

# THE PRAGMATICS OF METAPHOR AND METONYMY IN A MEDIA TEXT

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*This article deals with metaphor and metonymy as language tools that function in a media text. Metaphors and metonymy violate the Grice's maxims and serve a disinformation strategy. The metonymy in a media text is expressed mainly with the help of names (-onyms) and performs two functions. The pragmatic function is to shape the reader's perception. The instrumental function is to form the subjective image. The metonymic models (part – the whole, concrete – abstract, dominant – secondary) indirectly refer to an object, which allows the author to create a negative image without the risk of incriminating lies or disinformation.*

*A metaphor in a disinforming media text helps to form a pejorative assessment of an object. The main functions of a metaphor in a media text are manipulative (metaphors form and fossilize stereotypes) and emotional-evaluative (metaphors appeal to emotions). The nature and game metaphors are frequently used in a media text. The nature metaphor is effective because of its simplicity. The game metaphor forms the image of an adversary/enemy.*

*Metaphors and metonymy in a media text make it either informationally redundant or meager, ambiguous and emotional. Metaphors and metonymy violate the Cooperative Principle and contribute to the manipulation of the readers' perception and consciousness stimulating verbal aggression in readers' comments on media texts.*

**Keywords and phrases:** *media text; disinformation; misinformation; Grice's maxims; metaphor; metonymy.*

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