

when a smiley made of punctuation marks can replace certain cues or emotions, for example: “(°\_o)” ‘I do not know’, or ‘I’m not sure’.

Emoticons such as smiley faces are a new language that is changing our brain, according to the new Australian research published in the journal “Social Neuroscience”. “Emoticons are a new form of language that we’re producing”, – says researcher Dr. Owen Churches from the school of psychology at Flinders University in Adelaide [1]. He says when we look at an image of a real face, we recognize the position of the mouth relative to the nose and the eyes, and as a result very specific parts of the brain are activated, and almost the same happens when we see emoticons.

**Conclusion.** Internet discourse as a part of the communicative space has a number of distinctive linguistic features, which are reflected in the speech of the communicants of the Global Internet Network. We believe that the study of linguistic features of Russian-language Internet sites in Belarus is a promising research direction, since it allows to identify the specific traits of virtual language space, as well as to identify some trends in the development and functioning of the Russian language in Belarus.

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**METAPHOR AND METONYMY  
(ON THE BASIS OF ENGLISH ADVERTISING TEXTS)**

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The usage of the figures of speech is the most wide-spread and successful way of any language development. The main aim is to create imagery and to motivate reader`s attention. Without expression, it would be poor and inexpressive. The purpose of the work is to show the significance of such stylistic devices as metaphor and metonymy and to determine its appearance on basis of English advertising texts.

The topicality our research lies in the current trends in the study of metaphor and metonymy in the light of various theories. The phenomena of metaphor and metonymy which attract great attention of researchers is not accidental. This is primarily due to common interest in the study of the text in the broad sense of the term (the study of all stylistic functional varieties of the literary language, including the advertising text, conversational style),

attempt to provide linguistic substantiation and interpretation of various stylistic techniques that create expressive text.

**Material and methods.** The material of the research is metaphor and metonymy in English advertisement. While working at the article we used the following methods: descriptive method with the elements of observation of linguistic phenomena; method of systematization, classification and comparison; analysis of various sources of information: publications in magazines, advertisement.

**Results and their discussion.** Various theoretical materials related to metaphor and metonymy, articles of modern linguists were analyzed in our work. These stylistic devices helps us to create additional expressive, evaluative and subjective connotations.

*Starting stylistic analysis, thus, one should bear in mind that the understanding of each separate component of the message is an indispensable condition of satisfactory work with the message as a whole, of getting down to the core and essence of its meaning. The most frequently used, is a metaphor that means transference of names based on the associated likeness between two objects (for example, "veil" for the "sky") [1, p. 23]. As we know, stylistics is a branch of science that studies the system of stylistic means and the functional styles of a language. Stylistic means are the system of a language means which serves to achieve the desirable effect of the utterance [1, p. 5]. The stylistic means can be divided into expressive means and stylistic devices. Words in context may acquire additional lexical meanings not fixed in dictionaries, what are called contextual meanings. The latter may sometimes deviate from the dictionary meaning to such a degree that the new meaning even becomes the opposite of the primary meaning. This is especially the case when we deal with transferred meanings. What is known in linguistics as transferred meaning is the interrelation between two types of lexical meaning: dictionary and contextual. The contextual meaning will always depend on the dictionary (logical) meaning to a greater or lesser extent. When the deviation from the acknowledged meaning is carried to a degree that it causes an unexpected turn in the recognized logical meanings, we register a stylistic device. The transferred meaning of a word may be fixed in dictionaries as a result of long and frequent use of the word other than in its primary meaning. In this case we register a derivative meaning of the word. The stylistic device based on the principle of similarity of two objects is called a metaphor [1, p. 23]. The term "metaphor", as the etymology of the word reveal means transference of some quality from one object to another. From the times of ancient Greek and Roman rhetoric, the term has been known to denote the transference of meaning from one word to another. It is still widely used to designate the process in which a word acquires a derivative meaning. Quintilian remarks: it is due to the metaphor that each*

*thing seems to have its name in language. "Language as a whole has been figuratively defined as a dictionary of faded metaphors. Let's turn to the classification of metaphor. Most linguists suggest the following classification of metaphors including terms as:*

- 1) *fresh (original, genuine); 1) sustained (prolonged);*
- 2) *trite (stale). 2) unsustained.*

Metonymy also becomes instrumental in enriching the vocabulary of the language, though metonymy is created by a different semantic process and is based on contiguity (nearness) of objects or phenomena [1, p. 24]. Transference of names in metonymy does not involve a necessity for two different words to have a common component in their semantic structures, as is the case of metaphor, but proceeds from the fact that two objects (phenomena) have common grounds of existence in reality.

Metaphor and metonymy are similar in various aspects but the major difference is that if a metaphor substitutes a concept with another, a metonymy selects a related term [3]. So if metaphor is for substitution, metonymy is for association.

**Conclusion.** Summing up we would like to say about the fact that metaphor is used for substitution and condensation, a metonymy is used for combination and displacement. In a metaphor, the comparison is based on the similarities, while in metonymy the comparison is based on contiguity. Moreover we may say that it's impossible to stop the process of the appearance of such stylistic devices. Without them people can't imagine the development of a language. When analyzing the theoretical materials related to the topic of our work, it can be concluded that nowadays the English words have become an integral part of our everyday speech. The main reasons for such integration are expanding international relations and increased information flows, especially in advertisement that we can't omit. The knowledge of such phenomena broadens the theoretical horizons of a language learner.

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