

BEYOND WORDS: THE IMPACT OF METONYMY ON MASS MEDIA MESSAGING

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Research purpose. Contemporary mass media has been a welcome source of natural data for figurative language research. As a key channel for spreading information, it usually faces the needs to convey complex ideas concisely and to bring more vitality into its narratives. Therefore, metonymy, alongside other stylistic means, serves a multifaceted tool in shaping the language, capturing greater attention and retaining the information delivered. By substituting a word or phrase with a related term, metonymy enables journalists to convey intricate ideas efficiently, as well as to create vivid and memorable images within readers' minds. However, media professionals sometimes go overboard by inventing new phrases or catchwords to replace one or another repeated word. That is why it is important to research more on the scope and types of metonymies usually found within mass media discourse and to clarify whether they are used to dilute the meaning of the original word or to give it a greater emphasis. Accordingly, the aim of the current research is to reveal how various concepts are replaced by metonymies and analyse their impact on the effectiveness of the mass media discourse.

Keywords: brevity of expression, figurative language, mass media, metonymy, reader engagement.

Research Methodology. The research provides the theoretical background of the concept of metonymy, its typology, classification and functions, as well as their impact on mass media messages. The practical analysis is based on the examples of metonymy collected in various media outlets, such as *The Economist*, *NY Post*, *Daily Mail* and others. The descriptive linguistic method was applied while processing the selected examples and analysing the most common cases of metonymy usage in mass media channels.

Results / Findings. The research has revealed that the occurrences of metonymy in mass media discourse are numerous. Metonymy gives journalists the power to convey meaning in a more succinct, vivid and imaginative way. It not only captures the attention of the audience but also aids in the retention of information, contributing to the effectiveness of the communication medium.

Originality / Practical implications. The research is relevant to professionals of Communication, Language studies and anyone interested in the development of a dynamic and compelling informative text within the realm of mass media.