

Abstract

Graduation Level of Proficiency Paper: Bachelor's degree

Title: «METONYMIC TRANSFER IN MEDIA TEXTS (BASED ON THE SPANISH-LANGUAGE PRESS)»

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Topical Importance: Metonymy is examined less frequently than other tropes, the use of metonymy in media text is mentioned in a small number of works and wasn't analysed sufficiently. Thus the importance of the study stems from the correspondence with modern linguistics researches related to the examination of the functioning of metonymy within media text for further comprehensive analysis of media discourse as a whole.

Goals: The main goals are to study metonymy as a stylistic figure, to identify its structural and semantic, stylistic and pragmatic characteristics, and the particularities of the use in spanish-language publicistic texts.

Tasks:

- to define trope in the modern linguistics;
- to consider the problems connected with the definition of the essence and the functions of metonymy as well as its position in the tropes system;
- to identify the most characteristic structural and functional features of the modern media texts;
- to compare the main stylistic particularities of the modern press language with the function of metonymy;
- to conduct the structural and semantic, stylistic and pragmatic analysis of the use of metonymy in the modern spanish-language journalistic publications.

Theoretical value and practical applicability: The theoretical value of the work is determined by its contribution to further research of the functioning of metonymic transfer in media discourse. The practical importance of the works consists of the possibility to use the main results in theoretical courses and practice of teaching lexicology and stylistics, to create special courses on pragmatics and practice of teaching Spanish language.

Results: In the modern stylistics and rhetoric metonymy is examined as one of the main types of tropes, which is based on association by contiguity.

Metonymy is able to reflect the spatial , event , conceptual , logical and syntagmatic relations between different categories belonging to reality and its reflection in the human mind.

The study showed that the use of metonymy in media texts corresponds to the main trend of mass media language. Metonymy contributes to succinct presentation, saving printing space, avoiding the specificity and gives more synthetic overview of the event and persons described and also plays an important aesthetic role and gives the text expressive coloring , which allows to influence an audience and guide the formation of opinion.

As part of the study the most typical cases of the use of metonymic transfer in journalistic texts were identified. Over 50% of the identified examples of metonymy were formed according to the following principles:

- transfer from the geographical, territorial and administrative units to their residents, certain representatives of the authorities and public organizations;
- transfer from classifying characteristic of a certain group of people , united by this characteristic.

Traditional metonymy it is widely used in media texts due to the trend towards simplification and approximation of journalistic discourse to the colloquial, using the established cliches as well as the greater degree of lexicalization of these trope. In particular, a popular type of transfer based on contiguity is a transfer from the abstract to the concrete, for example, from the sense to the organ, considered its receptacle .

Also there are cases of non-typical metonymic transfer with a complex structural and semantic nature. In such examples communication can be traced back several consecutive transfers, a combination of both quantitative and qualitative relationships, complex and multi-dimensional logical-semantic structure.

The study showed that the use of metonymy in the media text corresponds to the basic demands of this sector in the processing and presentation of information. The metonymy not only performs its primary function of giving brevity and fragmentary image of reality, but also a number of communicative and pragmatic functions aimed at drawing the attention and shaping the views of readers .

Implementation advice: The following qualifying work was an attempt to examine the functioning of metonymic transfer in the journalistic texts. In the future it's possible and desirable to make a research on the functions of metonymy and the interaction of the metonymy with other stylistic figures in the framework of media texts.