

газетных заголовков. Функции такого цитирования - снижение высокого, пародирование, развенчание кумиров. Поэтому цитация часто присутствует в выступлениях юмористов и сатириков. В начале 90-х гг. их излюбленной темой было пародирование речи чиновников и партийных руководителей.

Адресатом дискурса может быть лишь человек, выросший в советское время, поэтому "новоязовский стеб" скоро сменят другие формы выразительности

METAPHOR AND METONYMY

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Metaphor (Greek metaphora - 'transference'; meta, over, pherein, to carry) - a figure of speech in which words or phrases denoting one object are transferred to others in order to indicate a resemblance between them; the most widely used trope of poetry. Metaphor may be regarded as a compressed simile, the comparison implied in the former being explicit in the latter. By its structure a metaphor can be simple or sustained.

Metonymy (Greek, metonymia 'changing of name') - a figure of speech; the use of one word for another that it suggests, as the effect for the cause, the sign for the thing signified, the container for the thing contained, the instrument for the action, etc.

E.g.: ... to whose young love

The vines of France and milk of Burgundy

Strive to be interest'd. (Shakespeare, King Lear)

Here the italicized words stand for "the King of France" and "the Duke of Burgundy".

- "Specilization" and "generalization" are thus identified on the evidence of comparing logical notions expressed by the meaning of words;

- The poetic metaphor is the fruit of the author's creative imagination;

- In a linguistic metaphor, especially when it is dead as a result of long usage, the thing named, often has no other name;

- The relationship of the direct denotative meaning of the word and the meaning it has in the literary context in question is based on similarity of some features in the objects compared;

- Metaphors, H. Paul points out, may be based upon very different types of similarity, for instance, similarity of shape;

- The transferred meaning is easily recognized from the context;

- Numerous cases of metaphoric transfer are based upon the analogy between duration of time and space;

- Metonymy is a shift of names between things that are known to be in some way or other connected in reality;

- The transfer may be conditioned by spatial, temporal, casual, symbolic, instrumental, functional and other connections;

- Many physical and technical units are named after great scientists;

- There are numerous examples of geographic names turning into common nouns to name the goods.

Metaphor and metonymy are used to make writing more vivid, imaginative, and meaningful.

DENOMINAL VERBS

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One remarkable aspect of our capacity to use language is our ability, to create and understand expressions we have never heard of before. We call them innovations. To decide what they mean on a particular occasion we must know not only the meanings of their parts, but also something about time, place and circumstances in which they are uttered. To examine how these meanings are determined we can look at denominal verbs, for innovations within this category are abundant.

There is a convention that speakers and listeners follow in uttering and interpreting such verbs: the speaker is confident the listener can figure out the state, event or process he is speaking about on the basis

of the verb itself, the linguistic context. The meaning of ordinary denominal verbs bear at least an approximate relationship to the nouns from which they were historically derived. To illustrate the major relationship a classification of some denominal verbs is presented. To make the task manageable we have included only those verbs, which fit the following four guidelines :

- 1) Each verb had to be formed from its parent noun without affixation;
- 2) The parent noun of each verb had to denote a palpable object or property of an object;
- 3) Each verb had to have a non-metaphorical concrete use as far as possible;
- 4) Each verb had to be usable as a genuine finite verb.

The classification applies to the paraphrases of these verbs. For each main category there's a general paraphrase. The paraphrases themselves are classified on the basis the parent noun plays in them.

Locatum verbs are ones, which parent nouns are in the objective case in clauses that describe the location of one thing with respect to the other. By definition, the parent clauses for location verbs describe locations, so they can be subdivided by the locative prepositions in the parent clause.

The location verbs have their parent nouns in the locative case. They have been categorised by the preposition in the parent clause and by the properties of the entities denoted by the parent nouns.

The duration verbs also have parent nouns in prepositional phrases, but the parent noun must denote a stretch of time and take a preposition like "for".

For the goal verbs the parent nouns are in the goal case. For agent verbs the parent nouns denote roles of professions which people take on deliberately, while for goal verbs the parent nouns denote roles conferred on people by the external forces.

The main reason for inventing denominal verbs is economy of expression. It is especially useful in new areas of technology and it has its own rewards " precision, vividness and surprise.

CELTIC AND LATIN BORROWINGS IN ENGLISH LANGUAGE

The English vocabulary is of tripartite nature:

-na
-bo
-hy

Native words are the oldest part of vocabulary. West Germanic dialects brought to Britain are very old, essential and polyfunctional; they are idiomatic expressions.

Loan-words, or borrowings, make the modern English vocabulary.

The source is a language which gives a place where a word was born.

E.g. Paper : Egypt (the origin) -> Latin source) -> English

Among the sources of borrowings we can mention Latin, which belongs to the Romantic group.

English wordstock is very small (1700 words), which may be regarded as Celtic loan words.

-English : down 'hill' - Old Irish : dun
-English : bin - Gael : benn ; Welsh : ben ;

The word 'cumb' is found in some place names: Batcombe, Eastcomb etc.

Some Celtic words have survived in the English language:

e.g. English : Avon, the name of a river; birthplace of Shakespeare (Gael : amhuir)

be found among the proper names: e.g. (благородный) , etc.

There are four chronological layers of borrowings: