



METONYMY IN MEDIA DISCOURSE: NECESSITY OR REDUNDANCY

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Research purpose. Metonymy replaces a wide range of words and concepts in today's media to attract more attention. Media professionals sometimes overdo it by inventing new phrases or catchwords, by replacing one or another repeated word. That is why it is important to find out how many and what kinds of metonymy there are in mass media discourse and whether it is used to dilute the original word's meaning or to give it a greater emphasis.

Keywords: media discourse, metonymy

Research Methodology. The research suggests the theoretical background of the concept of metonymy, its main types and functions, and their occurrences in mass media. The practical analysis is based on the examples of metonymy collected in various online newspapers, such as *The Economist*, *Page Six*, *NY Post*, *Daily Mail* and others. The descriptive linguistic method was applied while processing the selected examples and indicating the most common cases of metonymy usage in mass media.

Results / Findings. The practical analysis of the examples revealed that metonymy gives writers the power to make words or their combinations more powerful in meaning, adding complexity or clarity.

Originality / Practical implications. The research is relevant to students and professionals of Communication, Language studies and anyone interested in developing an interesting and attractive informative text.