STUDING METONYMY IN COGNITIVE LINGUISTICS

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A R T I C L E I N F O.	**Annotation**
Key words: cognitive linguistics, linguistics, metonymy, cognitive principles, language, conceptualize headlines, communication, referential function, experience, clarity, headings, model.	The article analyzes metonymy in current English from the cognitive approach. They highlight the main cognitive principles that govern metonymic relationships. Selection models of both the source of metonymy and its purpose are defined. Cases of metonymy in proper names used in English newspaper headlines are studied.

The emergence of cognitive linguistics made it possible to take a fresh look at known linguistic phenomena. A weighty argument in favor of applying this particular approach is the simple argument that language activity is part of the overall cognitive activity of a person. Therefore, cognitive mechanisms underlie the generation and understanding of the text. In turn, language activity is a type of cognitive activity; therefore, the application of cognitive science methods to the phenomena of language allows a deeper and more comprehensive description of the problems of linguistics.

Cognitive research on metonymy began with the famous work of J. Lakoff and M. Johnson "Metaphors we live by." The authors stated that metonymy, like metaphor, is an important cognitive tool of a person in the process of conceptualizing the world. Metonymy conceptualizes an object in relation to another object. Metonymy structures not only language, but our thoughts, attitudes, actions [1, p. 37].

Subsequently, several definitions of metonymy were proposed from the point of view of cognitive theory. These are the definitions of R. Legaker, A. Blanc, A. Barcelona, M.V. Nikitina and others.

In this paper, we adhere to the understanding of metonymy proposed by G. Rudden and Z. Koveces, who describe metonymy as a cognitive process in which one concept, a means, provides mental access to another concept, a goal, within one idealized cognitive model [4, p.21].

G. Rudden and Z. Koveches believe that cognitive and communicative principles are the limiters or determinants of the choice of metonymy model.

The cognitive principles that govern metonymy are based on three dimensions of the conceptual system: human experience, perceptual selectivity, and cultural preferences. These parameters are interdependent, can intersect and interact in metonymic models.

Let us briefly characterize these groups of principles. The importance of the human experience comes from our anthropocentric view of the world and our

interaction in this world, which causes the emergence of the following patterns: connected with a person prevails over unrelated; objects are perceived more from a subjective point of view than from an objective one; concrete objects are more visible to us than abstract things; in perception, we choose what we interact with over what remains aloof from us; functional items are more important to us than non-functional ones. These provisions formulate cognitive principles:

Animated over the inanimate. This principle is responsible for the metonymic relations "manufacturer instead of product", "Owner instead of possession" and others.

Human experience is fundamentally subjective and conditions a subjective view of the world. This principle governs the metonymy "process of perception instead of the perceived object", etc.

The property of our life experience is such that real, physically perceptible objects are more significant for us than abstract ones, as in the metonymy "Visible instead of the invisible". Parts of the body are especially often used in this case and serve as the most convenient metonymic guide to abstract concepts that are the goal of the metonymy "body instead of emotional", etc.

The selectivity of our perception of the world dictates our cognitive preferences. Our senses are tuned to the perception of what is closer to us, happening right now, large and noticeable, positive, has clear forms and stands out from the surrounding world. These foci of perceptual selectivity can be formulated in the following principles of cognitive preference:

Directly observed over the remote. This the cognitive principle governs our choice of a stimulus that is in spatial, temporal, and causal proximity, as in the metonymy close instead of far, emotion instead of cause.

This principle explains the metonymic use of the largest and strongest part of the country, replacing the whole country according to the generalized model "part – whole".

Cultural preferences in cognitive activity force us to be guided by the following principles:

"Typical over untypical". We often choose typical members of a category to guide the whole category, forming a part-Whole model.

The communicative principles governing regular metonymy G. Rudden and Z. Koveches include the principle of clarity and the principle of relevance, which correlate with Grice's maxims. They provide maximum ease in achieving the intended goal through a metonymic guide, as they instruct the speaker to avoid vagueness in the statement, to say only what is relevant to the situation, to give truthful information, etc. [4, pp. 43–54].

The object of research in this article is proper nouns. They are often used in headings, since on the one hand their clear referential function ensures the information content of headings and correct understanding, on the other hand, it focuses readers' attention on the most importantly, bringing to the fore countries, organizations, names of political leaders.

The research material is newspaper headlines of political articles taken from the Newsweek website (accessed November 2016 - February 2017). Our choice is due to the stylistic features of the headings, which simultaneously perform two stylistic functions: informativeness and impact on the reader. This is achieved by the need to give a lot of information, but in a concise form, brevity of presentation due to elliptical reduction, stylistic catchiness. We believe that metonymy is an effective language tool to achieve these goals.

Proper names are often used in the headings of political articles. Inanimate nouns are geographical names of countries and regions, political names of countries, capitals and significant cities, names of parties, unions. Among the animate nouns are the names of the leaders of countries, political significant figures. In cases of their metonymic use, they serve as a means of accessing the concept that is the goal in this communication, bringing it to the fore.

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In the framework of this speech, we will consider some examples of inanimate proper nouns.

a. Russia Unconvinced Donald Trump Is "Convenient" U.S. President For Moscow

(Moscow has issued statements of support and caution about the President-elect)

In this example, the geographical name of the country is used instead of the political leaders of the country or the government of the country as a metonymy.

"Country instead of government". The verb "unconvinced" convinces us that an animate subject is meant. It is difficult to assume that the purpose of metonymy is the entire population of the country, most likely that part of it that is involved in political activity. Both concepts are constructs of the frame or the idealized cognitive model "country" or its subtype "political life of the country".

Let us consider the operation of the cognitive principles implemented in this model of metonymy. Based on the selectivity of our perception, we prefer more over less (the country instead of its leaders, represented by a few citizens of the country).

The communicative principle of clarity also applies here, since the author is unwilling or unable to list all the persons who think so.

The second model of metonymy in this sentence is "capital instead of country" includes the name of the capital "Moscow" instead of the whole country "The Russian Federation". In this example, we see the interaction of cognitive principles based on human experience, selectivity of perception and cultural conditioning: preference for the concrete over the abstract (a particular city is more clearly perceived in the mind of a person than an abstract country); dominant over non-dominant (the country's capital is the dominant element over all other cities in the country);

The central element over the peripheral (the capital of the country is its central element).

The simultaneous operation of these three principles contributes to successful communication in terms of the communicative or pragmatic principles of clarity (it is clear which concept is the goal of metonymy) and relevance (to be brief and specific).

b. Europe's Darkening Hour? Populist Movement Smacks of Fascist Past (Brexit vote, Donald Trump's victory, Le Pen's rise in France, and more give comfort to hard-right leaders who are evoking some of Europe's darkest days) The type of metonymy "Place \ continent instead of the countries located on it" is due to cognitive principles: more over less (the concept of "Europe" is perceived as something more than the totality of countries that are implied. Perhaps not all European countries are meant, but only those that are part of the European Union). Important here again is the principle of clarity (do not list all countries implied) and relevance (briefness). The promotion of the continent to the fore emphasizes the globality and magnitude of the problem, in which all these countries are united.

c. Turkey's Erdogan "Disillusioned" with Obama over Syria And Gulen (Washington's decision not to extradite exiled cleric Fethullah Gulen has strained relations with Ankara)

In this example, we can distinguish the type of metonymy "Country instead of events \ events occuring in it". This type of metonymy is subject to the action of the following cognitive principles: the concrete over the abstract (the country as a place of action is more understandable than abstract actions, events); more over less (using the concept of country implies something larger, global in cognitive perception, because includes not only specific events, but also the people involved, the consequences of these events, etc.). This example can also be interpreted through the principle of cultural conditioning "Important over less important", since the event is significant not in itself, but in relation to the consequences for the country, its future, the political authority of the country, its internal situation.

d. Hamas Chief Khaled Meshaal: Israel Is «Playing With Fire» By Silencing Mosques (Khaled Meshaal has warned Israel of the consequences of "angering" the Palestinian Community)

In this example, the metonymy "country instead of actions performed by this country" is used. This refers to the political steps of the country. Again, preference is given to the concept of country as concrete over abstract (the concept of "country" is more concrete than "actions / actions" or "policy"). It is also possible to single out a cognitive principle based on human experience "Interacting over non-interacting" (in our perception, we interact metonymically with a country, and not with actions or policies).

The analyzed examples showed that the selected concepts are part of the idealized cognitive model "Country" or its subtype "Political life of the country". They form metonymic connections, forming models of metonymy. In our examples, we relied on the concept "Country", which can act as a means or purpose of metonymy.

The concept "Country" acts as a source of metonymy in 3 models:

"Country instead of government", "Country instead of event", "Country instead of action".

The concept "Country" is the goal of metonymy in two models: "Capital instead of country", "Continent instead of countries".

The main cognitive principles that form these metonymic relations, are cognitive principles based on: human experience: "The concrete over the abstract", "Interacting over non-interacting";

Selectivity of perception: "Dominant over non-dominant", "More over less";

Cultural conditioning of perception: "Central over peripheral", "Important over less important".

It is interesting to note that the metonymic models with the concept "Country" in our examples represent standard or regular metonymy, which is the result of our everyday thinking. However, one can note their pragmatic function, due to the use of communicative principles that echo the principles of pragmatics; this is the principle of clarity and the principle of relevance.

In general, cognitive linguistics considers metonymy as a cognitive process, as part of everyday human thinking, in which a connection is made between the concepts of our thinking, connected by cognitive adjacency relations that exist between concepts within an idealized cognitive model (Lakoff, 1987). The cognitive function of metonymy in this sense is the conceptualization of the world, the structuring of our knowledge about the world, obtained in the process of cognition.

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