

PECULIARITIES OF THE FUNCTIONING OF METAPHORS IN THE TEXTS OF THE INTERNET PUBLICATION "UKRAINSKA PRAVDA"

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Abstract: In the article, to study metaphors in the language of the online publication "Ukrainska Pravda" in the early 21st century, method of observation and descriptive method are used as the main ones. At different stages of the research, the method of functional analysis was applied, which became the basis for determining the semantics of words and stylistic load of lexical units. Modern texts of the online publication "Ukrainska Pravda" often contain metaphors associated with the emergence of different types of transmission. The analyzed nominations make it possible to reproduce people's appearance, character traits, behavior, etc. clearly, vividly, emotionally, serve as a productive means of disguising information and reveal deep psycho-emotional content. It is worth noting that the negative connotation mainly applies to famous politicians, oligarchs, parliament members, celebrities of show business, and so on. Often analyzed tokens vulgarize the text. Although the metaphor is a widely studied layer of lexicology, stylistics, new formations need to be studied in detail. We consider the study of groups of metaphors in other mass media to be promising, and their study will make it possible to comprehensively study the processes of metaphorization in the language of the media.

Keywords: Language of mass media, Lexical and semantic processes, Metaphor, Online publication "Ukrainska Pravda", Stylistic role.

1 Introduction

The use of metaphors in the texts of newspaper periodicals, their types, directions of metaphorization and meaning - a topical area of modern linguistic studies. Metaphorical transfers in language are subject to rigid laws and occur in certain directions from one semantic sphere to another. V.G. Gak remarks: "Metaphor is a universal phenomenon in language. Its universality is manifested in space and time, in the structure of language and in its functioning. It is inherent in all languages and all epochs; it covers various aspects of language and is manifested in all its functional varieties" [6, p. 11]. The formation of metaphors reflects the picture of the world of native speakers, the concepts of which constitute a certain system, hierarchy, and, consequently, the process of formation of metaphorical meanings is subject to this system. This means that metaphorical transferences are grouped into certain types, forming a hierarchical system of regular directions of metaphorization.

In the article, for the study of metaphors in the language of the online publication "Ukrainska Pravda" of the early 21st century, method of observation and descriptive method were used. At different stages of the research the method of functional analysis was applied, which became the basis for determining the semantics of words and stylistic load of lexical units.

2 Materials and Methods

Linguistic scientists call this type of metaphors in different ways: zoomorphic, zoonymic, zoometaphores; in our opinion, they all reflect the essence of the denoted phenomenon and can be used as synonyms. Many researchers studied metaphors in the vocabulary of languages [13, 14, 17, 19, 20, 21, 23, 25] and zoometaphor in particular [7, 15, 16, 18, 24].

Researchers present their classifications, describe different groups of metaphors, for example, F.A. Lytvyn distinguishes between the existence of two terms: zoonym (zoosemism) as a genus and zoomorphism (zoomorph) as a species. The zoonym means the name of the biological animal on the basis of which

the metaphorical meaning develops. Zoomorphism (in ancient religions - the image of the gods in the image of animals) acts as a figurative characteristic of man [10, p. 81].

Most, if not all, zoonyms can be used for figurative characterization and social evaluation of a person on certain traits and properties. This is quite natural, because animals that have their own habits, represent the closest environment of man. That is why zoosemantic metaphors are often used to express certain social types and standards of human behavior, with their help one can assess both the external features of man and his internal properties.

Some aspects of the use of metaphors of this type in the texts of Ukrainian newspaper and magazine periodicals are considered in [1-3].

3 Results and Discussion

Emphasizing the functional parameters, there are reasons to identify several subgroups of zoomorphic metaphor, attested in the texts of the famous online publication "Ukrainska Pravda". At the heart of these formations, we distinguish various semantic modifications:

1) The name of the animal → similar in character, behavior, intellectual development of man. The studied material made it possible to distinguish the following subgroups:

a) Zoometaphors with the names of animals. Such language units give additional characteristics to a person, in particular, in relation to his external signs, age, peculiarities of behavior, etc. Among them, we fix the following tokens:

- pig, e.g.: "Kyivzelenbud launches "Pig at the wheel" campaign" (general) (Ukrainska Pravda, March 23, 2010); Kivalov called journalists and political scientists pigs (general) (Ukrainska Pravda, January 25, 2007). The Great Explanatory Dictionary of the Modern Ukrainian Language offers the token pig in the following meanings: "1. An even-toed ungulate mammal of the pig family, the species of which is bred for meat, lard, bristles, skin; female boar. 2. Figurative: Sloppy man // Dishonest, rude, ungrateful man. 3. The order of formation of troops in the form of a wedge. 4. The kind of card game" [9, p. 1106]. Journalists in the materials call pigs drivers who litter the car window on the road. The politician Kivalov, in turn, called with this word political scientists and journalists who provide unreliable, distorted information. We come across an example: A pig for Yanukovich. Produced on Bankova (general) (Ukrainska Pravda, March 4, 2004), which actually means the meaning recorded in the dictionary to put a pig to harm someone, to act insidiously against someone [9, p. 1106]. Thus, in the language of modern mass media, the analyzed token refers not only to untidy people, but also to those who tell and write lies. Let us note that the metaphor used in the given context of the pig has expanded its meaning compared to those presented in lexicographical works. The authors thus negatively characterize the heroes of the publications, mainly by their behavior, emphasizing this mostly in the headlines of the publication.

- a monkey, for example: Tymoshenko compared Yanukovich to a monkey (Ukrainska Pravda, 24.24.2010), noting that she has not considered him a politician for a long time, that he is uneducated, has lost his authority, etc. Although the Great Explanatory Dictionary of the Modern Ukrainian Language gives only the following meanings: "1. A highly organized mammal of a number of primates, which is closest to humans in body structure. 2. Figurative: About a person who blindly imitates other people's habits, actions, etc. 3. Figurative, Despised. About a very ugly person" [9, p. 502]. In the analyzed context, it is about an uneducated person who has lost credibility and does not fit the position.

The phrase “a monkey with a grenade” with the meaning “a person who has something dangerous but does not know how to handle it” has become popular in the language of “Ukrainska Pravda”. In the language of the online edition “Ukrainska Pravda”, journalists compare not only with the person, but also with the country, political party, etc., cf.: Tymoshenko: “*My judge is a monkey with a grenade*” (Ukrainska Pravda, July 29, 2020); *Monkey with grenades: how Ukraine from the “Upper Volta with missiles” turned into a country without missiles* (Ukrainska Pravda, 05.12.2020); *Yatsenyuk compared the Party of Regions to a monkey with a grenade* (Ukrainska Pravda, August 23, 2011).

When journalists describe politicians, they even present transformed versions, so they call the President of Belarus not only a stupid monkey, but also with a lot of fears, cf.: *Vadim Prokopyev: Lukashenko is a great stupid monkey with a lot of fears* (Ukrainska Pravda, 04.08.2020), and politician Yulia Tymoshenko calls competitor a monkey with a banana, but not in order to reproduce the direct meaning, but rather to emphasize short-sightedness, hopelessness, etc., cf.: *Tymoshenko considers her competitor a monkey with a banana* (Ukrainska Pravda, 11.12.2009). In addition to the fact that such phrases characterize individuals, in this case politicians, negatively, they give the journalism an emotionally expressive color.

- a horse, for example: *Poroshenko warned Europeans about the Kremlin's “Trojan horse”* (Ukrainska Pravda, August 10, 2018).

Although the mentioned dictionary gives three meanings: “1. A large domestic ungulate animal that is used to transport people and goods. 2. Chess piece with the image of a horse's head. 3. Leather upholstered log on four legs for gymnastic exercises; mare” [9, p. 430]. In the online edition “Ukrainska Pravda”, the authors of the token horse use the Trojan horse in the phrase, which means a mythical building in the form of a horse, with which the Greeks cunningly won the Trojan War. In a figurative sense – cunning actions, insidious means of struggle [4]. It is figuratively used by journalists, cf.: *In Russia, it was stated that the Pentagon is preparing a “Trojan horse”* (Ukrainska Pravda, March 2, 2019).

- mare, e.g.: *Where will the lame mare of the opposition take us?* (Ukrainska Pravda, April 23, 2010); *Position is as the light bulb for Yatsenyuk. Deputies cannot decide on a mare and a cart* (Ukrainska Pravda, October 29, 2018).

Lexicographic work gives the meaning of the token: “1. Female stallion; foal. 2. Figurative, Vulgar. About a high-cut fat woman. 3. The same as a horse. 4. In pre-revolutionary Russia – a bench on which convicts were physically punished” [9, p. 437]. In online publications, the mare is called the opposition, but with a sign of weak, calling them lame. In the second sentence, the author obviously uses the transformed compound *old mare for the new cart*, which indicates the inconsistency of the old to the new. In this situation, it is a question of compliance with the position of Arseniy Yatsenyuk and uncertainty of people's deputies in certain priorities.

- stallion, e.g.: *The country needs a new stallion: the heroes of the Game of Thrones are “going” to the polls* (Ukrainska Pravda, October 19, 2015). In the dictionary, the token has two meanings: “1. Male mare. 2. Figurative. About a man who resembles this animal in some way” [9, p. 274]. The publication is about the person the country needs for effective and efficient governance, it is about youth, education, ambition, fullness of strength and more.

- dog, for example: *Kuzma Scriabin: “I am a dog who does not want to and does not jump on others”* (Ukrainska Pravda, August 6, 2008). Dictionary of the Ukrainian language in 11 volumes gives only the token of the male “female, dial. Vine basket” [5 IV, p. 200]. We consider the token *dog* Russianism, in the Ukrainian language there is a corresponding *mammal* (*mammals*) – “A class of highly organized animals of the vertebrate subtype, whose owls feed the baby with their milk” [9, p. 1184]. In the analyzed sentence, the well-known phrase

“Dog female does not want, dog male does not jump” is transformed. The author of the words, using Russianism and transforming phraseology, gave the expression an expressive and emotional color. Russianism stands out against the background of Ukrainian words, giving the expression vulgarity, looseness.

- a goat, for example: Lukashenko accused Yanukovich of lice, and called Barroso a goat (Ukrainska Pravda, April 26, 2011).

The following values of the analyzed token are recorded: “1. Wild ruminant of the hollow horn family living in the mountains. 2. The same as a goat” [9, p. 438]. In the online publication “Ukrainska Pravda”, the author uses a token meaning: “Figurative About a man who resembles this animal in some way” [9, p. 274]. The publication talks about a person who is not needed by the state and the world because of inefficiency or a different position than other politicians, it is about respectable age, poor education, unscrupulousness, lack of strength, and so on. Ukrainian networks often give the phrase old goat, noting the age characteristics of the person. In “Ukrainska Pravda”, we did not notice this phrase in a figurative sense. But in previous years, the authors of the publications compared the former Minister of Education Dmytro Tabachnyk with this animal, cf.: *Tabachnyk will be greeted “with a goat” on the day of knowledge. Actions entitled “From the Tabachnyk of Reforms Like Goat's Milk” are planned in Kyiv, Donetsk, Cherkasy, Drohobych, Lutsk and Vinnytsia* (Ukrainska Pravda, August 29, 2011). Dmytro Tabachnyk's reforms in education are also described as ineffective. In addition to the expression “goat's milk”, the Ukrainian language also uses a phrase-synonym as “milk goat”, so they say about a person in any case completely useless, who vainly takes a place of work and so on.

Continuing the theme: “Tabachnyk is a goat”, the authors of “Ukrainska Pravda” continue the theme of the then President Viktor Yanukovich, cf.: *for Yanukovich, a goat was brought to the Bankova – in memory of Tabachnyk* (Ukrainska Pravda, September 1, 2011).

There is a connection in the subject of show business. Actress Nina Matvienko describes her ex-husband as follows, for example: “*Like a goat's milk*”: Nina Matvienko admitted that she divorced her husband after 50 years of marriage (general) (Ukrainska Pravda, November 1, 2021).

- dinosaur, e.g.: *Harry Kasparov: Putin's Russia is a dinosaur with a huge body and a small brain* (Ukrainska Pravda, 08.02.2021). Comparison with the “giant plant reptile of the Mesozoic era” [9, p. 222] is applied for President of the Russian Federation Vladimir Putin by Soviet and Russian chess player, world chess champion, chess writer and politician Harry Kasparov. Chess player compares both physical and mental properties. Dinosaurs in the imaginary native speakers are sluggish, cumbersome, sprawling, cold-blooded, though large in size, but are distinguished by special mental abilities.

- calf, for example: “*Gentle calves*” in a gas store (general). *Of course, the role of “gentle calf” for the president is not difficult. But where will he get the same gentle “mothers”, except for payers of utilities, all sorts of tariffs and taxes?* (Ukrainska Pravda, September 25, 2009). The token does not pay so much attention to the meaning: “Baby cows // Baby moose, deer and some other large ungulates. 2. Figurative., in speech, despise. About the young. Inexperienced or clumsy // About someone who has a calm disposition; humble” [9, p. 1237], but rather functions on the background of the transformed compound *gentle calf suck two cows* (*humble calf suck two tits*). Its meaning is very simple: an obedient calf in one cow stood, the udder sucked. Then, as if by accident, “shyly” approached another cow, stood, stomped on the ground, rubbed and is already near the other udder. Figuratively speaking, the proverb says that people skillfully avoid conflict, wisely use their ability to delicately negotiate with anyone and find their benefit everywhere. In the publication “Ukrainska Pravda”, the author compares the President of Ukraine with an animal, but will the payers for gas and utilities in general be humble “calves”?

- *bull*, for example: *Straw bull in "Minsk Trap"* (Ukrainska Pravda, October 12, 2017). In the Great Explanatory Dictionary of the Modern Ukrainian Language, the token *bull* is interpreted as: "1. Large domestic animal, male cows. // Male of some breeds of wild cattle. 2. Name of the workforce; ox. 3. pl. <***> Name of a subfamily of large ruminant mammals, which includes tur, bison, bison, buffalo, etc." [9, p. 77], but the online publication "Ukrainska Pravda" mostly gives the phrase *straw bull*, which in Ukrainian folklore is a character of the fairy tale of the same name. A toy figurine of a small bull or calf is made of straw and tarred. According to the content, made by grandfather as a toy to amuse grandmother; became a trap for forest animals, forced them to bring great wealth to grandparents. In fact, the hero serves as a talisman and amulet of the family, brings happiness to all. It is a manifestation of animistic beliefs associated with sacrifice. It is similar to the straw goat in the Scandinavian countries, which, according to pre-Christian beliefs, brings protection and happiness at Christmas. Among the world's analogues, there is the ritual of the Indian kondga caste, according to which the best bull was sacrificed to the field in the spring. The first Ukrainian cartoon, *The Tale of the Straw Bull*, was created based on a story about a straw bull. Cf.: *The hybrid war breeds a straw bull* (in general) *In the Russian-Ukrainian war, Ukraine is increasingly playing the role of a fairy-tale character, in which aggressive neighbors are tightly imprisoned. And for Ukrainians it is no longer very important whose plan it is. Important is what are its consequences?* (Ukrainska Pravda, December 11, 2009). The author compares Ukraine to a fairy-tale hero during a hybrid war in which aggressive neighbors, the Russian Federation, are involved.

- *a lioness*, for example, *Tabachnyk says that when he spoke about the "socialite lioness", he did not mean Sobchak* (Ukrainska Pravda, December 28, 2013). In the dictionary, lioness means "female lion" [9, p. 482], lion "1. Large carnivorous animal of the feline family with short yellow fur and long lush mane in males // Sculptural image of this animal // Figurative. About a very brave, fearless person. 2. Figurative, old, and irony. A person who attracts attention with fashionable clothes, manners, etc." [9, p. 482]. In the online edition "Ukrainska Pravda", the analyzed token is mostly used in combination with the adjective *socialite*. We conclude that in media texts the token *lioness* functions in the second sense, if addressed, it is "a young woman who attracts attention with fashionable clothes, manners", etc., being at social events, which are mostly famous actors, politicians, writers, businessmen, etc.

- *a cow*, e.g.: *"Whose cow would moo": Lukashenko stated that Zelensky had lost the trust of the people* (Ukrainska Pravda, November 13, 2020). The dictionary records: cow "1. Large even-toed ungulate domestic dairy animal; female bull // Female of some breeds of cattle (elk, deer, etc.). 2. Figurative, Despised. About a clumsy, fat or stupid woman" [9, p. 456]. In the language of the journalistic publication, the author calls the *cow* the President of Belarus Alexander Lukashenko, who, criticizing the President of Ukraine Volodymyr Zelensky, forgot about his "authority" in the country. Again, the use of the token *cow* is a consequence of the transformed Russian compound "Whose cow would moo, and yours would be silent", which means the requirement to remain silent, stop talking to an incompetent person, and may be a requirement not to blame others for those shortcomings that the speaker himself has: it is not up to you to judge, to speak (it is said in response to the accusations of someone who has denied something, defiled himself).

Such tokens vulgarize socio-political texts, but at the same time give the expression of simplicity, accessibility, and emotionally expressive color.

- *a sheep*, for example, *A pigeon that is disgusted, and a "stupid sheep". How is the big information war of PR people against journalists going on* (Ukrainska Pravda, August 20, 2019). The mentioned dictionary captures the meaning of the analyzed token: "1. A small pet that provides wool. Meat, milk; female sheep. 2. Figurative, Despised. About a humble, timid person"

[9, p. 123]. In the language of Ukrainska Pravda, the token *sheep* is mostly used with the adjective stupid, cf. *Maksym Buzhanskyi, a deputy from the Servant of the People, called Novoye Vremya journalist Olga Dukhnych a "stupid sheep"* (Ukrainska Pravda, August 20, 2019). For the most part, the authors negatively characterize journalists, politicians, etc., conveying contempt for the people in question.

- *fox*, for example, *Budget 2019 for farmers - a continuation of the fairy tale "Fox and Crane". What should be the "agricultural budget" for 2019?* (Ukrainska Pravda, October 19, 2009). The author compares the budget for farmers (fox), which offers subsidies to cranes (farmers), as if given, but cannot be used. This is based on the story "The Fox and the Crane": at first the fox invited the crane to a party, but decided to cheat – she spread the porridge on a plate so that the guest could not eat it. Then the crane invited the fox to visit and decided to repay her – he poured porridge into a jug with a narrow neck. The fox tried to reach the porridge and got stuck. Explanatory dictionary, in addition to the meanings: "1. A female fox. 2. Figurative. The same as the fox. 3. Frozen pattern on the window panes or frozen part of the window pane. 4. only plural, dial., Various types of wooden devices, vices, etc." [9, p. 486], does not fix other variants of meanings when it is a question of "the person who by tricks, lies, unreliable information substitutes others".

We come across in the language of "Ukrainska Pravda" the token *fox* (diminutive): *Yushchenko painted Tymoshenko a fox with "sly eyes and teeth". So, while Viktor Andriyovych was listening to her, in the meantime, he drew a fox with a big tail on a piece of paper, such a mouth – with a smile, with teeth, such eyes - cunning* (Ukrainska Pravda, September 23, 2010). Victor Yushchenko compares politician Yulia Tymoshenko to a fox, given her intrigues in the socio-political sphere, Ukrainian politics in general.

- *ram*, e.g.: *About us – rams and new gates* (Ukrainska Pravda, 23.11.2021). Although the token *ram* in the language of "Ukrainska Pravda" functions in the third sense: "1. Male sheep. 2. Wild herbivore with long hair and curved horns, living in open mountainous terrain. 3. Abusive: About a stupid weak-minded person. 4. Everyday speech: Crest of snowdrifts, ice // Meaty middle of watermelon" [9, p. 37], but at the same time it is transformed from an idiom as a *ram* to a new gate (usually in combination with verbs - looks or stares) is well known and used. This is usually said of a person who is stunned by what he saw, which was something very unexpected for him. Also, this idiom is used to describe a not very intelligent person who is slow-thinking, stupid, uneducated. There is a belief among people that sheep are such stupid animals that they do not even recognize their own yard, if a new gate is installed, they look at them in surprise, afraid to enter. This article deals with the associations that arise when analyzing the state of affairs around the mass debate on the future, prosperous, dreamed of Ukraine.

b) zoometaphors with the names of birds that characterize the behavior of persons, in particular, the unpredictable behavior of the Russian leader, political activity, etc.:

- *hawk*, e.g.: *Kremlin hawks can give the command to shoot down drones - Russian media* (Ukrainska Pravda, January 29, 2018).

Although the dictionary gives only the direct meaning of the token: "A bird of prey with a short hooked beak, sharp curved claws, found in different parts of the world" [9, p. 1425], but in our example this bird is compared to the predation, hostility of Russian politicians. And because of the bird's appearance, journalists call it helicopters, cf.: The Taliban reportedly published photos of US Black Hawk military helicopters, but Sullivan said the Black Hawks were handed over to the Afghan National Security Forces so they could defend themselves, not the Taliban (Ukrainska Pravda, August 18, 2010).

In addition to the token *hawk*, the word *dove* is used in one sentence, e.g.: But power is heterogeneous. And it has different currents and wings. As each team has its "pigeons" and its

“hawks”, so they are in the support group for Yanukovich (Ukrainska Pravda, November 13, 2018). The authors thus emphasize that a political force has members of a team of polar views and different behaviors. The glossary gives several meanings of the token pigeon: “1. A bird of a number of blue-like with multicolored feathers and a large ox. 2. Everyday speech. Gentle name of a man. 3. old. Decoration made of paper, wax or other materials that has the appearance of such a bird. // Product from the dough in the form of such a bird” [9, p. 190]. In the analyzed example of the token, the dove characterizes the party member as an obedient person, one who listens to the opinions of others, shows a kind attitude to like-minded people.

- *crow*, e.g.: “*White crow*”: *how individuals survive in the team* (general) (Ukrainska Pravda, 23.09.2021). The token *crow* is often used with the adjective *white*. The dictionary gives the following meanings of the token: “1. A bird of prey with black or gray feathers that lives in trees near settlements. 2. Figurative sense, despised. About an inattentive person; gava, yawn” [9, p. 158]. And in combination with the adjective, such a phrase *white crow* denotes a person who differs from others in behavior, attitudes, attire, and so on.

In the language of the online publication “Ukrainska Pravda”, we come across the phrase *black crow*, for example: “*Black Crow*” as a cure for the syndrome of acquired Little Russia (Ukrainska Pravda, 19.09.2020). In the mentioned lexicographical work, crows: “1. A large bird of prey with shiny black and blue feathers that lives away from homes. 2. Kind of a game in which the attack of a crow on chickens is imitated, which is protected by a hen” [9, p. 158]. In the analyzed sentence, the author mentions the book of the same name by Vasyl Shklyar, also named the main character Ivan Chornous at his place of residence. He hid in the woods, secluded and careful. Namely on these characteristics, the hero of the book received such a nickname. In the following sentence, the candidate for leadership evaluates himself not as a white crow, but as an owl, cf.: *Candidate for DBR leader Mathios: I am not a “white crow”, I am an owl* (Ukrainska Pravda, August 4, 2021). Here the token *owl* characterizes a person as one who does not stand out among others, who will be equal among subordinates. The dictionary gives two meanings of the word: “1. A nocturnal bird of prey with a large round head, large eyes and a short hooked beak. 2. About a person whose period of creative activity falls on the afternoon and evening” [9, p. 1157]. In the second meaning the token *owl*, we fix in such sentences, cf.: *13 reasons why to be a “night owl” is harmful* (Ukrainska Pravda, May 27, 2018); *Not a lark, but an owl? The reason may lie in a gene mutation – scientists* (Ukrainska Pravda, 04/15/2017). As an antonym to the word *owl*, the token *lark* is used, for example: *Scientists: “lark” people get tired faster, and “owls” snore more often* (Ukrainska Pravda, October 23, 2021). In the language of the publication “Ukrainska Pravda”, we fix a figurative meaning: “About a person whose phase of the highest physiological activity occurs in the first half of the day” [9, p. 271]. Sometimes, we come across a token in the literal sense: “Field or steppe songbird of a number of sparrows” [9, p. 271], cf.: *Ed Sheeran’s concert in Germany moved to another city for the sake of larks. The organizers of the concert of famous British pop star Ed Sheeran moved his performance to another city so as not to harm the larks* (Ukrainska Pravda, March 7, 2018).

- *eagle*, e.g.: *A rare eagle was found in the Chernobyl zone. Dwarf. A rare dwarf eagle was spotted in the Chernobyl Reserve near the abandoned village of Benivka* (Ukrainska Pravda, April 21, 2021). The online publication gives a token in the literal sense: “1. A large bird of prey of the hawk family, found in the mountains or steppes of different parts of the world” [9, p. 679]. The token has a figurative meaning recorded by the dictionary: “3. About a strong, courageous man” [9, p. 679]. In the language of the Ukrainian online edition, we come across mainly the word *eagle* with the adjective *young*, naming the so-called rector, businessman Mykhailo Poplavsky, cf.: *Vynnyk, Bobul or “Young Eagle”: The network is looking for a new Eurovision contestant; “Young Eagle” Mykhailo Poplavsky leads a very rich and active life, the brightest moments of which he captures in his photo*

blog (Ukrainska Pravda, August 21, 2017); On November 28, on his birthday, the legendary “Young Eagle” presented a fresh author’s book “Rector” at the Warsaw University of Management, which he dedicated to the 25th anniversary of the head of the country’s top art university. This was reported by the Polish news agency Centrumprasowe (Ukrainska Pravda, November 8, 2021). Although the secondary nomination appeared by analogy with the hero of the song “Young Eagle”, performed by Mykhailo Poplavsky. In this way, journalists somewhat ironically reproduce the situation, given the vocal “abilities” of the performer.

The token *chicken* has fixed meanings: “1. Poultry, which is bred for meat and eggs; female rooster. // Meat of this bird. 2. Chicken dish. 3. Special. The common name of birds of the chicken family” [9, p. 474]. In the language of Ukrayinska Pravda, journalists called the well-known politician Volodymyr Lytvyn a chicken, describing him as one who, for his own benefit, agreed to unite politically, even with his opponent. The author gives the token *chicken* in the connection *chicken-Lytvyn*, cf.: *Chicken-Lytvyn, which is rowing from itself, ready to unite with Yushchenko* (Ukrainska Pravda, 02.02.2011).

An analyzed token with the adjective *fool* is recorded, e.g.: *We will put up with what we have, just so that nothing worse happens. And seemingly chasing all the screensavers, we will invariably continue to forgive ourselves for all the “extortions” of power. After all, those who do not take care of themselves are only a stupid chicken robs himself. And even then, digging in the rake* (Ukrainska Pravda, 02/01/2012). *Stupid* – “1. Mentally limited, stupid // Mentally limited, stupid person. Unintelligent, unpredictable, unpredictable. // Everyday speech. Stupid, uneducated, naive (translated about young people and young creatures)” [9, p. 252]. The phrase *stupid chicken* describes a person who does not use his participation in power for his own benefit.

The token *crane* in the language of online publications is used as a secondary nomination for the name of a group led by criminal authority Viktor Zhuravl, for example: “*Vikha*” or “*Crane*”: *Avakov told about 13 new detainees due to the shooting in Brovary. Avakov’s direct speech: “Brovary: 13 more people were detained in Kyiv, Brovary and Irpen, led by the criminal authority “Vikha” or “Crane”*” (Ukrainska Pravda, June 2, 2020). In this case, the name of the group does not come by analogy with the bird. The meaning is transformed as follows: “bird’s name → last name → group name”.

c) zoometaphors with the names of fish that constitute a quantitatively limited group. In the studied texts, the secondary nominations of the analyzed variety are represented by tokens:

- *pike*, e.g.: *Poroshenko, Crab and Pike, or who is superfluous in the CEC* (general). *At least once at the session, Speaker Andriy Parubiy announces that it is time to renew the Central Election Commission, faction leaders say it is “really time”, candidates are introduced, lists are announced, political quarrels flare up and fade away...* (Ukrainska Pravda, July 5, 2018); *Swan, Pike and Cancer of President Zelensky’s Judicial Reform* (Ukrainska Pravda, January 16, 2020). The secondary nomination is formed from the *pike* – the hero of the fable, which pulls into the water, it is arbitrary, original. And clutter does not bring the desired result. Thus, the authors of the publications ridicule selfish people who do not show the traits of unity for a positive result, but only for their own benefit or the interests of a group of people.

d) zoometaphors with the names of mollusks. In the analyzed journalistic texts, the token *snail* was found, which according to the meanings: “1. Zool. The mollusk, which has a turtle, moves very slowly and lives in the swamps. 2. Old. The genus of leather posts” [9, p. 1010]. E.g.: *All “snails” were released on bail of deputies* (general). *If the participants moved quickly, they would not get into trouble* (Ukrainska Pravda, June 12, 2015). The publication is about the participants of the event, who are characterized by their movement – very slowly.

e) zoometaforms with the names of insects with a negative second meaning, fixed by the dictionary – *drone* – “1. A male bee that does not work. 2. Figurative, everyday speech: A person who lives at someone else's expense, someone else's work; idler; parasite” [9, p. 1273]. E.g.: *These “orange drones” will bring us all to disaster!* (Ukrainska Pravda, June 7, 2016). The token *drone* in the language of Ukrainska Pravda is used with the adjective *orange*. The analyzed sentence refers to lazy, unprofessional politicians who came to power after the events of the so-called Orange Revolution.

The token *bdzhilka* (*little bee*) is derivative of the *bee* – “1. Honey insect that collects honey nectar and processes it into honey” [9, p. 39]. In the publications of Ukrainska Pravda, the word is not used to mean “about a hard-working person”, as journalists call the singer Alina Grossa, who sang the song “The Bee” at a young age. For example: *“The Bee” is no longer the same: Gross sang her childhood hit in the style of hip-hop* (Ukrainska Pravda, June 7, 2016); *26-year-old Alina Grosu decided to give new life to her children's hit “The Bee”* (Ukrainska Pravda, June 20, 2018); *It turns out that the most famous “bee” of the Ukrainian stage, singer Alina Grosu is madly afraid of bees, and she still can't ride a bike. The artist named 12 little-known facts about herself, two of which are false, in her Instagram* (Ukrainska Pravda, January 20, 2022). The meaning is transformed: “the name of the bird → the name of the song → the name of the singer”.

2) the name of the group of animals, birds → the name of the group of people:

- *pack*, e.g.: *Wolf pack OASK. One evening in the life of scandalous judges* (Ukrainska Pravda, February 5, 2021); *A pack of Enkavedists burst into the apartment and rummaged around the house, sorting through every piece of paper, flipping through every book, confiscating the family archives, father's awards and diplomas. The search lasted until the morning* (Ukrainska Pravda, February 4, 2021).

In the language of “Ukrainska Pravda”, the token *pack* – “1. A group of birds, animals, fish, etc., held together 2. Figurative. A crowd of people united by a common idea, a common occupation. 3. Figurative., despised. A group of people who carry out shameful activities; gang” [9, p. 359] – are used mainly in the third sense, where there is a clear contempt for those in question: dishonest judges, law enforcement officers of different years, and so on.

Close in meaning is the token *herd* – “1. A group of animals (predominantly of one species, age, etc., united for a specific economic purpose (for keeping, feeding, fattening, etc.) 2. The total number of farm animals of the same species. 3. Figurative, despised: About a large, usually disorganized group of people” [9, p. 1186]. In the language, online publications use a token in the third sense, especially for voters and political parties:

- *herd*, for example: *From the “herd of voters” to the people* (Ukrainska Pravda, November 15, 2018); *Who here is a xenophobe, or “herd of bloodthirsty baboons”* (general). *The European Parliament decided to call on “pro-democracy parties in the Verkhovna Rada not to cooperate, support or form coalitions” with the Svoboda party, recalling that “racist, anti-Semitic and xenophobic views contradict fundamental EU values and principles”. This amendment of the Bulgarian socialist Christian Vigenin was supported by the majority of deputies* (Ukrainska Pravda, December 20, 2016)

We record the use of the token *herd* – “1. A group of ungulates (horses, deer, camels, etc.) // Clusters of fish, marine animals. 2. Figurative, everyday speech: About a large, usually unorganized group of people” [9, p. 1227], in particular in the second meaning of the special unit “Golden Eagle”:

- *tabun*, for example: *The war has finally begun. No laws are in force anymore. An hour ago, I filmed the distribution of grenades to the Berkut tabun, approximately 20, on my mobile phone* (Ukrainska Pravda, 19.01.2014).

Most of the above mentioned nominations with figurative meanings are to convey an additional negative and emotional connotation;

3) the name of the animal body part → the nomination of the human body part. This area is implemented by the language units ‘certified’ in the Ukrainska Pravda online publication:

- *fangs*, e.g.: *Her whole body is covered with tattoos. Maria implanted fangs, as well as titanium plates in the forehead and temples in the form of horns, according to TSN. “The horns on her head are a symbol of strength and were inserted without anesthesia”, she boasts. – I made fangs because I loved vampires as a child. I also changed the color of my eyes to the one I always wanted”. So far, her transformation is not complete: Maria wants to put implants on the back of her head* (Ukrainska Pravda, September 27, 2019). The analyzed word in the literal sense, although it functions to denote human teeth, is connected only with a certain variety of them: “Fang. 1. Tooth between incisors and pre-root teeth in each half of the upper and lower jaws of humans and mammals” [5, IV, p. 15]. In addition, the Dictionary of the Ukrainian language gives another meaning of this token: “2. Large tooth protruding from the mouth (in some mammals); tusk” [5, IV, p. 15]. We believe that the linguistic unit of the secondary nomination of the canine, used in the above sentence, is formed on the basis of the second meaning and denotes artificial teeth that stand out against own teeth. In this case, denoting the external signs of man, it denotes an additional negative connotation.

4) the name of the animal's home → the name of the place of residence of the people:

- *a nest*, for example: *Singer Alina Grosu, who seriously thought about the family nest and children, bombarded the network with candid photos in an unusual way. The singer posed in a corset and with extended hair, pretending to be a doll* (Ukrainska Pravda, February 3, 2022); *Ostapchuk and his happy wife announced the creation of a family nest* (Ukrainska Pravda, September 20, 2021); *The woman who broke the Symonenko family nest then?* (Ukrainska Pravda, January 31, 2019). An online publication usually captures the analyzed token with the adjective *family*. The phrase is mostly positive, associated with comfort, tranquility, family warmth, although used in the context of negative characteristics.

The dictionary gives the token *gnizdechko* as a diminutive-pestle form to the nest – “1. In birds – arranged or adapted place for laying eggs and hatching chicks. 2. Figurative. Hearth; home. despised A place where people with criminal and other bad intentions gather” [2, p. 186]. In the sentences given above, the token is used with the second fixed value. The following examples from the language of the online publication “Ukrainska Pravda” are highlighted by the negative connotation of politicians, celebrities who have huge fortunes that are not always legally acquired, cf.: *Another member of the “family nest” Pshonka received a “warm” place* (Ukrainska Pravda, December 20, 2016); *Nest for \$1.65 million: Penetieri sells the house where she lived with Klitschko* (Ukrainska Pravda, August 10, 2018); *About 20 deputies have their “nest” in Turkey* (Ukrainska Pravda, June 7, 2015); *The issue of not-so-clean relations between Deputy Prime Minister Oleksandr Vikul and some local media seemed to have a point of no return. After all, to save the image of the high-ranking official, who relatively recently changed the Dnepropetrovsk nest to the capital, a lot of energy has been thrown. First of all, Vikul himself admitted on Facebook that this was a mistake of his press service* (Ukrainska Pravda, September 5, 2018).

It is worth noting that the use of the token *nest* by Ukrainska Pravda journalists has been going on for years, i.e., we are tracing the longevity of trends.

We fix the word *kublo* as close in meaning – “1. Deepening in the ground, often under the roots of trees, where animals and reptiles live and breed; den. 2. Figurative., everyday speech: Human housing; House. 3. Animals of one offspring; brood. 4.

Place of concentration, refuge of anti-social or immoral criminal elements // despised. A group of people engaged in anti-social or criminal activities; flock" [9, p. 470]. Examples from the texts of "Ukrainska Pravda" use the token *kublo* with a negative, contemptuous assessment of politicians of different years of government:

- *kublo*, e.g.: "Opposition *kublo*" is preparing a lawsuit. Ukrainian culture goes on the asphalt (Ukrainska Pravda, March 13, 2019); Tymoshenko's Committee is trying to dissolve the parliamentary "kublo" (Ukrainska Pravda, March 30, 2017); "Today, betrayal has become a key feature of the Verkhovna Rada. The parliament has become a hotbed of political corruption", the document reads. The blockade of the Kuchma kublo will continue. Yushchenko is preparing to make his diagnosis public (Ukrainska Pravda, December 8, 2016).

In some places, we record the use of the token *lair* – "Deepening or other place in the ground where the animal lives // Poor housing or human bed" [9, p. 489]. The authors of "Ukrainska Pravda" denote the lair of enemies or various ideological groups:

- *lair*, for example: President of the Czech Republic: civil war in Ukraine, Maidan – "lair of Bandera" (Ukrainska Pravda, August 27, 2018); Russia's invasion of eastern Ukraine remains a serious risk, so it would be desirable for NATO to take "precautionary measures". Kuchma is not going to go to the lair of enemies... does not plan and did not plan to visit Lviv on December 19 (Ukrainska Pravda, December 16, 2019).

5) actions of animals → actions, processes performed by humans, in particular:

- *to scatter*, which transmits movement, for example: *The video was shot in the warm season, because it shows the green crowns of trees. But it was published on January 3. The video quickly spread on the Internet* (Ukrainska Pravda, January 4, 2022).

The dictionary gives the following meanings of the token *to fly* – "1. Fly away from any one place in different directions (about birds, insects). 2. Figurative, disperse: travel to different places; stop being together. 3. Everyday speech: Disintegrate into pieces from impact, explosion, etc.; break. 4. Figurative. Disappear without a trace; evanesce. 5. Gain acceleration during the flight; start flying at an ever-increasing speed. // Everyday speech: Run, gradually gaining speed; to disperse, to run away" [9, p. 1059]. The texts of the Ukrainska Pravda online publication mostly talk about the rapid distribution of various items by people: videos, ammunition, as well as people moving to different places, cf.: *On October 29, 2015, a fire broke out in a military warehouse due to sabotage. It caused the detonation of munitions that exploded and hit the specified military equipment* (Ukrainska Pravda, November 8, 2021); *The first security crisis of the new government in 8 months. And in it, Zelensky's government demonstrated irresponsibility, incompetence and cowardice. You flew around the resorts of the world and did not even provide a mechanism for how to gather in the event of a crisis situation* (Ukrainska Pravda, 14.01.2020).

The token of crawling is sometimes close to the one analyzed above, because it also expresses movement, movement and other dynamic signs ("1. Crawling, getting out of somewhere <•••> 2. trans. from somewhere, somewhere" [5, I, p. 456]), in the construction: A two-meter python crawled out on one of the Kyiv lanterns (Ukrainska Pravda, July 17, 2018) used in the literal sense. At the same time, we are recording portable use, we are talking about politicians who have to leave cozy places, cf.: Lutsenko wished that all those who harm the state crawled out next year Yuriy Lutsenko wished journalists a Happy New Year. According to journalist Mustafa Nayem on his Facebook page, Lutsenko called him personally (Ukrainska Pravda, December 31, 2019).

The primary meaning of the word *kick* – "Fight with one or both hind legs (about ungulates)" [5, I, p. 235]. In the analyzed context, the modified token expresses the stubbornness of people, their resistance:

- *kicking*, e.g.: Yushchenko warns Yanukovych that he will "kick" (Ukrainska Pravda, September 6, 2019).

Or a semantically modified token through the image of a horse expresses Ukraine's reluctance / non-reluctance towards European aspirations, cf.: For many years, Ukraine's foreign policy has been a struggle of two illusions. The first is that Ukraine's membership in the EU is a matter of the near future. The second is that it is better for a Ukrainian horse not to "kick" with its European aspirations and quietly return to the Russian stall, with free oats, that is, gas. This is exactly what Medvedchuk once again offers (Ukrainska Pravda, March 12, 2018).

Token to play "1. Playfully run or stomp, jump on the spot (about horses). 2. Figurative. Empty, run, jump" [9, p. 174] in the language of the online edition is used in the second sense for children who played role-playing stories, for example: we kill each other (Ukrainska Pravda, May 8, 2017).

- *to graze*, for example: "And Tymoshenko is shouting and shouting, because she is just worried about herself in the local elections. She saw that other small parties would graze on her electoral lawn and eat her electoral weed," he added (Ukrainska Pravda, August 29, 2019); "However, if we remain silent, the rating will continue to fall, and imaginary allies will fall on our electoral field", Skoryk said (Ukrainska Pravda, November 15, 2019); The people will continue to "graze peacefully", their "call will not awaken honor", so they will be constantly fooled, they will continue to vote for buckwheat, and the election results will be grossly falsified, because the people will remain in power. The country will slowly slide into the abyss of nothingness (Ukrainska Pravda, June 7, 2018). In the "Great Explanatory Dictionary of the Modern Ukrainian Language" grazing is interpreted only as "to be in the pasture, feeding on pasture (cattle, birds, wild herbivores)" [9, p. 892]. parties, election processes, voters in particular.

- *to skin*, which represents a negative emotional state of a person, in particular, expresses dissatisfaction, anger, etc., e.g.: And then on the podium appears the god, creator and culprit of this action Alexei Zalevsky. The maestro looks through small round holographic glasses, gets tanned and returns "to the garden" (Ukrainska Pravda, March 19, 2021); Benin the rat began to skin. About Zelensky (Ukrainska Pravda, January 19, 2019)

In the dictionary of the token *leather to be recorded* with the following meanings: "1. To become visible, naked with parted, parted lips (about the lips) to peel. // trans., ed. Stand storch. 2. Spreading lips, open, show (teeth) // trans. Speak, respond to someone very sharply, showing irritation, anger" [9, p. 1398]. The analyzed examples convey the dissatisfaction of individuals, but not necessarily during speech, and behavior, convey certain conditions.

6) sounds of animals → sounds, pronunciation of people, in particular:

- *growl*, e.g.: Kiva with a growl plunged into the icy water (Ukrainska Pravda, January 19, 2018); I crossed the road at the crosswalk. I saw two guys riding scooters on the bike path. I stopped to miss them. Because they rode well. And as far as I could see, they didn't slow down. The first one passed me. When the other compared himself to me, I shouted at him, "Pass the pedestrians". That's how it all started (Ukrainska Pravda, April 21, 2021). In the dictionary the analyzed token is interpreted as: "1. Make low threatening sounds (about animals). // Sound low, menacing, as if roaring. 2. Figurative., Ed. He grumbles angrily, expressing dissatisfaction. 3. Figurative. Create low sounds with grind, rumble, etc. during shocks or friction (on metal objects). // Create such sounds during the action (about instruments, mechanisms, etc.)" [9, p. 174]. The language of the online publication "Ukrainska Pravda" is about the negative assessment of ordinary people, as well as often about politicians who are distinguished by their behavior.

- *thunder*, which emphasizes the value of the content, conveys a pejorative, ironic and contemptuous attitude to the behavior performed by the person and the person himself, eg: Lutsenko: Lyashko slammed the door and left the meeting with the president (Ukrainska Pravda, 06/18/2015); "Marina, come here! Marina!" He shouted at his wife, who stood behind him in a few seconds and stood there calmly for 15 minutes without any attempts to get in front of the camera (Ukrainska Pravda, January 20, 2022).

In the "Great Explanatory Dictionary of the Modern Ukrainian Language" the token *grimace* is fixed with the following meanings: "1. Knocking hard, hitting something. // Create loud, sharp sounds, crash, acting on something. // Create or emit a loud knock, noise, etc. 2. Loudly scold, reproach someone for something" [9, p. 198]. If in the first sentence the token is used in the direct first meaning, then in the second - in the figurative with the second fixed value.

- *snort*, e.g.: Once I was riding in a taxi with a very talkative driver. There was talk of charity, and of course I made a reservation to set up a foundation to help children. The driver was extremely outraged to learn that I, like other employees of the fund, receive salaries. "How? Aren't you volunteers?" He snorted (Ukrainska Pravda, February 5, 2022). The dictionary captures the following values: "1. Make intermittent sounds, releasing air from the nostrils, mouth (about animals). // Make such a sound, panting, breathing, etc. (about a person). // Figurative. Laugh, making intermittent sounds of the nose and mouth. 2. Intermittently emit air, steam, exhaust gas, etc. with noise. (about a car, motor, locomotive, etc.) 3. trans., ed. Get angry, express dissatisfaction [9, p. 1320]. Like the previous secondary names analyzed, the proposed nominations also convey a pejorative-evaluative meaning, marking emotional states of indignation, anger, hatred, etc.;

- *twit*, which in semantic terms conveys courtesy in media contexts, kind communication with the interlocutor, e.g.: I have no special hugs with the authorities, the only thing I remembered was one day after my fruitless castings for the chronicler in the daily "Shuster. Live "I was picked up by Olena Bondarenko, who is close to the government. I tweeted something to her about book balls, she told me about books she takes on vacation" (Ukrainska Pravda, July 22, 2011).

From the known fixed values: "1. Publish Twits. 2. Figurative: Speak, talk fast, lively (mostly about women and children). // Kindly show, say something, preventing someone" [9, p. 1413]. in "Ukrainska Pravda" an example with the second meaning is singled out.

In the media texts of "Ukrainska Pravda", we sometimes come across metaphors – nominations that denote the names of plants. In the case of figurative use, such names convey the behavior or characteristics of people. Such metaphors are called phytomorphic. Compared to the previous ones – zoomorphic, they are much smaller in number. The noun group consists of secondary nominations, created according to the schemes:

generic, species name of the plant → name of the person. The metaphor built on this basis is represented by the token *narcissus*, e.g.: *Daffodils use a watchful eye or intimidation to force others in themselves. It gives them a sense of strength and control.* 7. Ways to set boundaries with narcissistic people (Ukrainska Pravda, July 5, 2020). The adjective *narcissistic*, which gives features to a person, is also used in the recorded sentence. In general, the modified value is given by the dictionary: "2. Ironically. About a narcissistic man, a young man who admires himself" [9, p. 1320]. with. 579], thus the nomination realizes both ironic and superficial content.

The smallest variety of natural metaphor is a landscape metaphor, which is based on the correlation of the names of objects of the environment and the appearance or internal characteristics of people. In the online publication "Ukrainska Pravda", such secondary names are underused, but gave grounds to distinguish several analyzed tokens:

- the name of the object, including clothing and the actual object → the name of the person. Such language units include the word:

- *quilted jacket*, e.g.: *How "quilted jackets" become "Benderites"* (Ukrainska Pravda, August 20, 2021); "I was recognized as a *quilter*, a separatist and a Little Russian": Bardash told how he was bothered by Ukrainianness in himself (Ukrainska Pravda, 27.2021); *In Chernihiv, a man was tied to a pole with a sign "I am a quilted jacket"* (Ukrainska Pravda, July 20, 2018). Although the dictionary does not provide these meanings, due to the spread of the token in the language of the media does not require interpretation, it has become clear to the general public. In 2008-10, the *quilter* began to convey negative characteristics, so-called empty people in terms of civil position, losers who promise a lot, but do not keep their word.

At the heart of the mythomorphic metaphor, there is the transfer of signs of mythical images to human. Secondary nominations of this variety usually function to name people with low moral and ethical qualities, pejorative behavior, unattractive appearance, and so on. The tokens in this sphere are attested:

- *vampire*, e.g.: *How to recognize an energy "vampire" and make sure that you are not one of them* (Ukrainska Pravda, November 28, 2021); *Energy "vampires" are people with toxic behavior, from communication with which others become ill* (Ukrainska Pravda, 08.011.2020);

- *vovkulak*, e.g.: *Do you really think that your statements, wringing of hands, threats of Santa Claus, Azarov, simultaneous repentance and again threats of vovkulaks are your indulgence and shield? You don't have to be so self-confident* (Ukrainska Pravda, December 1, 2018).

Recently, due to the war that Russia has imposed on Ukraine, the constant pressure on our state, the manifestation of aggression, the token of a *monster* in the language of the Ukrainian online publication has intensified on the behavior of politicians, bandits, etc.:

- *monster*, e.g.: "Monster is you, go away from Ukraine", – *Mosiychuk accused Saakashvili of corruption and attacked him with a crutch* (Ukrainska Pravda, February 11, 2017); *Monsters will not change their methods, in the 90s of the last century on the "disobedient" soldering irons, and fists of pansies worked well, so why change such effective tools? Monsters will commit violence. Beat kidneys, heads, hands, knock out teeth, false confessions, knock out faith. It fits perfectly into their matrix, they know that in the near future they will not be responsible for it, and then they do not see, are not used to see beyond one day* (Ukrainska Pravda, January 12, 2019).

In the texts of the publication "Ukrainska Pravda" of the early 21st century, the periphery of language use are fairy-tale metaphors, which arose as a result of the transfer of signs of fairy-tale characters to people. The following nominations are fixed in the subject of descriptions of famous people, etc.:

- *ugly duckling*, for example: *DJ Nana remembered how she was an "ugly duckling" and was ashamed of her breasts. It's hard to believe, but once the sexy girl DJ Nana considered herself an "ugly duckling". And she was ashamed of the forms given to her by Mother Nature* (Ukrainska Pravda, March 13, 2018).

Secondary names of people, their emotional state, etc. associated with the *metaphor-synesthesia*. Among the research material, they constitute small number. Such a semantic transformation is reproduced by the scheme "spatial characteristics of the object → human feelings". The secondary nomination reproduces the accompanying negative connotation:

- *burn*, for example: *Recently he was ill. But he did not lose his strength of spirit, sense of humor and had big plans - not only the development and restoration of the Odessa Art Museum. He recently submitted documents to the ministry regarding the restoration work. And he was burning with the idea of creating a*

museum of contemporary art in Odessa. We all have to make his dream come true now. In his memory (Ukrainska Pravda, August 8, 2021). The metaphor of burning is built on the scheme of “burning → human feelings”, convey a state of pleasure, joy, delight.

4 Conclusion

Thus, modern texts of the online publication “Ukrainska Pravda” often contain metaphors associated with the emergence of different types of transmission. Most often metaphors structure the following hierarchical series: natural morphological metaphor, mythomorphic metaphor, artifact metaphor, fairy-tale metaphor. The analyzed nominations make it possible to reproduce people's appearance, character traits, behavior, etc. clearly, vividly, emotionally, serve as a productive means of disguising information and reveal deep psycho-emotional content. It is worth noting that the negative connotation mainly applies to famous politicians, oligarchs, parliament members, celebrities of show business, and so on. Often analyzed tokens vulgarize the text.

Although the metaphor is a widely studied layer of lexicology, stylistics, they need a detailed study of new formations. We consider the study of groups of metaphors in other mass media to be promising, and their study will make it possible to comprehensively study the processes of metaphorization in the language of the media.

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Primary Paper Section: A

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