

Conceptual metaphor in English internet news texts: thematic perspective

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The aim

- to study conceptual metaphor in English internet news texts from the thematic perspective

The tasks

- to define metaphor according to epy traditional and cognitive approaches;
- to determine metaphoric structuring;
- to identify dominant metaphoric expressions in news articles from *Science & Technology* section and *Business* section;
- to explain the conceptual metaphor elaborated in the news from thematic perspective.

English internet news texts

- describe recent events and suggest their interpretations by the reporters and experts

Conceptual metaphor in English internet news texts

The material:

40 articles from *Newsweek* magazine.

The conceptual metaphor of PATH is dominant.

The conceptual metaphor of PATH

Metaphoric expressions describe:

- particular points of the path (the initial and the final point);
- motion along the path;
- the start of movement;
- the continuation of the movement;
- approach to the destination.

Tech&Science articles

INVESTIGATION IS PATH metaphors describe

- the start of the path
- the continuation of movement

Tech & Science: The start of the path

Example 1:

New York 2140 will tell the story of the first steps we might take in that direction
(Newsweek 14.03.17)

Tech & Science:

The continuation of the movement

Example 2:

Still, the electricity sector has made strides, with solar, wind, and natural gas now comprising a majority of electricity generation (Newsweek 19.03.17)

Business articles

- BUSINESS IS PATH metaphors are observed.
- BUSINESS IS PATH metaphor is elaborated with the expressions denoting the final points of the path

Business: The end of the path

Example 3.

The treaty provides that if the parties fail to reach an agreement within two years, the EU treaties “shall cease to apply” to the U.K. unless both sides agree to an extension (Newsweek 13.04.17)

Tech & Science articles

- describe the appearance of new technologies and high-end techniques

Business articles

- the result of doing business is very important

The prospects for future investigation

- the possibility of applying the study of conceptual metaphor to the news texts belonging to various sections: Education, Politics, Health, Entertainment, etc.

**Thank you for your
attention!**