Subject matter: Peculiarities of Metaphor Functioning in Mass Media Discourse.

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ABSTRACT

Mass media play an important role in life of modern society. They not only inform audience on any facts and events, they influence on public opinions, language and culture as a whole.

The present paper is devoted to influence and expressive figurative language means of journalistic texts in a discourse of mass media. In modern linguistics much attention is paid to language means as the great sense has an influential function of mass media.

In the first part of this research theoretical foundations for the present investigation of stylistic aspects and thematic structure are given. Some functions and characteristic features of mass media are carefully analyzed.

The second part shows examples of metaphors from articles of English newspapers and magazines. It touches some functions of metaphors in discourse of mass media. The metaphor has influencing function of the mass media language, and researchers note its special role in a discourse.

The conclusion contains the basic results of the investigation performed.

The present research is very important because it can help to analyze and avoid some mistakes.