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МЕТАФОРИЧЕСКИЙ ПЕРЕНОС В СОВРЕМЕННОМ ДИСКУРСЕ МАСС-МЕДИА

Актуальность данного исследования состоит в том, что оно связано с новыми научными направлениями в корпусной лингвистике и лингвостилистике. Ученые не достигли единодушия в том, как именно метафорический перенос функционирует в современных средствах массовой информации и как актуализируется метафора, таким образом, исследования все еще продолжаются. Авторы исследуют стилистические средства в рамках современного дискурса СМИ. В работе применяется корпусный подход к исследованию функционирования в средствах массовой информации стилистических приемов со значением формы или пространства.

Предмет исследования - использование метафор со значением формы в средствах массовой информации. Объектом является тринадцать стилистических приемов с метафорическим переносом, основанным на сходстве с геометрическими фигурами в предложениях, взятых из периодических изданий. В эмпирическом исследовании использовался корпусный подход, частотный анализ и качественный анализ. Следующие результаты были получены по вопросам этого исследования. Наиболее часто упоминаемыми графическими элементами были "точка", "квадрат" и "сектор". Тем не менее, "точка" встречалась наиболее часто в журналах и газетах. Наименее часто слово "граница" встречалось в журналах и газетах. Кроме того, "сегмент" был наименее частым в журналах, а "сфера" в газетах. В ходе анализа выяснилось, что наиболее часто используемый элемент из примеров - метафора, а наименее -

идиома.

Теоретическая значимость этого исследования указывает на тот факт, что собранные теоретические результаты могут внеси определенный вклад в корпусные исследования, применяемые в анализе стилистических приемов формы или пространства. Практическая значимость этого исследования заключается в определении того, насколько популярно использование геометрических понятий в качестве средства выразительности в дискурсе средств массовой информации.

Ключевые слова: функциональная стилистика, графические объекты, метафорический перенос, корпусный подход, Британский национальный корпус.

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METAPHORICAL TRANSFER IN MODERN MASS MEDIA DISCOURSE

The topicality of the present study is that it opens new scientific areas in stylistics and corpus studies. Scholars have not reached a consensus about how exactly metaphoric transfer is functioning in modern mass media and how a metaphor works, thus, research is still underway. We continue to study stylistics within the scope of the modern mass media discourse. The authors apply corpus-based approach to investigation of occurrence of stylistic devices with the meaning of form or space in mass media.

The subject of the work is the use of metaphors with the meaning of shape in mass media. The object includes thirteen stylistic devices with metaphorical transfer based on similarity with geometric shapes in eighteen sentences taken from periodicals. The empiric research used corpus-based approach, identification of frequency of occurrence, and qualitative analysis. The results of the qualitative research answered the proposed questions of this study. The most frequently mentioned graphic items used were "point", "square", and "sector". However, "point" was the most frequent in both magazines and newspapers. The least frequent was "border" in both magazines and newspapers. Also,

"segment" was the least frequent in magazines, and "sphere" in newspapers. After analysis, it was revealed that metaphor was the most frequently used means of expressiveness out of twenty-seven examples idiom - the least frequent among the examined.

The theoretical significance of this research pinpoints the fact that the collected theoretical findings can add to the corpus-based studies in the analysis of stylistic devices of form or space. The practical significance of this research lies in identification of how popular the use of geometric notions as a means of expressiveness in mass media discourse is.

Keywords: functional stylistics, graphic objects, metaphoric transfer, corpus-based approach, British National Corpus, qualitative analysis.

Introduction

The issues of expressiveness attract lot of attention in the present linguistic studies as they are closely connected with everyday practice of communication at interpersonal and corporate levels. Expressiveness in mass media has been an object of thorough research in pragmatics, rhetorics, stylistics and literary studies.

The vast use of expressive means in media is characterised by its influence potential and the dominant role of metaphor among them. Particular purposes may differ as to linguistic and extralinguistic factors. In the course of time many scholars have been analysing metaphor in different domains, among of them T.G. Dobrosklonskaya, N.R. Galperin, V.A. Kukharenko, I.V. Pashkova, P. Simpson, K. Wales, and others. This research adds to analysis of shape metaphors in the domain of written mass media discourse.

The **theoretical significance** of this research is predetermined by the necessity to analyse the functioning of shape metaphors in printed media and connected issues of linguostylistics, the theory of metaphor and publicist discourse. Moreover, this research can expand the scientific understanding of corpus-based approach applied to analysis of stylistic devices of form or space.

The examples, which serve as an integral part of empirical body of the present research, were taken from famous periodicals such as the Wall Street Journal, the Financial Times UK, the Financial Times Europe, CNN, etc.

This paper is primarily focused on stylistic devices of form or space and how they are reflected in the domain of written mass media discourse. In geometry, shape is a certain field that is limited by borders either dots or lines, thus, referring to their form. It is customary to use reference to shapes in written speech to delineate forms with the aim of making a certain effect.

Briefly, human mind uses shapes to perceive information consciously or subconsciously by the brain. Words are associated with concrete explanation, process, fact or phenomenon. In particular, conceptualisation of space is intertwined with certain communicative intention, i.e. to inform, to comment, to argue, etc. For instance, people got used to delineate essential boundaries for given information in order to make better visual representation or for better understanding. Other concepts are given in geometry, i.e. figures (circle, square, etc.) or shapes. In this article, metaphors referring to such items served as the main **object** of the present research.

Hence, the **goal** of this research was to investigate the use of stylistic devices of form and space with metaphoric transfer in the written mass media discourse with the aim of analysing its use within the context and to reveal how frequently particular objects are met.

The practical implication of this research is that the collected material can be used in the preparation of methodological manuals on the stylistics and metaphoric transfer. The research is determined to identify how widespread the use of geometric information in mass media discourse is.

According to the suggested goal the study aims to answer the following research questions:

1. What is the most and the least popular stylistic device of form and space used in written mass media discourse?

2. In what way are stylistic means of form and space met within the analysed context due to the need for expressiveness?

Materials and methods

The study was based on corpus-based approach and secondary data analysis to identify the occurrence of stylistic means of form and space with metaphorical transfer based on similarity of shapes.

The corpus method was chosen because this study helps to determine the frequency of use.

Corpus linguistics is viewed by some linguists as a research tool or

methodology, and by others as a discipline or theory in its own right (Yu. N. Marchuk, M. McCarthy, E. Malyuga, G. Leech, T. Nazarova, L. Burnard). Corpus-based approach can support empirical investigations of language variation and use and it also helps to identify frequency of occurrence for this particular research.

The object of the research were stylistic devices of form or space with metaphorical transfer based on the similarity of shapes with thirteen geometric objects: dimension, scale, line, point, round, circle, border, sphere, angle, square, sector, segment, pyramid.

The empirical body of the present paper is based on qualitative method. The process of the research was conducted during the period of three months and involved data collection and interpretation. The main data was taken from periodicals.

The research carried out was divided into several steps:
1. to investigate periodicals;
2. to find out data with examples;
3. to interpret data;
4. to find frequency of occurrence in The British National Corpus;
5. to draw relevant conclusions.

The stylistic devices of form and space were identified in the Wall Street Journal, the Financial Times UK, the Financial Times Europe, CNN, Bloomberg, Vox, the Economist, the Guardian, BBC in twenty-seven sentences.

The data of thirteen geometric objects was analysed and provided in charts. The data reflected in Figure 1 (see Figure 1) demonstrate the first half of geometric objects analysed. The empirical analysis involved corpus-based approach and investigation of frequency of occurrence in the British National Corpus. Figure 2 (see Figure 2) finds out the second half of graphic objects.

The British National Corpus provided the data reflected in newspapers and magazines. Hence, the charts were divided into two columns named out as newspaper and magazine.

Expressive means and stylistic devices with the meaning of shape and form

Stylistics is one of the branches of linguistics which studies the style of written or spoken speech. Doing research on what stylistics is, linguists stress its functional nature. For example, K. Wales in her "Dictionary of Stylistics" writes: "The goal of most stylistics is not

simply to describe the formal features of texts of their own sake, but in order to show their functional significance for the interpretation of the text; or in order to relate effects to linguistic "causes" where these are felt to be relevant" (Wales, 2001).

According to P. Simpson, "stylistics is a method of textual interpretation in which primacy of place is assigned to language (Simpson, 2004).

We rely on the famous definition of stylistics by I.R. Galperin: "Functional style of language is a system of interrelated language means". He distinguished five major functional styles in the English language which have become traditional:

1. belles-lettres (poetry, emotive prose, style of drama);

2. publicistic (oratory, essays, articles in newspapers, journals) /
newspaper (brief news items, newspaper headings, advertisements);

3. scientific prose (humanitarian sciences, exact science, popular scientific prose);

4. official documents (style of diplomatic documents, legal documents, military documents);

5. colloquial style (everyday speech such as dialects and slangs).

We have limited our study to publicistic (newspaper) style to demonstrate some examples based on the weekly magazines' publications written by both US and UK journalists.

Trite metaphors in mass media discourse

Studies on the theory of metaphor are based on the assertion that our conceptual system is largely metaphorical. At the same time, trite metaphors are widely used – these are phrases that have lost semantically motivated connections of meanings. The process of comparing the properties of the compared objects is beyond the scope of its use and is perceived as given reality.

Metaphors that are firmly integrated into the language are often not even perceived as such. At that, specialists in stylistics and rhetorics are considering the extent to which "triteness" is important for the functional load of discourse and conclude that the metaphor will in determine the process of our thinking, behaviour and structuring of everyday experience to various extents (G. Lakoff, H. Ortega-y-Gasset).

Analysing the example written below, we should notice that the metaphoric expression "support from every angle" expressed through

geometric shape "angle" is emphasized. That is a small trick promoting the reader to find easily the metaphor denoting the idea of "getting support from everyone and everywhere".

"We won, we won together. We have tremendous evangelical support. We have tremendous support from every angle," Trump said of Pence. "You can't break up a team like that" (CNN, August 22, 2019).

Set expressions are fixed and modified phrases. Their form can never be replaced with another one. So, they are distinguished as "culturally accepted phrases". Let us consider the following sentence.

"Vicious circle: Federal Reserve officials had a serious problem late last year. Fears on Wall Street about an imminent recession threatened to become a self-fulfilling prophecy" (CNN, March 10, 2019),

The set expression "vicious circle" means the problem arising as a consequence of a trouble-solving process. The article taken from CNN is about the obstacle that the Fed officials used to face a year ago. According to the author, after some attempts to fix the problem they did not get into any success moreover, it became even more serious than before.

It is necessary to mention that the form of a set expression "vicious circle" is inflexible, which means that it is settled and cannot be changed, otherwise, the main concept of the phrase will be lost.

Some lexical means can also contain the reference to shape and form concepts. For example, phrasal verbs.

E.g. "The National Rifle Association is set to square off against the city of Los Angeles as the gun-rights group seeks to overturn a law requiring contractors to disclose all business ties to the organization". (Bloomberg, August 11, 2019)

The sentence displayed above is an example of a phrasal verb involving geometric shape. The expression "square off" can be defined as "arguing or fighting with somebody over something". The two parts of the phrasal verb can stand separately and both of them has its initial meaning in the English language.

Stylistics has its devices which add to the emotive and expressive loading of the text. Analysing these devices we can distinguish the imagery function of various verbal means with the meaning of form and shape. It is the way to show the reader the deep concept and idea of the text. They are also classified into symbol, synecdoche,

personification, simile and metaphor.

Metaphor has various definitions such as "displacement of some qualities from one objective to another" or the definition given by "Oxford English Dictionary": "A type of speech in which the phrase or name is transferred to a different subject or an action" (OED, 2002).

From ancient times the term "metaphor" was defined as a transfer of meaning from one word to another. Metaphor is one of the strongest and most powerful ways of creating a clear image which is an already existing notion in mind. To create an image, it is better to bring the notion from not real imagination into reality. It makes the language more colourful by using figures of speech. In this way, it is easy to make some vague notions or statements much more perspicuous.

The term "conceptual metaphor" is one of the most important cognitive mechanisms based on the establishment of relationships between conceptual structures belonging to different fields of knowledge (domains) (G. Lakoff) .

There have been discovered a lot of conceptual metaphors that structure our ideas and conceptual systems at the same time the ones that are used in everyday language. On the basis of executed research, we are inclined to believe that geometric shapes in metaphoric expressions have a vast and frequent use in the cognitive process of conceptualization and profiling language action in modern English.

As a matter of fact, using geometric metaphors in mass-media is considered to be a creative technique that expresses some unusual thoughts in a figurative way. They also assist the reader to get some detailed information about such complicated and multidimensional sphere as economics.

The use of metaphor with the meaning of form and space

We have studied the use of stylistic devices of form or space with metaphorical transfer based on the similarity of shape with thirteen geometric objects such as dimension, scale, line, point, round, circles, border, sphere, angle, square, sector, segment, pyramid to analyse their occurrence in the written media context. The research was based on periodicals taken from the Internet. The following examples demonstrate how these items are actualised in mass media discourse.

We overlooked one of the most researched issues as metaphoric expressions with the meaning of geometric shapes such as, "debt spiral", "square deal", "pyramid scheme", "vicious circle", "put on the

line", "breaking point", "circle the wagons", etc. Literally, writing metaphors instead of using phrases in their initial and direct meaning gives to the written material a special style and uniqueness. To follow the etiquette the author is always assumed to create a personal style of writing. In most cases that is possible only via metaphoric expressions, for they give the writer an opportunity to be original, creative and escape from being obvious while covering any kind of topic.

There are several types of mass media articles which serve for specific communicative intention. According to T.G. Dobrosklonskaya (2005) the following types of mass media articles can be distinguished:

1. News, based on transfer of message.

2. Informational and analytical texts (analysis, opinion, comment), encompassing expanded topic provided with evaluation, opinion, and commenting part.

3. Articles of a problematic nature (features/feature articles) related to current events or sustainable topics.

4. Advertising texts that implement the impact function.

Reading a lot of writings by different famous linguists we support the idea that geometric metaphors are supposed to be in the row of ones that cause difficulties in the translating procedure.

The first four examples indicating geometric shapes via metaphoric expressions are taken from the BBC and the Financial Times. They are expressed through words "sector" and "segment".

"Individuals want to know if they can ever trust the system again, and current crises in the European banking sector continue to stoke those concerns (Financial Times, 19.12. 2010)".

"We are confident that the microprocessor market segment is functioning normally, and that Intel's conduct has been lawful, pro-competitive, and beneficial to consumers" (BBC, 27.07.2007).

So, the reshaping of the sentences is exposed by the geometric shapes "sector" and "segment" which are presumed as a part of a circle in their initial meaning. In this case the metaphor "sector" is associated with a significant part of economics that deals with other spheres as well. Unlike the word sector, segment creates an association with the part of the commodity market that gains consumers appearing with the same preferences.

"Trump never clarified what he meant — and by "clarified," we mean "told anybody what movie he was talking about" — when

discussing how racist Hollywood was, but a segment on Laura Ingraham's show on Fox News about The Hunt seemed a likely culprit for spurring his ire" (Vox, Aug 10, 2019).

The geometric shape "segment" is adapted to give the sentence a deep concept that denotes the word "piece". In this case using the word piece instead of segment would surely make the sentence too straightforward. So, the author decided to give a key meaning to the written material through metaphor that is depicted by geometric shape "segment".

"McQueen (and his stunt double) tore through the streets of San Francisco in the green Mustang to create the 1968 film's most iconic segment". (CNN, August 16, 2019)

The expression "iconic segment" can be analysed and comprehended only from metaphoric point of view. As for this sentence we should mention that the author was supposed to justify the iconic moment by attaching the geometric shape "segment" denoting the noun "moment".

Based on our findings, we can state that geometric shape "angle" has a vast use in mass-media. We have taken a few instances from thousands of them that show the structure and form of the sentences involving metaphors imposed on geometric shape "angle".

"On the other hand, the company is entering a conventional wholesaler market without much experience or an innovative angle" (Financial Times, Wednesday 24, 2019).

The sentence consists of a metaphoric expression "innovative angle". As a matter of fact, the direct meaning of the geometric shape "angle" is "a figure formed by two rays". In this case, the author used geometric shape "angle" that denotes the noun "approach".

The statement for the word "angle" is also suitable for the forgoing example as well.

"Although the plot could be construed as an opposites-attract romantic comedy about a small business owner (Billy Gardell) who falls for a nurse (Folake Olowofoyeku), co-creator Chuck Lorre started off his TCA panel for his new show by mandating that the romantic comedy angle is our entrance point to the series" (CNN, August 14, 2019).

The forthcoming sentences carry the same idea. At this point the noun "angle" highlights the words prospective, viewpoint, opinion,

attitude, notion, outlook, stance, etc. The authors use the geometric metaphor "angle" without destroying the primal meaning. They reinstate the main notion drawing on geometric shape, otherwise the sentences would not be captivating enough.

"From one angle, the industry's prospects look bright. Demand is rising for products that promote health "naturally" (The Economist, 17.09.2015).

"And this was a white nationalist terror attack. But it was also, a bit more specifically, a brutal example of an anti-Latino hate crime. So, on Monday I examined how news outlets, both in English and Spanish, are covering this angle" (CNN, August 6, 2019).

"The pattern is known as a cross sea and occurs where waves from different weather systems meet each other at right angles" (The Guardian, July 6, 2019).

"But Stefan Stalmann at Autonomous wrote: "Various angles of the story leave a bitter aftertaste for us, in particular the close association with Mr Wind- horst, the logic around H2O acting as a quasi-bank and the inherent difficulty of the center in Paris to impose certain standards on its far-flung independent local activities" (Financial Times, July 8 2019).

Observing the geometric shape "sphere" we got to the point that metaphors involving this noun are not so popular in mass-media. After some commitments we were able to identify the noun "sphere" through different articles written in newspapers and magazines. Unfortunately, it is not an easy task to determine the current geometric shape penetrating in metaphoric expressions.

The next example outlines economics as a system of producing, spreading, exchanging of material goods, their consumption and represents a set of different relations.

Analysing the empirical material, we can suppose that among English-speaking society the extension of economic field creates an association of surroundings which is considered to be a characteristic of a geometric shape sphere.

"In the economic sphere, most states, rich or poor, western or eastern, have become filters, trying to manage inflows and outflows of goods". (Financial Times, December 28, 2010).

In mass-media, the noun "square" appears very frequently but rarely in a form of metaphor. Alike many other geometric shapes square does

not supersede too many ideas expressed in their initial meaning.

"We're on the public square, we have a more public voice, which means we can get kicks in the face sometimes." (Financial Times, July 8, 2019)

Usually politicians prefer to use some metaphoric expressions that will not evoke a feeling of highly self-assessment among society. In the example the geometric shape "square" executes the expressions such as to be the best candidate or share citizens' love.

"The case of Bernard Madoff, a New York financier who has allegedly confessed to running a pyramid scheme that destroyed up to $50 billion of his clients' money, has all three traits" (The Economist, December 18, 2008).

"Madoff, now 81, was arrested in December 2008 on allegations that the prestigious asset management firm he ran in Manhattan was in fact a pyramid-type scheme that swindled billions of dollars from thousands of people. (CNN, July 24, 2019).

"Agnifilo argued that the prosecution's own witnesses will testify that they loved being part of Nxivm -- an organization that prosecutors have deemed a pyramid scheme, but others call a cult" (CNN, May 8, 2019).

"Pyramid scheme" is the way of deceiving the investors by means of getting money and never pay them back or pay them not the exact amount of funds.

The fraudulent income making pattern is described through the metaphor "pyramid scheme". The allocation of financial resources between the downstream participants and the upstream members is acquired through the comparison which is illustrated via noun "pyramid". Since, the one is the explicit indicator of the huge gap between the very top and the bottom of the geometric shape.

In written discourse such words are met to highlight, comment, interpret, inform about certain phenomenon or to make an effect. As we can see from the example, point demonstrates limits. Although, it helps to understand the current situation.

The rapid influx of funds from a just-passed $4.6 billion congressional aid package will place new demands on agencies that have said that thousands of migrants a day have strained their infrastructure to a breaking point (...) (Wall Street Journal, June 29-30th 2019)

According to Merriam Webster, a breaking point symbolizes 'the point at which a situation becomes critical' or 'the point at which something loses force or validity'(Online 1).

The next example of "scale" is met as an idiom with the preposition up + facilities. Cambridge Dictionary says it is 'something in size, amount, or production'.

The agencies will have to rapidly scale up facilities in the face of persistent logistical obstacles. (...) (Wall Street Journal June 29-30th 2019)

Therefore, we can conclude facilities in this context is meant to be any objects. The main purpose of such use is to highlight the measurement.

In contrast, line may have different meanings in various contexts. It may reflect the way of behave.

That line brought the mostly black audience to its feet for a standing ovation. (...) (Wall Street Journal June 29-30th 2019)

The next example demonstrates the use of round in context. This particular example illustrates the form in the domain of sport.

Venus Williams yielded a peak BBC audience of 2.1m and her second-round victory over Magdalena Rybarikova was the highest-viewed singles match of all, with a peak audience of 2.4m. (...) (The Guardian, July 6, 2019)

It can be concluded that the use of round in this sentence is highlighted by some period or cycle associated with sport activities. We can suggest that the use of round in this way can have a communicative aim which is to inform target audience about a certain event.

Although, the next example is about the use of round along with the standing audience with the aim to describe how audience behaves. The author uses such geometric object to highlight the form.

There is a buzz that comes from a standing audience crowding round a vast peninsula stage to follow a story told through dialogue, music and dance. (...) (The Guarding, July 6, 2019)

It can be suggested that situationality of the word round in this context is rather acceptable than square because of the common position when audience gathers.

Another example reflects the use of circle in set expression. The time, as a concept, is discussed among various scholars, linguists, philosophers, psychologists. As it is seen from the sentence below,

circle, as a semantic unit, is used in general sense.

Adding to the general sense that time is a flat circle, the new characters include a corrupt mayor played by star of the 80s cult hit The Princess Bride, Cary Elwes, and a journalist intent on harassing Nancy at her summer job at the Hawkins Post (a local newspaper, children. Time to die played with relish by Gary Busey's lookalike son, Jake. (…) (The Guardian, July 6, 2019)

Therefore, the time, which is met accordingly is explaining eternity, never-ending process which will repeat and never end.

Another example of circle in context is described below. Thus, vicious circle is reflected as a sequence of undesirable cause and effect of any situation when both intensify situation and led to negative consequences.

Deutsche has been battling what its own chief financial officer has called a "vicious circle" of declining revenue, high running costs, a falling credit rating and the increasing cost of funding. (…) (Financial Times, July 8, 2019)

Since this is a set expression which is regularly used in figurative sense, it is mentioned in inverted commas.

The next we will look upon the word 'border' in the written mass media. Here we can see the example taken from Financial Times Europe, is met in a narrower context. This can be associated with certain obligations and limitations or even restrictions.

The locals have grown intolerant towards cross-borders commuters accusing Italians of job-stealing and driving down wages. (…) (Financial Times, July 24, 2019)

Herewith, the word dimension is also met in this sentence in a narrower context. It is used as explanation of IT system and the functioning of particular action.

But Japan was slower, compared with China, to apply two-dimensional QR bar codes for mobile payments, which have become the dominant payment method in Chinese stores over the past five years. (…) (Financial Times, July 24, 2019)

To sum up, trait metaphors with the meaning of form and space can be met in different contexts, which are influenced by interlinguistic and extralinguistic factors. Nevertheless, they are to pursue certain communicative intention and produce a pragmatic effect.

Results

The data collected were analysed based on corpus-based approach and secondary data analysis, where media texts taken from modern English-language periodicals belonging to the category of quality press were the main focus of investigation.

According to data provided by The British National Corpus, the results demonstrated that "dimension" was met 78 times in magazines and 75 in newspapers, "scale" was identified 587 times in magazines and 452 in newspapers, "line" was revealed 2305 times in magazines and 2742 times in newspapers, "point" was pointed out 2566 times in magazines and 3447 times in newspapers, "round" was identified 1720 times in magazines and 3275 in newspapers, "circle" was mentioned 267 times in magazines and 259 times in newspapers, "border" was seen 3 times in magazine and 2 times in newspapers (Figure 1).

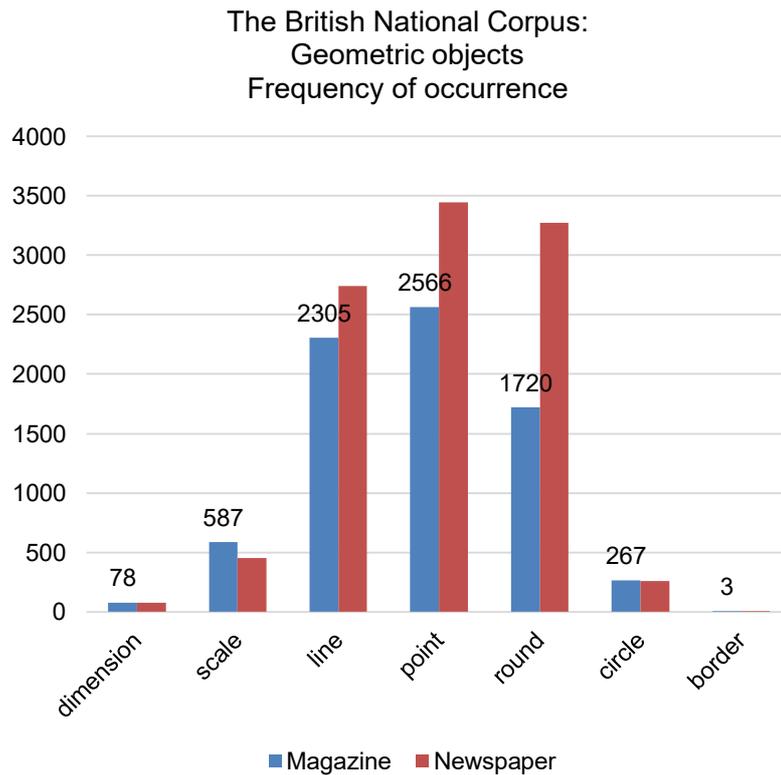## The British National Corpus: Geometric objects Frequency of occurrence

Figure 1. Words with metaphorical transfer based on the similarity of shape with geometric objects in the British National Corpus

The second part reveals that "sphere" was used 23 times in magazines and 15 times in newspapers, "angle" was met 257 times in magazines and 81 in newspapers, "square" was seen 620 times in magazines and 710 times in newspapers, "sector" was identified 207 times in magazines and 840 in newspapers, "segment" was found out 22 times in magazines and 18 in newspapers, "pyramid" was revealed 58 times in magazines and 32 times in newspapers (Figure 2).

The British National Corpus:
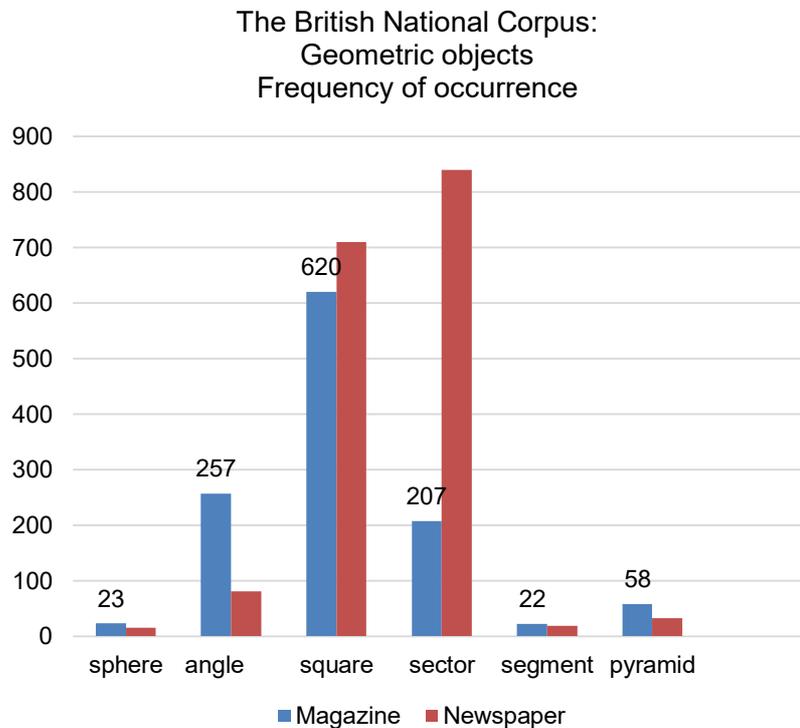Geometric objects
Frequency of occurrence

Figure 2. Words with metaphorical transfer based on the similarity of shape with such geometric objects in the British National Corpus

Based on the data provided by the corpus, the chart represents that

the most frequently identified item both in magazines and newspapers was "point". The least frequently used item in both magazines and newspapers was "border".

Based on the data provided, the chart represents that the most frequently identified item was "square" in magazines and "sector" in newspapers. The least frequently used item was "segment" in magazines, and "sphere" in newspapers.

In the course of analysis, we have identified the following word combinations in twenty-seven examples: "angle" - support from every angle; "square" - to square off (idiom); "sector" - banking sector (metaphor); "segment" - market segment (metaphor); a segment on Laura Ingraham's show; "segment" - most iconic segment; "angle" - innovative angle, comedy angle; from one angle; covering this angle; right angles; various angles of the story; "sphere" - the economic sphere; "square" - public square; "scheme" - a pyramid scheme (2); a pyramid-type scheme (all metaphors); "point" - breaking point (metaphor); "scale" - scale up facilities (idiom); "line" - line brought the mostly black audience (personification); "round" - second-round victory (set expression), crowding round; "circle" – a flat circle, "vicious circle"(2) (metaphors); "border" - cross-borders commuters (set expression); "dimension" - two-dimensional QR bar codes (set expression).

To sum up, there were identified twenty one metaphor, 1 one personification, three set expressions and two idioms.

Conclusion

The present study has analysed the use of thirteen stylistic devices of form or space with metaphorical transfer based on the similarity of shape with geometric figures in the domain of mass media.

According to the analysis based on corpus-based approach, it was revealed that that the most frequently used stylistic devices of form or space used were "point", "square" and "sector". However, "point" was the most frequent in both magazines and newspapers.

The least frequent was "border" in both magazines and newspapers. Also, "segment" was the least frequently used in magazines, and "sphere" in newspapers.

The present research provided twenty-seven examples, where word combinations with the meaning of form and shape are met as metaphors, personifications, phrasal verbs, idioms and set expressions.

It can be suggested that words with metaphoric transfer can be met in modern mass media discourse either more or less frequently. It depends on the concrete goal which is set to be achieved and type of message for the target audience.

Bearing in mind the aforementioned, it can be concluded that the use of graphic information is quite popular in modern mass media discourse. However, it is useless to state the unimportance of geometric object in articles from mass media.

The interconnection with graphic information and language is obvious; it helps to determine how exactly any information should be perceived. It helps to delineate shapes, borders, etc. Spatial conceptualisation is useful expressiveness tool.

As for the issue of stylistics, the study revealed that the most frequently used stylistic means that were met in this research was metaphor and the least frequent was idiom.

Stylistic means can teach how to gloss over the meaning, thus, making it quaint. Figurative meaning has been considered a tool of pragmatic impact by many scholars, writers and poets. However, it may not only be used in poetry or literature.

Modern mass media is trying to grab audience's attention. Since all spheres are influenced by globalization, intervention of modern technologies in business, target audience needs information to be provided even in a more cunning way.

Target audience is ready to read reader-friendly, professional articles that are actualised with a certain purpose. Nevertheless, nowadays people are less susceptible to advertisements, they are more receptive for breaking news.

The study has shown that the most frequently used stylistic device is metaphor and it can be intertwined with graphic information. Whatever the effect might be, it is advisable to polish the way target audience perceives the events.

Being one of the most influential press in the world, the quality periodicals aim at a certain target audience and have different sections for several purposes; it may be proposed that popularity of eloquent message is increasing. The way to grab reader's attention can be realized only with the help of language. The right strategy can be used via applicable spatial conceptualization.

The results of the present study accord with the previous studies in

applied linguistics, where it was stated that use of stylistic means in media can be explained by communicative intention used for a transfer of important message bearing in mind already existing forms.

Focusing on the information provided, quite often target reader is not familiar with the background information behind the topic discussed. One of the main responsibilities of the information is that it should be concrete, authentic, reliable, catchy, rather moderate, grotesque and silver-tongued.

Further research can touch upon other types of discourses and genres as the sphere of trite metaphor actualisation.

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