

PHILOLOGY

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Sensorial metaphors in English advertisements of food]

The article discusses sensorial metaphor as a kind of anthropocentric metaphor. This metaphor possesses expression and is able to have an emotional impact on the customer using the materials of English advertisements of food. The features of metaphorical transfer features and its mechanism are analyzed and the most frequent lexical items with metaphorical meanings in English advertising are identified, including food advertising.

Key words: metaphor, anthropocentric metaphor, sensorial metaphor, advertising discourse, metaphorical meaning.

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