METAPHORIZATION AS A MEANS OF CONCEPTUALIZING REALITY IN UKRAINIAN MEDIA TEXT

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Metaphorization in Ukrainian media texts appears as one of the leading mechanisms for reproducing and interpreting social realities, providing not only imagery but also conceptualisation of information. The article states that in contemporary media discourse in Ukraine, metaphorization serves as a productive tool of linguistic influence, contributing to the formation of collective ideas and assessments. It has been proven that analysing metaphorization in Ukrainian media enables us to reveal the specifics of the linguistic picture of the world reflected in mass communication. It is demonstrated that metaphorization in media texts not only creates expressiveness and imagery but also facilitates the conceptualisation of socio-political, cultural, and economic realities. It is argued that the relevance of studying metaphorization lies in the growing role of mass media as a powerful tool for shaping public consciousness, where metaphor performs not only stylistic but also cognitive-interpretative and ideological functions. The goal is to clarify the peculiarities of metaphorization as a way of conceptualising reality in contemporary media texts and to characterise its functions and role in shaping the media's picture of the world. The tasks are outlined: the theoretical foundations of the study of metaphor in contemporary linguistics and media linguistics are examined; the leading approaches to the interpretation of metaphorization as a mechanism for conceptualizing reality are identified; the functions and types of metaphors common in Ukrainian media texts are analyzed; the specifics of metaphorical models in the coverage of socio-political, economic, and cultural issues are identified; the role of metaphorization in shaping the media's picture of the world and its influence on the recipient's consciousness is outlined. It is stated that metaphorization in contemporary Ukrainian media texts is not only a stylistic means of expressiveness, but also, above all, a cognitive mechanism for conceptualizing reality, thanks to which complex social phenomena are simplified and interpreted; an evaluative attitude towards events and their participants is formed; ensures the influence of the media on mass consciousness through the creation of a coherent metaphorical picture of the world. Specific metaphorical models characteristic of Ukrainian media are identified, reflecting national and cultural peculiarities of world perception and determining the nature of linguistic influence on the mass audience; the role of metaphorization in Ukrainian media discourse as a leading means of conceptualizing reality is clarified; the functional and semantic specificity of metaphors in various thematic areas (political, economic, cultural) has been detailed; the mechanisms of the influence of metaphor on the formation of mass consciousness and the value orientations of the recipient have been revealed; a systematic approach to the analysis of metaphorization in media texts is proposed, combining cognitive, communicative, and stylistic aspects. A research methodology has been developed, applying a comprehensive set of methods for analysing factual material: traditional linguistic methods (descriptive, analytical and synthetic, structural-semantic, stylistic, contextual, functional) are combined with elements of cognitive linguistics. It is emphasised that the use of metaphors in Ukrainian media texts serves several essential functions: facilitating the interpretation of complex concepts, fostering an emotional connection with the recipient, and influencing their beliefs and behaviour. In the future, it will be relevant to study the cognitive and manipulative functions of metaphor in contemporary Ukrainian media discourse, as well as its interaction with other tropes and stylistic devices, to trace the mechanisms underlying the formation of a holistic communicative strategy.

Keywords: *metaphor, metaphorization, metaphorical models, cognitive potential, linguistic picture of the world, metaphorical means, conceptual metaphor, media, media text, media discourse.*

Relevance of the study. In contemporary Ukrainian media discourse, metaphorization is one of the key mechanisms of linguistic representation and of comprehending reality. It not only ensures the imagery of journalistic speech but also performs a cognitive function, contributing to the conceptualisation and interpretation of socially significant phenomena. Media texts actively employ metaphorical models to shape assessments, influence recipients' emotional responses, and construct a linguistic picture of the world. Analysis of metaphorization in media language allows us to trace the specifics of the reflection of socio-political, cultural, and economic processes, as well as to identify the linguistic peculiarities characteristic of the Ukrainian information space. The use of metaphors in Ukrainian media texts has recently become increasingly relevant. This

is because metaphorical language is a powerful tool for shaping public opinion and influencing citizens' consciousness. **The relevance** of studying metaphorization stems from the growing role of mass media as a powerful tool for shaping public consciousness, where metaphor performs not only stylistic but also cognitive-interpretative and ideological functions.

The goal of our study is to identify the peculiarities of metaphorization as a means of conceptualising reality in contemporary Ukrainian media texts, and to determine its functions and role in shaping the media's picture of the world.

This goal requires the following main tasks to be accomplished:

– to develop *the theoretical foundations* for studying metaphor in contemporary linguistics and media linguistics;

– to identify *the leading approaches* to interpreting metaphorization as a mechanism for conceptualising reality;

– to analyse *the functions and types of metaphors* commonly used in Ukrainian media texts;

– to identify *the specifics of metaphorical models* in the coverage of socio-political, economic, and cultural issues;

– to outline *the role of metaphorization* in shaping the media's picture of the world and its impact on the recipient's consciousness.

The object of the study is contemporary Ukrainian media discourse, and **the subject** is metaphorical models and means of metaphorization in Ukrainian media texts, their semantic and stylistic specificity, and functional load.

Methodology and research methods. The methodological basis of the work consists of the provisions of cognitive linguistics, the theory of conceptual metaphor (Lakoff & Johnson, 2004), communicative-pragmatic and discursive approaches to language analysis. To achieve the goal and implement the tasks, the following **methods** were used: *descriptive* – to inventory and systematize metaphorical units in Ukrainian media texts; *contextual analysis* – to clarify the functional and semantic role of metaphors in specific text fragments; *stylistic analysis* – to study linguistic means (lexical, syntactic, stylistic) that create expressiveness, emotionality, or formality; *semantic analysis* – to identify meaning and subtext, emphasizing key concepts and associative connections; pragmatic analysis, focused on the communicative intentions of the journalist and the expected reaction of the audience; *cognitive-interpretative method* – to establish conceptual models underlying metaphorization; *discourse analysis method* – to study the pragmatic potential of metaphors in media communication

and their impact on the addressee. The main techniques include *identification of keywords and images* in order to find the dominant concepts that define the idea of the material; *interpretation of headlines as semantic and pragmatic dominants* in order to clarify their role in shaping readers' attention and semantic accents; *identification of manipulative strategies* (emotional appeal, labels, stereotypes, concealment of facts); *analysis of intertextual references and rhetorical devices* to track references to cultural, political, or historical contexts, study of argumentation, logic, and persuasive devices in the text, as well as *determination of the emotional and evaluative tone* (sentiment analysis) of the message to determine whether it is positive, neutral, or negative. The combined use of these methods and techniques will ensure a comprehensive understanding of media discourse and its cognitive, communicative, and ideological potential.

The scientific novelty lies in the fact that the study *clarifies* the role of metaphorization in Ukrainian media discourse as a leading means of conceptualizing reality; it *identifies and classifies* the main metaphorical models characteristic of contemporary Ukrainian media; it *determines* the functional and semantic specificity of metaphors in various thematic areas (political, economic, and cultural media texts); it *reveals* the mechanisms of metaphor's influence on the formation of mass consciousness and the recipient's value orientations; a systematic approach to the analysis of metaphorization in media texts *has been proposed,* combining cognitive, communicative, and stylistic aspects.

The sources of the study were the scientific database, works by Ukrainian media discourse researchers (O. Babelyuk, M. Banevych, O. Ilchenko, T. Ponomarenko, N. Kostusiak, L. Kravets, M. Kovaliuk, Yu. Kovaliuk, L. Odinetska, A. Ovsienko, N. Petii, H. Fedych, I. Shevchenko, H. Yarotska, and others), as well as empirical materials (news articles from Ukrainian online media, social networks, international media publications about Ukraine); additional resources (analytical and scientific journals, dictionaries, and encyclopedias of media and cognitive linguistics terms).

The theoretical significance of the research lies in its contribution to understanding the role of metaphor in shaping public opinion, expanding scientific understanding of metaphorization as a cognitive-communicative mechanism, and clarifying the specifics of metaphor functioning in Ukrainian media discourse.

We see **the practical value of the study** in the fact that its results can be used in teaching courses on text linguistics, practical stylistics, and media linguistics, as well as in the practical activities of journalists and editors to improve the expressive means of communication; in a broader context,

it can be used to learn about language and culture in general.

Presentation of the primary material. Metaphor in Ukrainian media texts is an effective means of interpreting complex ideas, forming emotional impact, and argumentation.

Metaphorization is "a semantic process in which the form of a linguistic unit is transferred from one object of designation to another based on a certain similarity between these objects as reflected in the speaker's mind," according to the encyclopedia Ukrainian Language (Ukrainian Language, 2004, p. 334).

L. Odynetska asserts that "the problem of the functioning of metaphor in the media is one of the key issues in contemporary linguistics; metaphor is one of the most productive tools for enriching language, and at the same time it is a means of conceptualising reality and shaping social views" (Odynetska, 2017). The author continues: "There are many areas of research into this phenomenon: interactional (A. Richards, M. Black), pragmatic (D. Davidson, N. Goodman, E. Ortony), cognitive, and others" (Odynetska, 2017).

A fundamental study of metaphor in cognitive linguistics is Metaphors We Live By (2004) by the American scholars G. Lakoff and M. Johnson. The researchers state that "metaphor is a way of human thinking, it permeates our entire lives, and concepts govern our consciousness and influence our everyday reality" (Lakoff & Johnson, 2004, p. 25). J. Fokonny and M. Turner argue that "human thinking is based not only on the transfer of features from one conceptual sphere to another, as in metaphor, but also on the integration of several mental spaces, resulting in new cognitive structures and meanings" (Fauconnier, 2022, p. 40).

L. Kravets is convinced that a conceptual metaphor is "the stable and fixed use of a linguistic sign of one concept to denote another in the linguistic and cultural tradition of an ethnic group, and therefore in people's thinking, which presupposes an understanding of the essence of the signified by analogy with the signifier" (Kravets, 2020, p. 8).

A metaphor is a figure of speech that compares one thing to another. It is a powerful tool in language and communication that allows people to express complex ideas and emotions concisely and creatively.

Metaphors are used in everyday language, fiction, scientific and technical literature, poetry, and media. They are often used to explain complex concepts in an easy-to-understand way. For example, the metaphorical phrase ***"the brain is a computer"*** helps explain the brain's complex workings in terms familiar to most people.

Review of recent research and publications. Numerous scientific works have been devoted to the study of metaphors: G. Lakoff and M. Johnson were the first to prove that metaphors shape our perception of the world and our thinking (Lakoff & Johnson, 1980). Their work is recommended as a theoretical basis for analysing media metaphors; Z. Kovecses expands the conceptual theory of metaphor, introducing the concepts of "primary metaphors" and "metaphorical conceptual models." This work is recommended for classifying metaphors in media texts (Kovecses, 2020). J. Charteris-Black explores the role of metaphors in political communication, giving examples of how metaphors influence perceptions of events and shape audience assessments (Charteris-Black, 2005). The monograph by Fauconnier, G., and Turner, M. (2002) presents the theory of conceptual blending, which develops a cognitive approach to the analysis of language and thinking.

Ukrainian scholars have also devoted scientific research to the study of metaphors: M. Banevich examines political metaphors used in contemporary Ukrainian media and their influence on the formation of political consciousness among the audience (Banevich, 2025); V. Zaitseva, M. Kovalchuk, and I. Shevchenko have identified the peculiarities of the functioning of political metaphors in mass media political discourse and clarified the concept of political metaphors as one of the most effective means of political communication (Zaitseva & Kovalchuk, 2018; Shevchenko, 2024); O. Ilchenko and A. Ovsienko trace how media metaphors convey value judgments and emotional coloring of information in Ukrainian media (Ilchenko, 2019; Ovsienko, 2019, 2023); S. Yeliseyeva, N. Kostusyak, N. Shulska and N. Kostrytsia systematically studied metaphors that verbalize the concept of war (Kostusyak, 2022); V. Krasavina characterized metaphor as a means of expressing headlines in contemporary online media (Krasavina, 2017); T. Mandych characterized the lexical and stylistic features of Ukrainian athletes' speech (using the example of military metaphors in sports media discourse) (Mandych, 2020); L. Odynetska traced the role of conceptual metaphors in contemporary media, pointed out their features, identified types of metaphors, highlighted their functional load, and analyzed the stylistic features of metaphors in the language of contemporary media (Odynetska, 2017); L. Mosievich revealed the meaning of metaphors in the military discourse of 2022-2023 (Mosievich, 2024); H. Fedych, Y. Kovalyuk, and M. Kovalyuk investigated how the image of Ukraine is created in the global media using conceptual metaphors, identified their functions and influence on international

perception (Fedych & Y. Kovalyuk & M. Kovalyuk); H. Yarotska and T. Ponomarenko examined how Ukrainian media conceptualize "Europe" through metaphors, revealing cognitive models and cultural connotations (Yarotska & Ponomarenko, 2020); L. Kravets focuses on the analysis of metaphors in the media and political discourse. She considers metaphor as a means of shaping cultural values, images, and stereotypes in society (Kravets, 2020).

The use of metaphors in Ukrainian media texts is a fairly common practice that helps convey complex ideas and emotions in a more accessible and appealing way. Metaphors are a powerful tool, allowing authors to create vivid images and associations that resonate with readers and help them better understand the message. First and foremost, it is important to understand what a metaphor is and what its role is in speech. A metaphor is a figure of speech that compares two things that are not similar but share some characteristics. For example, the metaphor *"life is a journey"* compares the experience of life to a journey, emphasising that it is full of ups and downs, twists and turns, and unexpected detours. Metaphors can create strong emotional connections with readers because they appeal to our imagination and help us visualise abstract concepts more concretely.

In Ukrainian media texts, metaphors are often used to describe political events, social issues, and cultural phenomena. For example, in an article about a controversial government decision, a journalist uses the metaphor *of "time bombs" to describe the potential consequences*. This metaphor creates a sense of urgency and danger, underscoring that the situation is unstable and could explode at any moment. Similarly, in an article about the state of the Ukrainian economy, a writer might use the metaphor *"sinking ship"* to convey the dire situation, emphasising the need for urgent action to prevent disaster (Lakoff & Johnson, 2004).

Metaphors are actively used to create a sense of unity and shared identity among readers. In an article about Ukrainian culture, the writer uses the metaphor *"tapestry"* to describe the country's diverse and vibrant traditions. This metaphor creates a sense of unity and interconnectedness, suggesting that Ukrainian culture is a rich and complex tapestry woven from many different threads (Quote from the article "Ukraine is a country that embodies power and invincibility").

However, it is important to note that metaphors are often used to manipulate and deceive readers. In some cases, authors use metaphors to hide the truth or create a false sense of reality. For example, in propaganda material about a political leader, the writer uses the metaphor of a *"saviour"* to describe the leader's actions, creating a false sense of heroism and righteousness (Kravets, 2020).

In media discourse, the socio-political, economic, and cultural life of the state and the world, as well as that of political leaders, is represented through metaphors. Metaphorical modelling involves reproducing realities from different conceptual spheres. Socio-political activity is often conceptualised as military action. We note the metaphorical reinterpretation of special military vocabulary, which loses its terminological meaning in the new context. For example:

– *"Battle for Ukraine":* Poroshenko to speak at conference in Britain;

– *War rages in parliament over redistribution of positions and influence*, says expert;

– *Ukraine is torn apart by two wars* – media review;

– *Russian oligarchs' businesses in Ukraine are the Kremlin's secret weapon,* says Nemtsov's brother;

– *Agents of influence.* How russia's fifth column works;

– *Ukraine vs. the oligarchs*: who will win;

– *Putin is a prisoner of the hybrid war he started, but which he cannot win, says Dickinson;*

– *Ukrainian corruption poses a nuclear threat to all of Europe, says The Washington Times* (TSN; Information marathon "Yedyni Novyny").

Analysing these metaphors, we notice that they are used to describe complex socio-political situations through military vocabulary. This allows authors of articles and headlines in Ukrainian media to convey the importance, tension, and conflict of the events. The metaphor *"Battle for Ukraine"* (TSN) is used to describe P. Poroshenko's speech at a conference in Britain. It testifies to the importance and tension of this event, comparing it to a clash on the battlefield. The choice of this metaphor helps attract readers' attention and lend this speech greater significance. The metaphor *"war for the redistribution of positions and influence"* (TSN) was created to describe political processes in parliament. It reflects the competition and conflict among political forces vying for power and influence. This metaphor emphasises the tension and significance of the political battles taking place within parliament's walls. The metaphor *"Ukraine is torn apart by two wars"* (Information marathon "Yedyni Novyny") creates an image of a country at war. It shows that Ukraine is in a complex military situation that is tearing the country apart from within. This metaphor aims to draw attention to the conflicts in Ukraine and to emphasise their significance.

Ukrainian media use metaphors to create vivid images that help readers better understand and remember information.

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When analysing media texts, we use a set of methods that ensure a comprehensive study of their structure and functioning. Noteworthy is **the content analysis method**, which is aimed at quantitative and qualitative processing of textual material; **discourse analysis** is focused on identifying mechanisms of meaning creation and ideological bias; **stylistic and semantic analyses** allow us to study the peculiarities of linguistic organisation and hidden meanings; **the pragmatic approach** emphasises the author's intentions and the expected reception by the addressee.

An important method of analysing metaphors is to determine their function in the text. Metaphors serve for description, comparison, analogy, symbolism, and other purposes. For example: *"Ukraine has taken the wheel again and is moving at lightning speed toward its European neighbors"* (Information marathon "Yedyni Novyny"). This metaphor compares Ukraine's movement toward its European neighbours to lightning speed, underscoring the speed and persistence of its progress in this direction. Another example: *"Corruption schemes permeate our system like a malignant cancer"* (TSN). The metaphor compares corruption schemes to a malignant cancerous tumour to show that corruption is inherent in the system and spreads as quickly and destructively as cancer cells.

An essential method is to identify the image the metaphor creates. The image can be concrete or abstract, but it must always reflect a specific idea or concept. For example, the metaphor *"Ukraine is a tiny country fighting for its place under the sun"* (TSN) creates an image of a small, weak country with great potential and a strong desire to succeed. Another example: *"The government will try to pull the country out of the economic crisis by building new foundations"* (Information marathon "Yedyni Novyny"). The metaphor uses the image of building foundations to describe the government's work to restore the economy. It shows that the government is striving to create a stable foundation that will allow the country to rise again.

The method of determining the context in which a metaphor functions also deserves attention. Context can influence the perception and interpretation of a metaphor. For example*: "The literary work of this writer is a garden with enchanting flowers"* (Information marathon "Yedyni Novyny"). This metaphor creates an image of a garden with enchanting flowers to describe the writer's literary work. It emphasises the beauty, sophistication, and captivating nature of the writer's works.

A metaphorical system is a set of metaphors used to convey a particular idea or concept. An example from the Ukrainian media: *"Ukraine is a quarry that creates wonders of the world"* (title of the article "Ukraine – a stone masonry that creates wonders of the world").

Metaphors often evoke different emotions and associations in readers, which can influence their perception and reaction to the text. An example from Ukrainian media: *"Ukraine is a country that embodies power and invincibility"* (Quote from the article "Ukraine is a country that embodies power and invincibility").

Metaphors have various stylistic features – imagery, emotionality, originality, etc. An example from the Ukrainian media: *"Our country is a country that rises from the ashes and blossoms like an enchanting garden"* (Quote from the article "Ukraine is a country that rises from the ashes and blossoms like an enchanting garden").

The use of metaphors in Ukrainian media texts is a common practice that helps convey complex ideas and emotions in a more accessible, understandable way. Let us analyse the use of metaphors in Ukrainian media texts and trace their semantic load. For example: *"Ukraine is a ship sailing in the fog,"* said President V. Zelensky at a meeting with journalists (TSN); *"Politics is like chess, where every move has consequences,"* said a political expert in a news commentary (TSN), using metaphors from the political sphere to convey the difficulties facing the country; *"Quarantine is a war against an invisible enemy,"* wrote a journalist in an article about the fight against COVID-19 (TSN); *"The coronavirus is an invisible enemy that has attacked our country,"* said a medical expert in a news commentary (TSN). The metaphors reflect the seriousness of the situation and the need to fight the disease, underscoring the danger and complexity of the coronavirus pandemic. *"Culture is the treasure of the nation,"* wrote a critic in a review of the exhibition; *"Art is like magic that transforms the ordinary into the unforgettable,"* wrote a cultural expert in an article about the influence of art on people. Metaphors are used to show the importance and value of cultural heritage and its significance for society, as well as the influence of art on people's emotions and feelings. More examples*: "Innovation is like a crystal key to the future,"* wrote a journalist in an article about the development of technology; *"Education is like light that spreads throughout the world,"* said an educator in a comment on the news about the importance of education. Metaphors emphasise the importance of education and its impact on technological development in modern society. The metaphor *"Sport is like a battle where the one with a strong will wins"* demonstrates

the importance of willpower and perseverance in achieving success in sports competitions.

Now, here is a closer look at some examples. In an article about the ongoing conflict in eastern Ukraine, the author uses the metaphor of a *"frozen conflict"* to describe the situation, implying that the conflict is currently inactive but could escalate at any time. This metaphor effectively conveys the instability of the situation and the need for constant attention and resolution (Haiduchenko).

Another example of metaphor use in Ukrainian media is political commentary. The author describes politicians as *"snakes in the grass,"* implying that they are deceitful and untrustworthy. This metaphor successfully conveys the negative qualities of politicians and the author's opinion of them (Information marathon "Yedyni Novyny").

In a sports article, the author uses *the metaphor of the battle between David and Goliath* (Kravets, 2020) to describe a match between two teams with very different resources and abilities. This metaphor effectively conveys the underdog status of one team and the potential for a sad victory.

Metaphorical devices are an important element of journalistic style and are often used in news texts, including TNS (Television News Service) texts. Metaphors help convey ideas, images, and emotions, making texts more expressive and engaging for readers or viewers.

One of the most common metaphors in the news concerns time. For example, phrases such as *"running time"* (Krasavina, 2017), *"marathon of events"* (Kosmeda) or *"closing ranks"* (Title of the article "Ukraine – a stone masonry that creates wonders of the world") are used to reinforce the idea of speed or tension in the events taking place. These metaphors create an image of running or competition and give the impression of constant movement and pace of life.

In addition, metaphors related to change, crisis, or progress often appear in the news. For example, phrases such as *"transition period,"* *"split,"* *"light at the end of the tunnel,"* or *"threshold of the new"* convey the idea of change, difficulty, or opportunity. These metaphors help to reflect the complex processes taking place in society or politics.

In addition, metaphors are often used to convey the idea of threat, conflict, or danger. For example, phrases such as *"hot spot,"* *"fire is raging,"* or *"battle for power"* create images of struggle and conflict. These metaphors add tension and drama to the news, attracting viewers' and readers' attention.

In general, metaphors in Ukrainian media texts are a powerful tool for conveying complex ideas and emotions in a more accessible, understandable way.

An analysis of metaphorical devices in TSN texts and the program "Yedynyy Marafon Novyn" (United News Marathon) revealed some characteristic features of their use. Here are a few possible observations that convey:

Emotional intensity. Metaphorical devices used in news stories are often intended to express emotions and increase impact on readers or listeners. For example, phrases such as *"my heart is breaking"* or *"joy that fills my heart"* help convey feelings of tragedy, sadness, or joy. These metaphors create an emotional tone and express the emotions of viewers and readers.

Stimulation of the imagination. Metaphors are often used to stimulate the audience's imagination, helping them better visualise the situation or events being reported. For example, phrases such as *"like fire spreading",* *"like a wave unfolding",* or *"like sunbeams illuminating"* create images that visualise events and help the audience better imagine them.

Attention to detail. Metaphors can be used to draw attention to specific details or aspects of events. For example, phrases such as *"eye for an eye",* *"lifting the veil",* or *"broadening horizons"* focus attention on important facts, phenomena, or changes. These metaphors help to focus on specific details and understand their importance and significance in the context of the news.

Creating associations. Metaphors create associations and connections between ideas or phenomena. For example, phrases such as *"a glimmer of light in the darkness",* *"a crystal-clear idea",* or *"harmony of shades"* create images that prompt the audience to view different aspects of a situation or event in new ways. These metaphors help enrich the understanding and perception of news material.

Emphasising significance (importance). Metaphors can be used to emphasise the importance or significance of certain events, issues, or phenomena. For example, phrases such as *"a drop in the ocean,"* *"a grand event,"* or *"a treasure to be preserved"* create images that make a particular topic more appealing and emphasise its significance in the context of the news. These metaphors help to attract the audience's attention and demonstrate the significance of the topic under discussion.

Conceptual unification. Metaphors serve to create conceptual unity in the news and the program "United News Marathon." For example, phrases such as *"strengthening the chains of cooperation",* *"building bridges of communication",* or *"intertwining life stories"* form images that emphasise the importance of cooperation, interaction, and unity. These metaphors help convey a sense of unity and community among the audience.

Creativity and originality. In TNS texts and the program "United News Marathon," metaphors enrich speech and lend it artistic expressiveness. For example, the use of unexpected comparisons or non-standard metaphors adds originality to the message and makes it easier to perceive. This can form a positive aesthetic opinion about the news and attract the audience.

Political and social connotation. Metaphors with political or social connotations are often used in the news to reflect the state of society or the political situation. For example, phrases such as *"political turmoil", "social unrest",* or *"public suspicion"* can create images that emphasise tension, disagreement, or conflict. These metaphors have a political or social propaganda orientation and elicit a response from the audience.

Setting the emphasis. Metaphors often serve to emphasise certain aspects or issues. For example, phrases such as *"the granite rock of truth", "the root of the problem",* or *"empty promises"* create images that embody the main aspects or issues under consideration. These metaphors help focus the audience's attention on key issues and lend them weight.

Expressing correlations. Metaphors are used to express complex correlations or processes. For example, phrases such as *"breaking down walls of silence," "untangling a knot of problems",* or *"turning the wheel of history"* create images that illustrate processes of disclosure, problem solving, or specific changes. These metaphors help the audience better understand complex relationships and the dynamics of events.

Irony and humour. In some cases, metaphors are used to create an ironic or humorous effect. For example, phrases such as *"political circus", "jazz notes of corruption",* or *"the struggle for power as a merry-go-round"* create images that distort or mock certain situations or individuals. These metaphors give the text a humorous tone and, at the same time, can create a thoughtful mood.

Evoking an emotional response. Metaphors in the news and the program "United News Marathon" are sometimes used to evoke an emotional response from the audience. For example, phrases such as *"barely holding back tears", "fire ignites hearts",* or *"exciting emotional swings"* create images that activate feelings of deep sadness, admiration, or excitement. These metaphors help create an emotional connection with the audience and capture their attention.

Aesthetic expressiveness. Metaphorical devices serve to give texts aesthetic expressiveness and lyricism. For example, phrases such as *"picturesque landscapes", "music of enchanting sounds",* or *"dance of light and colour"* create images that captivate with their beauty and harmony. These metaphors add poetry and expression to texts, making them more vivid and appealing.

Enhancing authority and objectivity: In news texts and the program "United News Marathon," metaphors are used to emphasise the importance and objectivity of messages. For example, phrases such as *"weighty arguments", "crystal-clear facts",* or *"reflection of objectivity"* create images that lend words persuasiveness and confirm their credibility, thereby maintaining the audience's trust in the speaker.

Concretisation of abstract concepts. Metaphors in the news and the program "United News Marathon" concretise abstract concepts that are difficult to perceive directly. For example, phrases such as *"a heated battle for the truth"* or *"fire in the eyes of passion"* create images that bring abstract concepts to a concrete level of perception. These metaphors help the audience better understand and imagine the essence of abstract ideas or processes.

Enhancing drama. Metaphors often serve to enhance the drama of events and create emotional tension. For example, phrases such as *"burning threats", "air thick with tension",* or *"explosive situation"* create images that emphasise the danger and significance of events. These metaphors add emotional tension, engaging and captivating the audience.

Metaphorical devices in media texts are used to concretise abstract concepts, enhance dramatic effect, emphasise important semantic components, express various relationships, actualise emotional reactions, increase aesthetic expressiveness, and create an effect of authority and objectivity. The use of such metaphors enriches the text, enhances its expressiveness, and increases the effectiveness of communication with the target audience.

The use of metaphors in Ukrainian media texts is a common practice that reinforces the message's meaning and impact. **Firstly,** metaphors are used in Ukrainian media texts to simplify complex ideas and make them more accessible to the audience. For example, the metaphor *"the economy is a roller coaster"* helps readers understand the ups and downs of economic growth and decline. This simplification is significant in news articles, where readers may not have a deep understanding of the topic. **Secondly**, metaphors can create an emotional connection with the audience. By comparing a concept to something the audience is familiar with, a metaphor can evoke emotions associated with that thing. For example, the metaphor *"the government is like parents"* creates a sense of trust and security in the audience, as parents are often perceived as protectors and caregivers (Amzin). **Thirdly,** metaphors are used to persuade the audience to accept a particular opinion (viewpoint)

or take a specific action. By comparing a concept to something generally recognised as positive or negative, a metaphor can influence the audience's perception of that concept. For example, the metaphor *"the environment is a fragile ecosystem"* creates a sense of urgency and importance of environmental issues, prompting readers to take appropriate measures to protect the environment.

It should also be noted that metaphors can negatively affect the audience's perception of the text. If a metaphor is too complex or unclear, it can confuse or alienate the audience. In addition, if a metaphor is overused or used as a cliché, it loses its impact and becomes ineffective.

Conclusions. Thus, the use of metaphors in Ukrainian media texts serves several important functions: it facilitates the interpretation of complex concepts, fosters an emotional connection with the recipient, and can influence their beliefs and behavioural attitudes. At the same time, it is advisable to use metaphors judiciously, as their overuse or misuse can distort the audience's perception of the text's content.

Prospects for further research include comparing the functioning of metaphors in Ukrainian and foreign media discourse, thereby enabling the identification of their standard and distinctive stylistic features. We also consider it important to analyse the use of metaphors across different media genres and their impact on the audience's perception of information. It is relevant to examine the cognitive and manipulative functions of metaphors in contemporary Ukrainian media space, as well as their interaction with other tropes and stylistic devices, to reveal the mechanisms underlying the formation of a holistic communication strategy.

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МЕТАФОРИЗАЦІЯ ЯК ЗАСІБ КОНЦЕПТУАЛІЗАЦІЇ ДІЙСНОСТІ У ТЕКСТАХ УКРАЇНСЬКИХ МЕДІА

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Метафоризація у текстах українських медіа постає як один із провідних механізмів відтворення та інтерпретації суспільних реалій, забезпечуючи не лише образність, а й концептуалізацію інформаційного змісту. У статті констатовано, що у сучасному медійному дискурсі України метафоризація виконує роль продуктивного інструмента мовного впливу, що сприяє формуванню колективних уявлень та оцінок. Доведено: аналіз функціювання метафоризації в українських медіа дає змогу виявити специфіку мовної картини світу, відображеної у масовій комунікації. Продемонстровано, що функціювання метафоризації у текстах медіа зумовлює не лише створення експресивности й образности, але й забезпечує процес концептуалізації соціально-політичних, культурних та економічних реалій. Стверджено, що актуальність дослідження метафоризації зумовлена зростанням ролі масмедіа як потужного інструмента формування суспільної свідомости, де метафора виконує не лише стилістичну, а й когнітивно-інтерпретаційну та ідеологійну функції. Визначено мету – з'ясовано особливости метафоризації як способу концептуалізації дійсности у сучасних медіатекстах, схарактеризовано її функції та роль у формуванні медійної картини світу. Окреслено завдання: опрацьовано теоретичні засади вивчення метафори в сучасній лінгвістиці та медіалінгвістиці; визначено провідні підходи до трактування метафоризації як механізму концептуалізації дійсности; проаналізовано функції та типи метафор, поширених в українських медіатекстах; виявлено специфіку метафоричних моделей у висвітленні суспільно-політичних, економічних та культурних питань; окреслено роль метафоризації у формуванні медійної картини світу та вплив на свідомість реципієнта. Констатовано, що метафоризація у сучасних українських медіатекстах є не лише стилістичним засобом виразности, а й передусім когнітивним механізмом концептуалізації дійсности, завдяки якому відбувається спрощення й інтерпретація складних суспільних явищ; формується оцінне ставлення до подій та їх учасників; забезпечується вплив медіа на масову свідомість через створення цілісної метафоричної картини світу. Виокремлено специфічні метафоричні моделі, притаманні українським медіа, що відображають національно-культурні особливости світосприйняття й визначають характер мовного впливу на масового адресата; уточнено роль метафоризації в українському медіадискурсі як провідного засобу концептуалізації дійсности; деталізовано функційно-семантичну специфіку метафор у різних тематичних напрямах (політичному, економічному, культурному); розкрито механізми впливу метафори на формування масової свідомости та ціннісних орієнтирів реципієнта; запропоновано системний підхід до аналізу метафоризації у медіатекстах, що поєднує когнітивний, комунікативний та стилістичний аспекти. Випрацьовано методологію дослідження – застосовано комплексний набір методів аналізу фактичного матеріалу: поєднано традиційні лінгвістичні методи (описовий, аналізу і синтезу, структурно-семантичний, стилістичний, контекстуальний, функційний) з елементами когнітивної лінгвістики. Закцентовано, що використання метафори в українських медіатекстах виконує низку важливих функцій: сприяє інтерпретації складних понять, формує емоційний контакт із реципієнтом та може слугувати засобом впливу на його переконання й поведінку. В перспективі актуальним є дослідження когнітивних і маніпулятивних функцій метафори в сучасному українському медіадискурсі, а також встановлення взаємодії метафори з іншими тропами та стилістичними засобами з метою простеження механізмів формування цілісної комунікативної стратегії.

Ключові слова: метафора, метафоризація, метафоричні моделі, когнітивний потенціал, мовна картина світу, метафоричні засоби, концептуальна метафора, медіа, медіатекст, медіадискурс.