphorical. Though the noted article is few for its volume, it sets as the form of answer to the question completely.

The metaphors have the feature of value; the feelings such as negation, respect and etc. are given in them. Saying the speech as "Milli Şura niyə kölgəyə çəkilib?", the author of the article considers the main essences of the text semantics giving the place to irony, mockery in the context of the text pragmatics. This kind of headings carries the abstract feature. The specialists being busy with the theory of metaphor note the issues related to the political discourse that, if the tension increases in society, the probability of the metaphoric expression in press will also increase during the period of the rising of struggle among the parties-opponents. Even this kind of metaphors is also called barometer showing the public situation. It also comes from the exact appreciation of the considered notion of the metaphors which are spoken about them. The effacing of the National Council (Milli Şura) was also created for allusion of their insolvency in the heading noted above; it is the position of the author in the attitude of those events and it is related to the semantics of that text densely. We noted above that, it is both the text to text, and the component of the text.

That is why it is the text that, it is the representative of the theme of text. It reflects the theme of the text, from the other side; it is one of the components of text. It means that, the text arranges the whole with the name. Without it, the introduction to the text can be difficult, the function of its pragmatics can be introduced in indifferent form; it can stand apart from the attention of the reader.

Sometimes the phraseological characteristic callings coming across in the headings of the newspaper incur to the meaning transformation. The meaning transformation is related to the appreciation of the existed word form again. Such kind of appreciations demands special attention; sometimes it carries the

abstract character in the new contextual environment. Turning to the heading of such expressions motivated from the functional point of view in the ironic or humoristic manner is already the working of them again, is the meaning in new context. The metaphoric expressions in the newspaper headings can be grouped as the following according to the meaning:

I. The metaphoric headings expressing emotionality: 1. *Beynəlxalq informasiya məkanı formalaşdıran kompüterlər Azərbaycanda mövcuddur*; 2. *Sülhün vaxtı yetişməyibsə?*; 3. *Gənclər uğur zirvəsində*; 4. *Mədəniyyət hər bir xalqın vizit kartıdır*.

II. The metaphoric headings expressing irony: the irony is felt from the first meeting in such kind of headings: 1. *Siyasət dəllallarının "ana müxalifət sevdası"* (The newspaper "Two Coasts, 05.02.2014); 2. *Müğənnilərdən pul qoparmaq jurnalistika deyil* (The newspaper "Kaspi", 05.02.2014).

III. The metaphoric headings expressing the happiness. The happiness, honour, achievement passes the main line in such kind of headings: *Gənclər uğur zirvəsində* (The newspaper "Two Coasts", 05.02.2014).³⁹ "*Uğur zirvəsi*" is the metaphor presenting the chances of the policy of youths realizing in our country.

IV. The metaphoric headings expressing the objection and hate: 1. *Ermənilərin əqli mülkiyyətimizə təcavüzü* (The newspaper "Voice", 08.02.2014);⁴⁰ 1. *Ermənilərin fürsət yoxsulluğu, yoxsa yanlış geosiyasi seçimi* (The newspaper "Voice", 30.03.2014). 3. *Xalqın qanını sümürən acgöz və zəlil Serj Sarkisyan* (The newspaper "Voice", 30.03.2014).

V. The humoristic metaphoric headings. Let's look through some of such headings: 1. *Əlini mənə bəstərəcik* (The newspaper "Voice", 28.03.2014); 2. *Hayla gələn, vayla gedər* (The newspaper "Voice", 07.03.2014).

VI. The metaphoric headings expressing the confession. Such headings have more classical model for its structure: 1. *Universitet: ömrümüz, həyatımız* (The "525th" newspaper,

³⁹ "İki sahil" qəzeti, – 5 fevral– 2014

⁴⁰ "Səs" qəzeti, – 8 fevral – 2014

05.03.2014); 2. *Tarixin daş yaddaşı İçərişəhər* (The newspaper “Nation”, 05.03.2014).

VII. The metaphoric headings expressing the accusation. The accusation wanders with the characterizing densely in such headings. For example: *Fikir mübadiləsi, yoxsa mövqe sərgiləmə təşəbbüsü* (The newspaper “Two Coasts”, 21.12.2012).

VIII. The metaphoric headings have the explanatory and appraisal feature in the political texts: 1. *Biz Azərbaycanda açıq və şəffaf seçkilərin keçirilməsi üçün lazımı şərait yaradılmasında qərarlıyıq* (The newspaper “Nation”, 30.09.2013); 2. *Dünya birliyi Azərbaycanda demokratik idarəçiliyin nəticəsini ədalətli və şəffaf seçkilərdə görür* (The newspaper “Nation”, 25.09.2013).

Metaphorical expressions in newspaper headlines can be grouped in terms of meaning as follows:

1) Metaphorical headlines expressing emotion: *“Beynəlxalq informasiya məkanı formalaşdıran kompüterlər Azərbaycanda mövcuddur”*.

2) Metaphorical headlines expressing irony: *“Siyasət dəllallarının “ana müxalifət sevdası”*.

3) Metaphorical headlines expressing joy: *“Gənclər uğur zirvəsində”⁴¹*.

4) Metaphorical headings with the meaning of protest and hatred: 1. *“Ermənilərin əqli mülkiyyətimizə təcavüzü”⁴²*; 2. *“Ermənilərin fürsət yoxsulluğu, yoxsa yanlış geosiyasi seçimi”⁴³*.

5) Humorous metaphorical headings: 1. *“Əlini mənə bəstəracik”⁴⁴*; 2. *“Hayla gələn, vayla gedər”⁴⁵*.

6) Confidential metaphorical headings. Such titles have a more classical structural structure: 1. *“Universitet: ömrümüz, həyatımız”⁴⁶*;

⁴¹ Yenə orada.

⁴² “Səs” qəzeti, – 8 fevral – 2014

⁴³ “Səs” qəzeti, – 30 mart – 2014

⁴⁴ “Səs” qəzeti, – 28 mart – 2014

⁴⁵ “Səs” qəzeti, – 7 mart – 2014

⁴⁶ “525-ci qəzet”, – 5 mart – 2014

2. “*Tarixin daş yaddaşı İçərişəhər*”⁴⁷.

7) Metaphorical headings with accusatory content: “*Fikir mübadiləsi, yoxsa mövqe sərgiləmə təşəbbüsü*”⁴⁸.

8) Metaphorical headings have a clarifying and evaluative character in political texts: 1. “*Biz Azərbaycanda açıq və şəffaf seçkilərin keçirilməsi üçün lazımı şərait yaradılmasında qərarlıyıq*”⁴⁹.

3.4. The stylistic opportunities of the metaphors in the newspaper texts. The subjective modality of the author manifests in different styles of the publicistic texts. The position of the author and the formation of the specific speech manner stands on the basis of the notion of subjective modality during the using from the potentiality of the language enough here. As we noted in the previous heading that, the position of the author is related to the evaluation-appreciation, the effect of the usage from the arsenal of the language units being the linguistic expression means of that understanding, specially the usage from the lexical level creatively play an important role. ⁵⁰This feature observes in the choosing of the lexical units during preparing the text, in the operation of true relation with the considered notion. For example: *Tolerantlıq kələfinin içində dolaşığı duyünlər: “Belə gərgin iqtisadi problemlər yaşayan Avropanın bütün problemlərə ikili standartdan yanaşmasını da hesabdan silmək olmaz. İstəsək də, istəməsək də Avropanın tez-tez toxunduğu tolerantlıq kələfinin içində dolaşığı duyünlər var və bu duyünlər onların xarici siyasətində Azərbaycana səmimi yanaşmasına imkan vermir. Bu belə olmasa, xristian dünyasının şər və şeytan yuvası olan Ermənistan XXI əsrdə müsəlman Azərbaycanının torpaqlarının 20 faizini işğal altında saxlaması və dünyanın gözü qarşısında 1 milyondan artıq qaçqın hüquqlarının kobud sürətdə pozulması mümkün olardı?! Sualımın daha gerçək cavabı üçün dünyanın*

⁴⁷ “Xalq qəzeti”, – 5 mart– 2014

⁴⁸ “İki sahil” qəzeti, – 21 dekabr – 2012

⁴⁹ “Xalq qəzeti”, – 30 sentyabr – 2013

⁵⁰ Топтыгина, Е.Н. О субъективной модальности газетно-публицистического текста: [Электронный ресурс]. URL: www.vestnik-mgou.ru//Articles/Doc/2963

müharibə, terror və savaş meydanına çevrilmiş ölkələrinə nəzər salmaq kifayətdir” (The newspaper “Nation”, 26.12.2013).⁵¹ The author of the article could express insidious intentions under the name of tolerance of the European politicians – the Christian world in the noted metaphoric construction luckily. The formulation of that construction is related to the creative usage from the lexical units of the author; direct them to the stylistic course. Let’s look through the lexemes used there; “confusion”, “knot”, “skein” from the given language units as tolerance, skein, interior, confusion, knot is belonged to the semantic fields; we can also accept the nearest of the word “interior” here, they are related with the meaning of the notion “tolerance” contradictory; this stylistic environment can give the unpleasant intentions of the Christian world that Armenian also include there under the notion of tolerance exactly. Thus, the value given to the issues by the author of the article, and its position appears in this aspect.

As can be seen, inserting of the language units to the stylistic environment in the text happens in the context of giving value on the basis of making reputation of the events to deep by the author of the text, the understanding of essence. Of course, the professionalism plays an important role in this work. The journalist must have the tact of effective influence in the real situations in modern period; and it is also related to the issues as general level of science, the attitude of practical observe, the skill of analysis, language skill and etc. Thus, the activity of the journalist is related to the public life; it is larger than the inner life of the journalist, the journalist tries to understand it, the language resources activates and chooses during the period of its expression. The metaphoric expression as “Səbrini tarıma çəkmək” also creates in the result of this process.⁵² The author could use from the lexemes giving the content of impatience instead of the metaphoric expression, but that stylistic point accomplishes the considered effect in the noted text. This metaphor expressing the

⁵¹ “Xalq qəzeti”, – 26 dekabr – 2013

⁵² “Xalq qəzeti”, – 26 dekabr– 2013

phraseological character is the most influenced and effective expression of the notion of impatience. The journalistic activity is related to the ideology, state policy and politics densely. For that, depending on the position of the author in the newspaper texts, the opportunities of the usage from the language arsenal is free; not depending on the outlook, belief, the journalist addresses to the system of metaphors – language means creating the condition to the true expression of his position during speaking any of the events. The using from them creates the possible stylistic environment for the exact expression of the needed notion.

In the “**Conclusion**” the generalization of the main results and findings of the research is noted.

1. After Azerbaijan gained independence, newspapers began to develop in a new direction, both in terms of content and form. It is again based on national interests and continues to develop in the spirit of the expression of national interests. Today, our newspaper language is far from the influences of foreign and foreign languages, it is developing in a new social reality.

2. The press take into account both the interests and requirements of the audience when operating. The style of the newspaper has significantly expanded. Genres have been radically changed, the assessment of the use of the lexical layer of the language has been deepened and expanded, and in this connection a new lexical system of the newspaper has been formed.

3. The journalistic text is a structural-semantic whole that affects a large audience. Objectivity and value play a key role in the creation of these texts. One of the main features of journalistic texts is the synthesis of scientific and artistic methods in them, the harmonization of logical and artistic concepts. The main purpose of a journalistic text is to influence the reader, the audience.

4. The journalistic style not only creates the necessary language units, but also presents the existing ones to the reader in a new form by dressing them in a new dress (expressive-stylistic tone). These are metaphors. In the journalistic style, metaphors can be found both in journalistic texts and on newspaper advertisements, as well as in headlines.

5. In the first stage of the activity of the Azerbaijani press, all metaphors were occasional in nature and served to gather the readership around the newspaper. Metaphors reflect the folk language of the new century by highlighting stylistic resources in the language of newspapers. Publicist metaphors are also figurative changes in the meaning of a word within a combination and have an individual character, that is, they are highly dependent on subjective impressions and emotional feelings. The associativity created by the metaphorical use of the word helps to express the reality described by the journalist in a vivid way.

6. Publicist style has the process of innovation, language creation. Therefore, the term "journalism" appeared in the journalistic style. Newspapers cover a certain historical period, socio-political changes, economic and cultural changes. For example, expressions used on the eve of the Second Karabakh War, such as "Karabakh is Azerbaijan!"

7. One of the characteristic features of modern newspapers is the metaphor of terms. At the same time, we often come across the use of special scientific, professional, military, sports, political terms in a figurative sense. Semantic classification is based on the content of the metaphor, which has two different meanings, and a comparison of something with something. Depending on which term system the figurative word belongs to, different groups of metaphors have been identified: medicine (*seçki sayıqlaması*), sports (*ödəmə estafeti, seçki oyunu*), military (*seçkiqabağı döyüşlər*), technical (*hakimiyyət çarxı*), biology (*siyasi nəşillər*), economic (*investisiya mühiti, investisiya*).

8. Metaphors are not only a linguistic phenomenon, but also a logical consequence of people's thoughts and practices about real life. It is a means of understanding the world, which has a cognitive structure that is closely connected with the depths of the human mind. The metaphorical meaning of a word arises from the interaction of the linguistic meaning of the word with the situational meaning. The pragmatic aspect of the metaphor is related to the author's intention to compose and create the text. The creator of the metaphor stands between two different objects, connects them at some point in accordance with his way of thinking, creates a transfer of meaning.

9. The emergence of metaphors in the communication process is based on situational modeling, first the objects are identified, and then they are compared. During the comparison, the situation is defining, one or more features of the objects can be taken into account during the comparison, where the main condition consists of clear impressions and excitements.

10. Newspaper headlines are an integral part of printed texts and have their own characteristics. They are the first signal to the content of the published article. The first acquaintance of the reader with the newspaper material begins with them, and the first reaction occurs at this time. So, the headline of the newspaper has a certain informative value, and the author's emotion and attitude to the event are expressed here.

The main content of the dissertation is reflected in the following theses and articles:

1. Müasir Azərbaycan mətbuatının dili. Azərbaycanşünaslığın aktual problemləri. Bakı, 2014, s. 84-86
2. Mətbuat dilində metaforaların xarakterik xüsusiyyətləri. Dil və ədəbiyyat №2. Bakı, 2014, s.31-36
3. Azərbaycan mətbuatında publisistik üslublar və metaforalar. Filologiya məsələləri № 6. Bakı, 2014, s.61-66
4. Метафоры в газетных заголовках. Филологичні науки, В. 20. Полтава, 2015, с.121-128
5. Publisistik mətnlərdə metaforaların praqmatik-semantik səciyyəsi. Humanitar elmlərin öyrənilməsinin aktual problemləri. Bakı, 2015, s.21-25
6. Qəzet mətnlərində işlənən metaforaların koqnitiv xüsusiyyətləri. Tağıyev oxuları № 2. Bakı, 2015, s.116-122.
7. "Metaforaların əmələ gəlməsində müxtəlif sahə leksikalarının rolu" Dil və Ədəbiyyat cild 8 №1, Bakı 2017 s.111-115.
8. "Метафоры в газетных материалах Азербайджана" Науковий вісник кафедрі ЮНЕСКО Київського національного лінгвістичного університету Вип. 35 Киев 2017 с. 225-230.

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