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**METAPHORICAL MODELS OF HEADLINES
IN UKRAINIAN AND ENGLISH JOURNALISM**

The article focuses on the study of metaphor, which is an important cognitive and linguistic strategy for generating meanings in modern media discourse. Metaphor is regarded not just as a stylistic form of imagery but also as a tool for conceptualising reality, reflecting the linguistic community's unique national perspective, cultural values, and social experience. The article compares metaphorical models in English and Ukrainian media speech. Particular attention is paid to the investigation of the functioning of metaphors in journalistic texts and media headlines, where they perform not only expressive but also cognitive, argumentative, and pragmatic roles. Metaphors are actively utilised to understand sociopolitical events, shape public opinion, and impact audience perceptions of information. The basic forms of metaphors seen in current media discourse are identified, including anthropomorphic, naturalistic, and artifactual metaphors that build certain mental models of reality.

According to the study, the English and Ukrainian languages share and differ in their use of metaphorical models. The commonality stems from the universality of human experience and the comparability of cognitive thinking mechanisms. At the same time, the distinctions are linked to the cultural, historical, and linguistic characteristics of each national community. Metaphors relating to nautical themes and worldwide sociopolitical processes are more common in English, but Ukrainian metaphors are more typically drawn from natural, agrarian, historical, and cultural images. The findings demonstrate that metaphor is a ubiquitous cognitive tool that plays a significant role in shaping the language picture of the world, organising human experience, and communicating complex meanings. The study contributes to a better knowledge of how metaphors function in different languages and can be applied to future linguistic, translation, and linguodidactic research.

Key words: metaphor, metaphorical models, media, types of metaphor, English language, Ukrainian language.

Introduction. Metaphor is one of the most important aspects of the language system because it influences how people see reality. It not only enhances verbal imagery and expressiveness, but it also helps to understand and conceptualize diverse facts and concepts. In this sense, the study of metaphorical units is an important part of linguistic and cognitive research. A variety

of elements influence the chosen issue's relevance. First, a comparative investigation of metaphors in various languages allows for a more in-depth understanding of the cultural, historical, and social features reflected in the verbal picture of the world. The connection of language, culture, and worldview is thereby revealed. Second, the analysis of metaphorical expressions is crucial for enhancing

foreign language teaching techniques and creating effective translation strategies in the framework of linguistic didactics and translation studies. Given the complexity of metaphor, translators, philology students, and anybody else seeking a thorough understanding of language processes must be aware of how metaphor functions in various languages. Third, from the perspective of cognitive science, the study of metaphor contributes significantly to the understanding of thinking mechanisms and the interaction of language and the psyche, allowing us to trace how linguistic means organise human experience and perception of the world. English is one of the most widely used and studied languages of our time, serving as a means of worldwide communication, research, business, and digital media. Culture is conveyed through language, which connects education and culture, personality and society, individual and collective consciousness, and an individual's culture to the culture of society [Kylyvnyk, Lebed : 20]. In this light, the issue of researching the sociocultural aspects of the people whose languages are being researched becomes very important [Lebed, Kylyvnyk : 48]. Thus, analysing metaphorical statements in English enables us to obtain a better understanding of how metaphors are employed and interpreted by people from various cultural and socioeconomic contexts. The use of the Ukrainian language as a second object of study allows for comparisons with a language with a distinct structural organisation and cultural background. The Ukrainian language is distinguished by its linguistic legacy and cultural wealth, which reflect the unique characteristics of the national perspective. This enables us to discover both common and distinct elements of metaphorical thinking in both languages, as well as to broaden the concept of metaphor as a universal but culturally determined phenomena. The decision between English and Ukrainian is also practical in the present Ukrainian educational space, where English is the most commonly used second foreign language. Mastering metaphorical units in both languages improves the effectiveness of the educational process and translation tasks. Thus, a comparative study of the English and Ukrainian languages provides a foundation for a full examination of metaphor, allowing a deeper understanding of its core, functions, and meaning in various linguistic and cultural situations.

Analysis of previous studies.

The linguistic-cognitive method to analysing metaphorical statements is frequently discussed in the works of domestic and foreign experts. J. Lakoff and M. Johnson made a significant contribution to the development of this field by developing the theory of conceptual metaphor, which holds that metaphor is more than just a stylistic device; they also considered metaphor to be the foundation of poetic thinking, analysing its role in creating semantic associations and emotional expressiveness of a literary text [Lakoff, & Johnson; Lakoff, & Turner]. R. V. Gibbs Jr. looked into how cognitive processes are reflected in literary metaphors [Gibbs]. Z. Kevecses' publications reflect a further refinement of the theory of conceptual metaphor [Kövecses].

V. Ostapchenko views metaphor as a cognitive reconstruction of reality, emphasising its importance in the development of poetic pictures and meanings [Ostapchenko]. T. Pasternak examines the use of metaphor in political discourse, focussing on how it influences the construction of political ideas, images, and ideological standards [Pasternak].

The aim of the article is to investigate the peculiarities of metaphorical models in English and Ukrainian media discourse through a comparative linguistic-cognitive analysis, as well as to identify their structural, semantic and functional characteristics and to determine the role of metaphor in shaping the conceptualisation of socio-political reality in both languages.

Presentation of the main material.

The environment, political developments, and current history are most reliably reflected in journalism. Linguists correctly identify the journalistic text with the linguistic understanding and evaluation of everything that is going on in the world. Furthermore, scientists highlight that every new development in society is reflected in the journalistic content. Since newspaper speech is the most common and popular form of journalism, it makes sense that linguists would give it a lot of attention. It is distinguished by the use of emotive and expressive language above the logical informative content, which increases the statement's efficacy. Metaphor is one of the most significant aspects of printed communication. In media language, metaphor is employed to generate a variety of effects.

Its use could stem from a desire to make the printed content more emotional and impactful. Journalists can use metaphor to make readers think about current issues, so confirming some people's worldviews. Because journalism impacts public opinion, the employment of metaphors is frequently motivated by a desire to maximise the effectiveness of the printed word. The active use of metaphors in media language is accompanied by a process of overcoming prejudices about certain realities and replacing them with new ones, resulting in a specific linguistic view of the world. As a result, metaphor is a very effective way to enrich language and influence people's thinking.

Metaphor is described as a synthetic formation based on the similarities of two or more objects of observation that are merged to generate a single dominant image, conveyed in language by a holistic and internally balanced structure [Chernova, Aliieva]. Unlike direct comparison, which is inherent in symbols or epithets, metaphor is based on meaning transfer, which occurs when one phenomenon is viewed through the lens of another. Metaphorization allows you to express difficult, abstract, or obscure ideas through more concrete and understandable pictures.

Thus, metaphor is not only a vital part of the language system, but also an effective cognitive tool. It is important in speech and thinking because it helps people understand abstract things by using familiar imagery. Metaphors improve speech's communicative effectiveness by conveying complicated ideas and emotional states in a brief and expressive manner, triggering the recipient's imagination and emotional reaction.

Metaphors in Ukrainian and English have largely comparable structures: «Відкладена війна з найгіршими умовами»: політолог про те, чому Україні не можна здавати Донбас; Все висить на волоссі: чому на Полтавиці відмовляються від дизельних генераторів та як рятують область від блекауту; Українська енергетика стала головною мішенню для ворожих ракет і безпілотників. *This soldier did his duty. So why did Starmer hunt him? Kemi's psychodrama scene comes off like Anthony Perkins finding Suella in the shower; The UK's private economy has an extremely healthy balance sheet. Battle of the breakfast spreads – how a rival to Nutella is inflaming tensions between Algeria and France.*

Metaphors used in mainstream media have varying functional loads. The use of various forms of conceptual metaphors by journalists allows them to affect the audience's understanding of events and phenomena, to shape their worldviews, to organise their thinking, and to promote the forecast of potential solutions to sociopolitical problems [Romaniukha].

Each metaphor employed in a journalistic work must be relevant to the details of media transmission, as the media's primary objective is to influence the recipient and shape certain attitudes and opinions. L. Odynetska observes that the following metaphors are typical of modern media speech [Odynetska : 39–40]:

1. Anthropomorphic metaphor, derived from the domain of human life. Its forms include sociomorphic metaphor, which describes reality by analogy with social relations, and military metaphor, which presents reality through the prism of battle coordinates, among others: *The battle to stop Abergavenny's 120-year-old library; The old world order is dead': Trump, Canada and the battle for the West; Trump defeated in Supreme Court battle to sack Fed governor. В Херсоні постійний день бабака: вибухи, вибухи, вибухи...; Проїшлися по "правилу двох ніц" Безоса: внутрішній чат Amazon вибухнув мемами...*

2. Examples include naturalistic metaphors based on nature. It includes zoomorphic, phytomorphic, and landscape images, such as: *Inflation slows to 2.6pc in 'calm before the storm'; Rachel Reeves must be ready for a political storm over BP; Rosenior walks straight into Chelsea storm and must prove he is no puppet; Britain is heading towards potato armageddon – unless science can save us. Балістика, «Циркон» і шквал дронів: ППО відбила одну з наймасштабніших атак рф; Глобальний переділ Півночі: як танення льодів перетворює Арктику на нову зону конфлікту; Вперше за час війни: експерт про те, що армія рф тане швидше, ніж її поповнюють.*

3. Artefact metaphor, originating in the objective world. It distinguishes between architectural and mechanical metaphors. This type consists of the following expressions: *Cowboy loses his herd; Bush has a hill to climb; Putin's poodle may yet bite. «Цього не можна допустити»: в Естонії розкритикували російський енергетичний терор; США грюкнули дверима ВООЗ: світ*

лишився з боргом і новими проблемами; Кривава ціна війни: втрати росії та України до весни можуть досягти двох мільйонів.

The most productive sort of conceptual metaphor in mass media language is the sociomorphic metaphor, which views the surrounding world as a system of social relationships and human activity.

Metaphor serves primarily as a heuristic role in media texts, helping readers understand new socio-political realities, as well as an argumentative function aimed at persuading the audience. At the same time, a popular method is the effect of fooled expectations, which occurs when the reader's initial impression, established by the title, does not correspond to the subsequent content of the text. This can occur when a metaphorical title is interpreted literally, a non-metaphorical title is regarded as metaphorical, or the metaphor's meaning changes as the reader becomes more familiar with the main content. Such an approach enables the recipient to have a deeper grasp of the author's aim and to look for hidden meanings.

Let's look at the similarities and differences between metaphorical expressions in English and Ukrainian. Common features include:

Metaphor serves as a universal cognitive tool. In both languages, metaphor serves as the primary means of picture and speech invention, allowing meanings to be transferred and new meanings to be created through comparisons across distinct conceptual worlds.

Thematic domains share common characteristics. English and Ukrainian languages make extensive use of metaphors relating to war, love, travel, struggle, and other topics. For example, the Ukrainian word conveys the image of courageous, relentless battle.

At the same time, considerable differences are seen. Cultural conditioning. Metaphorical images

reflect the unique characteristics of national culture. Thus, marine metaphors are more prominent in English, owing to the historical history of English-speaking countries, whereas agricultural and natural metaphors dominate in Ukrainian. Each language also has distinct metaphors for significant historical events, such as the September 11 terrorist attacks in the United States or the Russian-Ukrainian war.

Language characteristics. Metaphorical formulations are formalised in accordance with each language's grammatical system. Metaphors containing reflexive verbs and pronouns that do not have direct English counterparts are especially common in Ukrainian.

There are semantic differences. Even when using identical metaphorical models, semantic nuances and connotative interpretations in English and Ukrainian might vary greatly.

Conclusions. Metaphors are an essential component of the conceptual system of human thinking because they shape the nature of our ideas and actions. A person uses metaphors to create his own model of reality, frame his experience of the world, and develop ways to interact with it. They allow for the visual depiction of complicated ideas and the transmission of strong emotions, as well as a vital part in the construction of cultural and social contexts.

Simultaneously, the similarities between metaphorical phrases in English and Ukrainian represent the universality of human experience, which underpins metaphorical thinking. Both embody the concept of heroic, continuous fight. Further studies may also focus on the pragmatic and persuasive potential of metaphors, their influence on the formation of public opinion, and their role in intercultural communication and translation practice.

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**МЕТАФОРИЧНІ МОДЕЛІ ЗАГОЛОВКІВ
В УКРАЇНСЬКІЙ ТА АНГЛІЙСЬКІЙ ЖУРНАЛІСТИЦІ**

Статтю присвячено дослідженню метафори як важливого когнітивного та мовного механізму формування смислів у сучасному медійному дискурсі. Метафора розглядається не лише як стилістичний засіб образності, а й як інструмент концептуалізації дійсності, що відображає особливості національного світогляду, культурних цінностей та соціального досвіду мовної спільноти. У статті здійснено порівняльний аналіз метафоричних моделей в англomовному та українськомовному медійному дискурсі. Особливу увагу приділено аналізу функціонування метафор у журналістських текстах і медійних заголовках, де вони виконують не лише експресивну, а й когнітивну, аргументативну та прагматичну функції. З'ясовано, що метафори активно використовуються для інтерпретації соціально-політичних подій, формування громадської думки та впливу на сприйняття інформації аудиторією. Визначено основні типи метафор, характерні для сучасного медійного дискурсу, зокрема антропоморфні, натуралістичні та артефактні, які формують певні концептуальні моделі осмислення реальності.

У результаті дослідження встановлено, що англійська та українська мови мають як спільні, так і відмінні риси у використанні метафоричних моделей. Спільність зумовлена універсальністю людського досвіду та подібністю когнітивних механізмів мислення. Водночас відмінності пов'язані з культурними, історичними та мовними особливостями кожної національної спільноти. Зокрема, в англійській мові більш поширеними є метафори, пов'язані з морською тематикою та глобальними соціально-політичними процесами, тоді як українська метафорика частіше апелює до природних, аграрних та історико-культурних образів.

Отримані результати підтверджують, що метафора є універсальним когнітивним інструментом, який відіграє важливу роль у формуванні мовної картини світу, організації людського досвіду та передачі складних смислів у комунікації. Проведене дослідження розширює уявлення про функціонування метафор у різних мовах і може бути використане у подальших лінгвістичних, перекладознавчих і лінгводидактичних дослідженнях.

Ключові слова: метафора, метафоричні моделі, медіа, види метафор, англійська мова, українська мова.

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