

## FUNCTIONAL-PRAGMATIC TYPES OF PERIPHRAISIS IN ENGLISH JOURNALISTICS

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**Annotation:** *This article concerns about several types of periphrasis which are widely applied in English mass media*

**Keywords:** *nomination, metonymic, metaphoric, allusive, pseudo-explanation, euphemistic, stylistics, pragmalinguistics.*

Periphrastic nomination takes an important place in the formation of modern journalistic style and is closely related to the problem of imagery and accuracy of information transmission in media texts. The lack of a systematic analysis of individual tropical forms of speech (in particular, periphrasis) from the standpoint of modern communicative stylistics and pragmalinguistics determines relevance of the research.

Periphrasis is traditionally understood as "a stylistic device consisting of a descriptive designation of objects and phenomena reality, in which the foreground some quality or side is put forward the concept being described, essential for specific context or situation".

The study made it possible to identify several types of periphrastic expressions in British journalism. When studying the contexts of periphrasis in the media, it was revealed the presence of periphrastic nomination options based on a combination of cognitive-semantic features of tropical models that correlate with the phenomenon of periphrasis. It is the identified semantic proximity between that explains the emergence of such variants of implementation of cognitive-semantic models of periphrases as metonymic, metaphorical, allusive, pseudo-explanation, and euphemistic periphrases.

Metonymic periphrasis represents a process of empowerment naming of an object, which consists of replacing the name of the object itself with the name of any of its features (both differentiating and additional) or the name another object located in any connection with the first. The basis of metonymic periphrasis is the mechanism of the logical type of periphrasis, based on the principle of generic relations. In particular, the relationship between the paraphrase and the periphrasis can be represented by such types as creation

and creator; attribute carrier and attribute; subject and material; content and containing; action and its result; place of residence and residents.

Metonymic periphrasis involves using a descriptive phrase as a substitute for the name of something, often based on a closely associated characteristic or attribute. Examples of metonymic periphrasis include:

1. "The crown" refers to the monarchy or the reigning monarch. Here, "the crown" is used as a metonym for the ruling power and the institution of the monarchy.

2. "The White House" refers to the U.S. presidential administration. In this case, "The White House" serves as a metonym for the executive branch of the U.S. government and its activities.

3. "The press" refers to journalists and media organizations. This metonym highlights the association between the printing press and the field of journalism and media communication.

4. "Hollywood" refers to the American film industry. This metonym reflects the association between the district in Los Angeles and the entertainment industry as a whole.

5. "Pen mightier than the sword" refers to the power of the written word to influence or persuade, in contrast to physical force. This metonymic periphrasis uses "pen" to represent writing and "sword" to represent physical aggression or action.

6. "The bench" refers to the judiciary and the legal system. This metonymic periphrasis emphasizes the association between judges and the seats they occupy during legal proceedings.

These examples demonstrate how metonymic periphrasis involves substituting a characteristic or related concept for the actual name of something, drawing on the associations and implications connected to the substituted term.

Metaphoric periphrasis involves expressing an idea through a combination of words or phrases to create a metaphorical meaning. Here are some examples of metaphoric periphrasis:

1. "The land of the rising sun" - This periphrasis refers to Japan, using the metaphor of the sun rising to evoke the idea of the country's geographic location in the east.

2. "The king of the jungle" - This periphrasis refers to a lion, using the metaphor of royalty to describe the lion's position as the dominant predator in its habitat.

3. "The apple of my eye" - This periphrasis refers to someone who is cherished or loved, using the metaphor of the apple to convey the idea of something precious and cherished.

4. "The silver screen" - This periphrasis is used to refer to the movie industry, using the metaphor of silver to evoke the image of a movie screen and the glamour associated with Hollywood.

5. "The root of all evil" - This periphrasis refers to money, using the metaphor of a root to convey the idea that money is the source of many problems or misdeeds.

6. "The road to success" - This periphrasis uses the metaphor of a road to describe the journey one takes to achieve success in life or a particular endeavor.

7. "The land of milk and honey" - This periphrasis is often used to describe a place of abundance and prosperity, using the metaphor of milk and honey to convey the idea of a place with plentiful resources.

These examples illustrate how metaphoric periphrasis can be used to convey deeper meaning and create vivid imagery by using metaphorical language to describe people, places, or concepts.

Allusive periphrasis involves using an indirect or elusive reference to something by way of a descriptive phrase. This can create a sense of depth or complexity in the meaning of the expression. Example: "The Bard" refers to William Shakespeare. This allusive periphrasis alludes to Shakespeare's status as a renowned playwright and poet, using "The Bard" to evoke his literary eminence and cultural impact.

Pseudo-Explanation Periphrasis includes using a descriptive phrase that appears to explain something but does not provide a straightforward explanation. Instead, it adds a layer of complexity or ambiguity to the expression. "The city that never sleeps" refers to New York City. While this periphrasis appears to explain the city's bustling nature, it doesn't provide a literal explanation of why the city is active at all hours, instead adding a provocative layer of imagery and suggestion.

Euphemistic periphrasis involves using a roundabout or indirect expression to substitute for a harsh, unpleasant, or blunt term, often to provide a more polite or socially acceptable alternative. Example: "Passed away" as a euphemistic periphrasis for "died." This substitution of language is often used to convey the idea of death more sensitively or gently, softening the impact of the direct term.

These examples illustrate how different types of periphrasis can add layers of meaning, subtlety, and indirectness to language, allowing speakers and writers to express ideas in nuanced and evocative ways.

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