MILITARY METAPHOR AS MEANS OF MODERN MEDIA KNOWLEDGE COMMUNICATION: FUNCTIONAL, LEXICAL AND GRAMMATICAL ASPECTS*

Marina R. ZHELTUKHINA[1], Taisiya D. MAGOMADOVA[2], Ludmila D. CHERVYAKOVA[3], Svetlana G. KOROVINA[3], Liudmila V. KRIVOSHLYKOVA[3], Natalya M. NESOVA[3]
[1]Department of English Philology, Volgograd State Socio-Pedagogical University, Volgograd, Russian Federation
[2]Inter-Faculty Language Department, Institute of Digital Economics and Technological Entrepreneurship, Grozny State Oil Technical University named after academic M.D. Millionshchikov, Grozny, Russian Federation
[3]Department of Foreign Languages, RUDN University, Moscow, Russian Federation

Abstract: *In the research single unresolved questions of military metaphor typology, identification of its functions in the media discourse, establishment of its lexical and grammatical features in language of the English and German mass media are considered. The general and the specific dominating functions of the military metaphor in the modern English and German media discourse come to light. The main research procedures are a hypothetical-deductive method, an inductive method, a descriptive and comparative method, a modeling method, a method of the definition analysis, component analysis, interpretive analysis, quantitative analysis, elements of frame and discourse analyses, and reception of continuous selection. As research material we use 4500 units in equal shares in the English and German languages which were selected from foreign and domestic periodic sources of the end of the 20th century – the beginning of the 21st century. The description and explanation of military metaphor linguocultural specifics in the modern English and German media discourse is obviously important for contrastive linguistics.*
Keywords: military metaphor, contrastive linguistics, media communication, media discourse, agonality.

Metaphorical researches represent one of actively developed studying directions of expressive potential of the mass media language, media communication of knowledge. The undertaken research meets needs of psycholinguistics, cognitive linguistics, and pragmalinguistics for the metaphorical description of the media discourse. Relevance of work is caused by anthropocentricity and agonality of the media discourse, increasing metaphor role in mass media as effective expression means of language and by insufficient study of the linguopragmatic aspect of

military metaphor in the modern mass media[1]. Research purpose is establishment of specifics of realization of a military metaphor in the modern English and German media discourse. The purpose of this work is achieved by a solution of the following tasks: 1) to reveal functions of a military metaphor in the modern English and German media discourse; 2) to establish lexical and grammatical features of a military metaphor in the modern English and German media discourse[2].

The theoretical importance of work is defined by expansion of theoretical knowledge within descriptive approach to studying of a metaphor. This metaphor research contributes to further development of cognitive and pragmatic theories. The research of process of a metaphorization in the modern mass media on the example of a military metaphor in the modern English and German media discourse promotes further development of an integrated approach to the analysis of the metaphorical mechanism of influence in media language on a joint of various sciences: linguistics, journalism, political science[3], sociology, psychology, anthropology, cultural science, etc.

The practical value of work is that the provisions stated in work can find application in courses of linguistics, lexicology, stylistics, rhetoric, translation theory, in special courses according to discourse theory and linguistic culturology, and be useful to specialists in the theory of communication, to journalists, politicians, etc.

---

[1] E.V. Dobronichenko, M.R. Zheltukhina, T.D. Magomadova, G.G. Slyshkin, "Military Metaphorization of Wedding Media Performance", in *Innovations of the 21st Century*, 2012, no. 1, p. 178-180; T.D. Magomadova, "Conceptual Types of Military Metaphor in the Modern Media Discourse", in *Bulletin of CIE MSU. Philology. Cultural science. Pedagogics. Technique,* 2012, no. 3, p. 74-78; Galina Yu. Bogdanovich, Elena A. Konovalova, Natalija A. Segal, Olga I. Neyelova, Anna Y. Martynyuk, „Metaphorization of the Past in the Russian-Language Media Discourse (Based on the Material of Transport Lexis)," in *Astra Salvensis,* VI (2019), Supplement no. 1, p. 83; T.D. Magomadova, "Agonality of Consciousness and Behavior: Military Metaphorization of a Modern Media Discourse", in *Person and his Discourse*, Azbukovnik, Moscow, 2014, p. 97-105.
[2] A.V. Alekseev, A.V. Lenets, "Directive abbreviations as a component of modern virtual communication (as exemplified in English and German languages)", in *Novosibirsk State Pedagogical University Bulletin*, 2017, vol. 7, no. 2, p. 98-110.
[3] R. Dodonov, "Crisis, war or conflict – how to correctly named the events in Eastern Ukraine?" in *Skhid*, 2015, vol. 2, no. 134, p. 107-112. doi: http://dx.doi.org/10.21847/1728-9343.2015.2(134).40199

Literature review

In modern linguistics much attention is paid to metaphor research[4]. The volume and the content of this concept, character of the associative blocks

[4] N.D. Arutyunova, *Metaphor. Russian. Encyclopedia*. BRE, Moscow, 1997; E.V. Babayeva, *Cultural and Language Characteristics of the Relation to Property (on Material of the German and Russian Languages)*, Peremena, Volgograd, 1997; J. Barnden, "Metaphor and Metonymy: Making their Connections Slippery", in *Cognitive Linguistics*, 2010, no. 21, p. 1-34; J. Barnden, "Metaphor and Context: A Perspective from Artificial Intelligence", in *Metaphor and Discourse*, Palgrave, Basingstokes, 2009; M. Black, *Metaphor and Metaphor Theory*, Komkniga, Moscow, 1990; F. Boers, "Applied Linguistics Perspectives on Cross-Cultural Variation in Conceptual Metaphor", in *Metaphor and Symbol*, 2003, no. 18, p. 231-238; L. Cameron, *Metaphor in Educational Discourse*, Continuum, London, 2003; L. Cameron, "Patterns of Metaphor in Reconciliation Talk", in *Discourse and Society*, 2007, no. 18, p. 197-222; Ph. Eubanks, *A War of Words in the Discourse of Trade: The Rhetorical Constitution of Metaphor*, Southern Illinois University Press, Carbondale, 2000; R. Gibbs (Ed.), *The Cambridge Handbook of Metaphor and Thought*, Cambridge University Press, New York, 2008; S.A. Hakhalova, *Possibilities of Application of a Discrete Fractal Paradigm in Researches on a Metaphor*, Bulletin of the MSLU, Moscow, 2008; Gulnaz I. Mardanova, Guzel N. Karimullina, Rezeda N. Karimullina, Tatyana E. Karpenko, „Complex corpus of turkisms of the Russian language", in *Astra Salvensis,* V (2017), no. 12, p. 147; V. Koller, "A Shotgun Wedding": Co-Occurrence of War and Marriage Metaphors in Mergers and Acquisitions Discourse", in *Metaphor and Symbol*, 2002, vol. 17, no. 3, p. 179-203; V. Koller, "A Shotgun Wedding": Co-Occurrence of War and Marriage Metaphors in Mergers and Acquisitions Discourse", in *Metaphor and Symbol*, 2002, vol. 17, no. 3, p. 179-203; R. Gibbs, "Evaluating conceptual metaphor theory", in *Discourse Processes*, 2011, no. 48, p. 529-562; N.A. Krasavsky, "Metaphorical Use of Emotions Nominees in German", in *Language Personality: Sociolinguistic and Emotive Aspects*, Peremena, Volgograd-Saratov, 1998, p. 96-104; M.G. Melentyeva, Metaphor of Quantitative Changes: Cognitive Aspect, PU, Arkhangelsk, 2001; G.G. Molchanova, "Some Language Mechanisms of Variable Interpretation of Reality: (Evolution of Metaphor – Metaphor Evolution)", in *Bulletin of the Mosc. State University. Serie 19. Linguistics and Intercultural Communication*, 2002, no. 2, p. 7-12; V.P. Moskvin, Russian metaphor: semantic structural, functional classification, Peremena, Volgograd, 1997; M.V. Nikitin, Metaphor: Likening vs. Integration of Concepts. With love to Language, IL RAS, VSU, Moscow-Voronezh, 2002; M.V. Nikitin, "Metaphor: Likening vs. Integration of Concepts", in *With love to Language*, IL RAS, Moscow, 2002, p. 255-269; S. Romaine, "War and Peace in the Global Greenhouse: Metaphors We Die By", *Metaphor and Symbolic Activity*, 1996, vol. 11, p. 175–194; E.I. Sheygal, *Semiotics of Political Discourse*, Gnozis, Moscow, 2004; G.N. Sklyarevskaya, *Metaphor in Language System*, Prod. Akademiya Center, Saint Petersburg, 1993; M. Turner, G. Fauconnier, "Metaphor, Metonomy, and Binding", in *Metonymy and Metaphor at the Crossroads*, Mouton de Gruyter, Berlin and New York, 2000; A. Vidali, "Seeing what we know: Disability and theories of metaphor", in *Journal of Literary & Cultural Disability Studies*, 2010, no. 4, p. 33-54; V.N. Telia, "Metaphor as Model of Meanings Production and its Expressional and Estimated Function", in *Metaphor in Language and Text*, Nauka, Moscow, 1988; M. Turner, G. Fauconnier, "Metaphor, Metonomy, and Binding", in *Metonymy and Metaphor at the Crossroads*, Mouton de Gruyter, Berlin and New York, 2000;

which are the cornerstone of a metaphor and define its nature, internal and external metaphor structure as peculiar sign, the functional metaphor characteristic[5] became a subject of studying. Versatility of the concept "metaphor" is noted. The person creates metaphors on the basis of language, sociocultural, bio-psycho-social, discursive and ethno-socio-psycholinguistic competence[6,7]. First of all, common multiple-valued words with difficult semantic structure are metaphorized[8] that is a formation condition of figurative senses and their coexistence with direct senses. The metaphor

A. Vidali, "Seeing what we know: Disability and theories of metaphor", in *Journal of Literary & Cultural Disability Studies*, 2010, no. 4, p. 33-54; A. Vidali, "Seeing what we know: Disability and theories of metaphor", in *Journal of Literary & Cultural Disability Studies*, 2010, no. 4, p. 33-54; M. Vignone, "Family, Buildings and War: Organizations and Conceptual Metaphor", in *OD Practitioner*, 2012, no. 44, p. 34-37; O.V. Voronushkina, "Distinctive Features of Realization of Double Sense in Allegory and Metaphor", in *World of Science, Culture, Education*, 2009, vol. 5, no. 17, p. 25-29; L. Wei-lun, W.-Yu. Chiang, "Emptiness We Live By: Metaphors and Paradoxes in Buddhism's Heart Sutra", in *Metaphor and Symbol*, 2007, no. 25, p. 331-335; Ph. Wilcox, "A Cognitive Key: Metonymic and Metaphorical Mappings in American Sign Language", in *Cognitive Linguistics*, 2004, no. 15, p. 197-222; N. Wilson, R. Gibbs, "Real and Imagined Body Movement Primes Metaphor Comprehension", in *Cognitive Science*, 2007, no. 31, p. 721-731; D. Wilson, "Parallels and Differences in the Treatment of Metaphor in Relevance Theory and Cognitive Linguistics", in *Intercultural Pragmatics*, 2011, no. 8, p. 177-196; S. Winter, "A Clearing in the Forest", in *Metaphor and Symbolic Activity*, 1995, no. 10, p. 223-245; Dana Shayakhmetova, Aigul Baituova, Kazyna Bekbenbetova, Dosbol Isla, Saule Yerzhanova, „The development of teacher's multicultural competence in the context of modern higher education," in *Astra Salvensis,* V (2017), no. 12, p. 280; Aleftina Golovchun, Beibitkul Karimova, Maira Zhunissova, Gulaim Ospankulova, Kuralay Mukhamadi, „Content And Language Integrated Learning In Terms Of Multilingualism: Kazakhstani Experience," in *Astra Salvensis,* V (2017), no. 12, p. 298; R. Wiseman, "Social Distance in Hunter-Gather Settlement Sites: A Conceptual Metaphor in Material Culture", in *Metaphor and Symbol*, 2014, no. 29, p. 129-143; N.Yu, "A Decompositional Approach to Metaphorical Compound Analysis: The Case of a TV Commercial", in *Metaphor and Symbol*, 2011, no. 26, p. 243-259; M.R. Zheltukhina, *Tropological Suggestivity of a Mass Media Discourse: about Specifics of Speech Influence of Tropes in Media Language*, VF MUPK, Volgograd, 2003; J. Zinken, "Discourse Metaphors: The Link Between Figurative Language and Habitual Analogies", in *Cognitive Linguistics*, 2007, no. 18, p. 445-466.

[5] V.P. Moskvin, Russian metaphor: semantic structural, functional classification, Peremena, Volgograd, 1997.

[6] V.N. Telia, "Metaphor as Model of Meanings Production and its Expressional and Estimated Function", in *Metaphor in Language and Text*, Nauka, Moscow, 1988.

[7] N.N. Aleksandrova, L. Sluchayna, "Formation of research competence of future economists in the process of mastering foreign languages", in *Journal of Advanced Research in Law and Economics*, vol. 9, no. 8, p. 2517-2529.

[8] V.G. Gak, Metaphor: Universal and Specific. *Metaphor in Language and the Text*, Nauka, Moscow, 1988.

creating a concrete image of abstract concept gives the chance of different interpretation of real messages[9]. The cognitive ideas of media reality put in metaphorical transfer are realized in the concrete language forms possessing in the sentence a certain semantic, emotional, information and stylistic status and their functional characteristics.

The researches devoted to a military metaphor cover problems of militarization of the Russian, English and German consciousness[10], verbal aggression[11], metaphorical modeling[12], metaphorical conceptual systems in the sphere of economy and policy on material of English press[13], conceptual sphere "war" in English and Russian linguocultures[14], metaphorical function of military lexicon[15], and also of questions of military lexicon consideration in sport language[16,17], basic metaphor of sport discourse "football – war"[18,19],

[9] I.R. Galperin, *Stylistics of English*, URSS, Moscow, 2010.

[10] A.N. Baranov, "On Types of Compatibility of Metaphorical Models", in *Linguistics Questions*, 2003, no. 2, p. 73-94; A.N. Baranov, Yu. N. Karaulov, *Dictionary of the Russian Political Metaphors*, Pomovsky and Partners, Moscow, 1994; Yu.N. Karaulov, V. V. Petrov, "From Text Grammar to the Cognitive Discourse Theory", in *Language. Knowledge. Communication*, Progress, Moscow, 1989; M.R. Zheltukhina, *Tropological Suggestivity of a Mass Media Discourse: about Specifics of Speech Influence of Tropes in Media Language*, VF MUPK, Volgograd, 2003

[11] O.N. Grigorieva, "From where the Evil Undertakes", in *Polemika Online Magazine*, 2002. Available at: http://www.irex.ru/press/pub/polemika/10/gri/; P.O. Mironova, *Reductionism Strategy in the Political Discourse: Cognitive and Pragmatical Aspect*, OSUm, Omsk, 2003; A.B. Ryaposova, "Military Metaphor in the Modern Propaganda and Political Discourse", in *Linguistics: Bulletin of the Ural Linguistic Society*, 2001, no. 6, p. 29-36.

[12] A.P. Chudinov, *Metaphorical Mosaic in Modern Political Communication*, Ural State Pedagogical University, Yekaterinburg, 2003; E.V. Budayev, *Metaphorical Modeling of Post-Soviet Reality in the Russian and British Press*, Nauka, Yekaterinburg, 2006.

[13] E.O. Shibanova, *Metaforical Conceptual systems in the Sphere of Economy and Policy (on Material of the English-language Press)*, MSLU, Moscow, 1999.

[14] V.B. Kryachko, *Concept Sphere "War" in English and Russian the linguistic cultures*, VSPU, Volgograd, 2007.

[15] E.V. Brysina, "Metaphorical Function of Military Lexicon (on Materials of Modern Journalism)", in *Word in various spheres of the speech*, Peremena, Volgograd, 1988.

[16] A.A. Elistratov, "Military Lexicon in Sport Language", in *Russian Speech*, 2005, no. 2, p. 64-69.

[17] O. Maltseva, "The phenomenon of the carnivalization of sport in postmodern society", in *Skhid*, 2018, vol. 1, no. 153, p. 108-120. doi: http://dx.doi.org/10.21847/1728-9343.2018.1(153).127538

[18] S.A. Kudrin, "Narrative Creation within a Sports Discourse by Means of a Basic Metaphor "Football is War"", in *Russian: historical destinies and present:* Proceedings of the IV International congress of researchers of Russian, MSU, Moscow, 2010.

[19] E.M. Akhmetshin, A.F. Miftakhov, D.A. Murtazina, R.P. Sofronov, N.M. Solovieva, V.A. Blinov, "Effectiveness of using football basics in physical education and organizing

military metaphor in the mass media discourse[20], art discourse[21], campaign-political discourse/political discourse[22], military metaphor in English[23], metaphor in newspaper language[24], etc. The literature review gives us an interpretation of a military metaphor as a marker of an agonality of a modern media discourse, which realizes biopsychological, political and philosophical, linguistic parameters of a metaphorical agonality. Main types of a metaphorical agonality in the modern media discourse are a political, economic, sports, educational, mass media, entertaining agonality. It is established that as the main criteria of differentiation of a military metaphor in the modern media discourse act structural, semantic, subject, figurative, volume, comparative, language, frequency, conceptual (frame, slot) criteria.

The military metaphor arises in the likeness of one phenomenon to another based on semantic similarity of the states, properties and actions staticized in the military sphere, characterizing these phenomena. From the formal point of view, such metaphorical transfer consists in the use of the word, the phrase, the sentence intended for designation of objects, situations of military reality, for the name or characterization of objects, situations in various fields of activity based on conditional identity of the predicative signs attributed to them.

---

arts and cultural events for promoting harmonious development of orphan children", in *International Journal of Instruction*, 2019, vol. 12, no. 1, p. 539-554.

[20] O.P. Ermakova, *Semantic Processes in Lexicon. Russian of the End of the XX Century (1985–1995)*, Language of Russian Culture, Moscow, 2000; D. Ritchie, "Argument is War – Or is it a Game of Chess?", in *Metaphor and Symbol*, 2003, vol. 18, no. 2, p. 125-146.

[21] O.N. Kondratyeva, "Military Metaphor and its Role in Conceptualization of Interior (on Material of Literature of Ancient Russia)", in *Bulletin of Military University. Scientific and Information Magazine "Army and Society"*, 2011, vol. 2, no. 26, p. 54-57; J. Vervaeke, J.M. Kennedy, "Metaphors in Language and Thought: Falsification and Multiple Meanings", in *Metaphor and Symbol*, 1996, vol. 11, no. 4, p. 273-284.

[22] A.A. Kaslova, "Expansion of Military Metaphor in the Text", in *Language Picture of the World and its Metaphorical Modeling*, USPU, Yekaterinburg, 2002; E.V. Kolotnina, *Metaphorical Modeling of Reality in the Russian and English Economic Discourse*, USPU, Yekaterinburg, 2001; N.A. Krasilnikova, *Metaphorical Representation of Linguoculturological Category in the Ecological Discourse of the USA, Russia and England*, USPU, Yekaterinburg, 2005. E.A. Shudegova, "Military metaphor in the Russian and American Political Discourse", in *Linguistics: Bulletin of the Ural Linguistic Society*, 2002, no. 8, p. 46-54.

[23] E.V. Ovsyannikova, "Military Metaphor in English", in *VII Intern. Ling. Conf. "Cross-Cultural Communications: Noosphere Paradigm in Language"*, Interuniversity Center "Crimea", vol. 137, no. 2, p. 115-118.

[24] J. Em Su, *Metaphor in the Newspaper Text: on Material of the Russian Press of the End of the 20th Century*, IRL RAS, Moscow, 2001; N.D. Bessarabova, "Metaphor and Figurativeness of the Journalese Speech", in *Journalism Poetics*, MSU, Moscow, 1990.

Materials and methods

The special literature review, the purpose and problems of the research have defined the choice of methods of the analysis. Being a part of cogitative person's activity, metaphors demand the special technique of studying allowing to draw substantial and valid conclusions as about a media discourse in which they are mainly used, and about the installations of rather key social phenomena dominating in consciousness.

As such method the method of the analysis of media discourse metaphorics based on cognitive and descriptor theories of a metaphor is chosen. In the work such research procedures as a hypothetical-deductive method, an inductive method, a descriptive and comparative method, a modeling method, a method of the definition analysis, component analysis, interpretive analysis, quantitative analysis, elements of frame and discourse analyses, reception of continuous selection are used.

The actual material was selected from foreign and domestic periodic sources of the end of the 20th century – the beginning of the 21st century. Reliability and objectivity of results of research are provided with a large number of the analyzed examples (4500 units in equal shares in the English and German languages), and consultations with carriers of the English and German languages.

Results and discussion

Main metaphorical models in the modern English and German media discourse

In the modern English and German media discourse, there are 6 main conceptual types of a military metaphor: *1) military events; 2) military actions, scenario and its elements; 3) weapon and its parts, use of weapon, result of its action; 4) military operations' participants, military units and subunits; 5) military actions' place; 6) military attributes and symbols.* As types of a military metaphor, similar in prevalence, in all considered spheres of the media discourse *military events, military actions, military operations' participants*, and *weapon* act. At the same time, the most productive types of a military metaphor in the modern English media discourse are *military events, military actions*, and *weapon. Military actions, military events, weapon* are most characteristic in the German media discourse. The main metaphorical models within metaphorical modeling "SPHERE of ACTIVITY of the PERSON" – "WAR" in the modern English and German media discourse are

the following metaphorical models within metaphorical modeling (rate of the use is presented respectively in %):

1. "POLITICS" – "WAR" (28.1/27.8%): 1) political events – military events (6.3/6.2%); 2) political actions, scenario and its elements – military actions, scenario and its elements (6/5.8%); 3) political means, result of their action – *weapon and its parts, use of weapon, result of its action* (5.5/5.4%); 4) participants of political actions, political movements, parties, groups – military operations' participants, military units and subunits (5.1/5.2%); 5) political actions' place – military actions' place (3.1/3%); 6) political attributes and symbols – military attributes and symbols (2.1/2.2%).

2. "ECONOMY (BUSINESS, MARKETING, ADVERTISING, PR)" – "WAR" (26/25.7%): 1) economic events – military events (6/6%); 2) economic actions, scenario and its elements – military actions, scenario and its elements (5.4/5.4%); 3) economic means, result of their action – weapon and its parts, use of weapon, result of its action (5.2/5.1%); 4) participants of economic actions, economic organizations, unions, societies, groups – military operations' participants, military units and subunits (4,5/4,5%); 5) economic actions' place – military actions' place (2,8/2,7%); 6) economic attributes and symbols – military attributes and symbols (2,1/2%).

3. "SPORT" – "WAR" (24,8/25,1%): 1) sports events – military events (5,9/6,1%); 2) sports actions, scenario and its elements – military actions, scenario and its elements (5,3/5,3%); 3) sports means, result of their action – weapon and its parts, use of weapon, result of its action (5,1/5,1%); 4) participants of sports actions, teams, groups – military operations' participants, military units and subunits (4,2/4,3%); 5) sports actions' place – military actions' place (2,5/2,6%); 6) sports attributes and symbols – military attributes and symbols (1,8/1,7%).

4. "EDUCATION" – "WAR" (8,1/8,3%): 1) educational events – military events (2,1/2,2%); 2) educational actions, scenario and its elements – military actions, scenario and its elements (1,7/1,7%); 3) means of education, result of their action – weapon and its parts, use of weapon, result of its action (2/2%); 4) participants of educational actions, educational collectives, groups – military operations' participants, military units and subunits (1,3/1,3%); 5) educational actions' place – military actions' place (0,9/1%); 6) educational attributes and symbols – military attributes and symbols (0,1/0,1%).

5. "JOURNALISM" – "WAR" (7,1/7,3%): 1) journalistic events – military events (2,25/2,35%); 2) journalistic actions, scenario and its elements – military actions, scenario and its elements (1,9/1,9%); 3) journalistic means, result of their action – weapon and its parts, use of

weapon, result of its action (1,75/1,75%); 4) participants of journalistic actions, journalistic organizations, groups – military operations' participants, military units and subunits (0,4/0,4%); 5) journalistic actions' place – military actions' place (0,7/0,8%); 6) journalistic attributes and symbols – military attributes and symbols (0,1/0,1%).

6. "ENTERTAINMENTS" – "WARS" (5,9/5,8%): 1) events of entertaining character – military events (1,75/1,75%); 2) entertaining actions, scenario and its elements – military actions, scenario and its elements (1,3/1,2%); 3) means of entertainments, result of their action – weapon and its parts, use of weapon, result of its action (1,25/1,25%); 4) participants of entertaining actions, groups on interests – military operations' participants, military units and subunits (0,6/0,6%); 5) entertaining actions' place – military actions' place (0,8/0,9%); 6) attributes and symbols of entertainments – military attributes and symbols (0,2/0,1%).

Allocation of the considered models is explained by an agonality of the media discourse and a typified consciousness of representatives in various linguistic cultures in urgent binary opposition "the war – the world". In these metaphorical models in the English and German media discourse reconsiderations of military events, military operations, participants of military operations, and the used weapon dominate that reveals in functional, lexical and grammatical aspects.

Functional military metaphor realization in the modern English and German media discourse

The changes happening in all spheres of life of the modern human society actively are reflected in the modern mass media. Thanks to implementation of basic media discourse functions (information and influence)[25] in media the public opinion as the status of mass consciousness containing the hidden or explicit relation of all diversity of social groups to problems and events of the reality and realizing expressional (control), consulting and directive functions is created. The standard and expression combination is characteristic of publicistic style in which the special place is led out to a metaphor.

As shows the analysis of the actual material, language of the modern media is metaphorized actively[26]. Specific metaphorical operations over

---

[25] M.R. Zheltukhina, *Tropological Suggestivity of a Mass Media Discourse: about Specifics of Speech Influence of Tropes in Media Language*, VF MUPK, Volgograd, 2003.
[26] A.N. Baranov, "On Types of Compatibility of Metaphorical Models", in *Linguistics Questions*, 2003, no. 2, p. 73-94; M.R. Zheltukhina, *Tropological Suggestivity of a Mass Media*

knowledge promote change of their ontological status: categorization and decategorization[27] based on which two main metaphor functions are selected: 1) categorization function – a categorization of yet not structured concept which is perceived as the abstract entity which is almost not giving in to national derision; 2) decategorization function – a decategorization, corrupting of an old categorical grid and origin of standard idea of a reality fragment.

Polyfunctionality of the media metaphor is shown in the specification of representation, the rhetorical purpose (underlining, allocation, promotion) and the esthetic expressiveness. V. P. Moskvin[28] marks such basic metaphor functions in language as function of figurative display of the reality, nominative and cognitive functions. Depending on a communicative role the following functions of metaphors are allocated: 1) nominative (metaphor in names), 2) informative (features of metaphorical information), 3) mnemonic (metaphor and storing), 4) style forming (metaphor in the work of art), 5) text forming (metaphor and text), 6) genre forming (metaphor and genre), 7) heuristic (metaphor in discoveries), 8) explanatory (metaphor and understanding), 9) emotional and estimated (metaphor and assessment), 10) ethical (metaphor and education), 11) autosuggestive (metaphor and auto-suggestion), 12) coding (metaphor and code), 13) conspirousy (metaphor and secret), 14) gaming (metaphor and humour), 15) ritual (metaphor and symbol).

Discourse: about Specifics of Speech Influence of Tropes in Media Language, VF MUPK, Volgograd, 2003; V.P. Moskvin, *Russian Metaphor: Semantic Structural, Functional Classification*, Peremena, Volgograd, 1997; A.P. Chudinov, *Metaphorical Mosaic in Modern Political Communication*, Ural State Pedagogical University, Yekaterinburg, 2003; E.V. Budayev, *Metaphorical Modeling of Post-Soviet Reality in the Russian and British Press*, Nauka, Yekaterinburg, 2006; E.A. Repina, M.R. Zheltukhina, N.A. Kovaleva, T.G. Popova, C. Garcia Caselles, "International Media Image of Russia: Trends and Patterns of Perception", in *XLinguae,* 2018, vol. 11, no. 2, p. 557-565; M.R. Zheltukhina, T.D. Magomadova, "Functions of a Military Metaphor in Russian, English and German Media Cultures", in *Communicative Aspects of Modern Linguistics and a Linguadidactics:* Proseed. of the Intern. Scient. Conf. Volgograd, VolSU, 2010; M.R. Zheltukhina, A.V. Ukrainskaya, E.B. Ponomarenko, N.Yu. Fanyan, E.V. Talybina "Stylistic Means of Influence in the Contemporary Chinese Sports Media Advertising", in *XLinguae*, 2018, vol. 11, no. 1, p. 152-162; M.R. Zheltukhina, M.V. Busygina, M.G. Merkulova, I.A. Zyubina, L.M. Buzinova, "Linguopragmatic aspect of modern communication: main political media speech strategies and tactics in the USA and the UK", in *XLinguae*, 2018, vol. 11, no. 2, p. 639-654.

[27] A.N. Baranov, Yu. N. Karaulov, *Dictionary of the Russian Political Metaphors*, Pomovsky and Partners, Moscow, 1994.

[28] V.P. Moskvin, *Russian Metaphor: Semantic Structural, Functional Classification*, Peremena, Volgograd, 1997.

Other researchers fix such metaphor functions as nominative, communicative, pragmatical, interactive, figurative, activizating, heuristic, esthetic.

During the studying of the metaphorical nature of the modern media discourse we have recorded rate of the use of a military metaphor in media. The metaphor of war meets in mass media of various orientations, including far from military subject that speaks about a typization and media integration of consciousness of representatives in various linguistic cultures in such urgent direction as binary opposition "the war – the world". Functional media integration of the military metaphor represents coherence, combination of various functional elements with each other and main military metaphor functions in the media discourse which is crossed with political, business, sports, educational, etc. discourses.

As a result of the analysis of the special literature devoted to various classifications of metaphor functions[29], and the actual material, the following main military metaphor functions in the modern media discourse in the English and German linguistic cultures have been revealed:

Nominative function is carried out that the military metaphor calls the object which does not have the name yet, identifying "its" through "others", the individual through the general, anomaly through norm, personal image through signs, standard, e.g., for a genus of animals; is applied in terminological creativity in various media spheres.

For example:

---

[29] A.N. Baranov, "On Types of Compatibility of Metaphorical Models", in *Linguistics Questions*, 2003, no. 2, p. 73-94; M.R. Zheltukhina, *Tropological Suggestivity of a Mass Media Discourse: about Specifics of Speech Influence of Tropes in Media Language*, VF MUPK, Volgograd, 2003; V.P. Moskvin, *Russian Metaphor: Semantic Structural, Functional Classification*, Peremena, Volgograd, 1997; A.P. Chudinov, *Metaphorical Mosaic in Modern Political Communication*, Ural State Pedagogical University, Yekaterinburg, 2003; E.V. Budayev, *Metaphorical Modeling of Post-Soviet Reality in the Russian and British Press*, Nauka, Yekaterinburg, 2006; E.I. Sheygal, *Semiotics of Political Discourse*, Gnozis, Moscow, 2004; E.A. Shudegova, "Military metaphor in the Russian and American Political Discourse", in *Linguistics: Bulletin of the Ural Linguistic Society*, 2002, no. 8, p. 46-54; G. Lakoff, *Metaphor and War. The Metaphor System Used to Justify War in the Gulf*, 1991. Available at: http://lists.village.virginia.edu/sixties/HTML_docs/Texts/Scholarly/Lakoff_Gulf_Me taphor_1.html; G. Lakoff, M. Johnson, *Metaphors we Live by*, University of Chicago Press, Chicago, 1980; D. Ritchie, "Argument is War – Or is it a Game of Chess?", in *Metaphor and Symbol*, 2003, vol. 18, no. 2, p. 125-146; . Vervaeke, J.M. Kennedy, "Metaphors in Language and Thought: Falsification and Multiple Meanings", in *Metaphor and Symbol*, 1996, vol. 11, no. 4, p. 273-284.

Job alliances, for example, draw works councils into company strategy[30].
Lebensschutz und Forschungsfreiheit[31].

Informative function consists that the military metaphor in media represents the media model defining properties of a new object from various areas and classifying it.

For example:

But what about the pilot customers?[32].

Und wie schon der Comedian Chris Rock sagte: "Ein Mann ist nur so treu wie seine Möglichkeiten. Hat er keine Optionen, geht er auch nicht fremd". Und davon, das eigene Ego hin und wieder mit einer neuen Trophäe aufzubessern, kann auch die hübscheste Frau einen Mann nicht abhalten[33].

Figurative function represents realization by a military metaphor of figurative display of different spheres of reality, figurative interpretation and individualization of the known objects and phenomena, representation specifications therefore objects and the phenomena acquire the direct or primary name and the figurative or secondary, doubling vision of the world and offering unexpected options in media.

For example:

Australian schools struggle to fill desks[34].

Schliesslich arbeiteten die Mörder doch mit Kalaschnikoffs [35].

Supporting function reflects the fact that the military metaphor in media is based on the two-planned character of value giving a stylistic marking of the explaining, decorating and illustrating, supplementing media speech.

For example,

---

[30] Anonymous, „Die hübschen Hintergangenen", in *Der TagesAnzeiger,* 2010. Available at: https://www.tagesanzeiger.ch/panorama/leute/Die-huebschen-Hintergangenen/story/25074250?track.

[31] P. Glotz, „Die neue Scholastik", in *Der Spiegel*, 2001. Available at: https://www.spiegel.de/spiegel/print/d-19383623.html.

[32] B. LaPrade, *Pilot Companies*, 2017. Available at: https://medium.com/gain-compliance/pilot-companies-fb5fbcb63a1b.

[33] Anonymous, "Inside the miracle", in *The Economist*, 2010. Available at: https://www.economist.com/special-report/2010/03/11/inside-the-miracle.

[34] T. Elliot, "Australian schools struggle to fill desks", in *Financial Times,* 2005. Available at: https://www.ft.com/content/c20f6dda-cad6-11d9-9abe-00000e2511c8.

[35] N. Bartl, Alles Charlie oder wie? Warum Sie den Heuchlern der Medien kein Wort glauben dürfen, 2015. Available at: http://www.coin-sl.com/borntobefree/?m=dgmleleglgawx&paged=5.

The Thirty Years Wars of the business world… [36].

Es ist ein Umsturz, aber keiner schaut hin: Universitäten werden in Unternehmen verwandelt und auf Marktfähigkeit getrimmt. Der Preis dafür ist hoch [37].

Ideological function consists that the military metaphor is connected with the aspiration of the sender to exert strong impact on outlook, valuable perception of the addressee, ideals, aspirations, behaviour of the addressee.

For example,

US human rights record attacked by Amnesty [38].

Zweitens: Die Reichshauptstadt war für Moskau der Vorposten der Weltrevolution[39].

Cultural and educational function is actualized that the military metaphor through media propaganda and distribution of values of culture brings up the addressee, promotes his all-round development.

For example,

Our brains 'divide and conquer... [40].

Heiko Hampl: "Die ATP Challenger sind wie Gladiatorenkämpfe" [41].

Advertizing and help function represents satisfaction with a military metaphor in mass media of utilitarian inquiries of the mass addressee depending on individual interests (health, beauty, fashion, sport, chess, tourism, gardening, collecting, ecology, etc.).

For example,

Some see French Elle's decision to challenge the national stereotype of slender, chic Parisian women as breaking down the last bastion of a super-slim aesthetic that has gripped the fashion world [42].

---

[36] J. Kay, *Why there can be only one winner in the battle of Blu-ray*, 2006. Available at: https://www.johnkay.com/2006/03/28/why-there-can-be-only-one-winner-in-the-battle-of-blu-ray/.

[37] R. Münch, „Akademischer Kapitalismus", in *Die Zeit*, 2007. Available at: https://www.zeit.de/2007/40/Akademischer-Kapitalismus.

[38] S. Witt, "US human rights record attacked by Amnesty", in *Financial Times*, 2005. Available at: https://www.ft.com/content/5b7fd220-ccee-11d9-aa26-00000e2511c8.

[39] E.G. Schwarz, "Berlin, die russische Stadt", in *Focus Magazin*, 1998. Available at: https://www.focus.de/kultur/medien/zeitgeschichte-berlin-die-russische-stadt_aid_175196.html.

[40] Anonymous, Our brains 'divide and conquer', 2013. Available at: https://www.sciencealert.com/our-brains-divide-and-conquer.

[41] Anonymous, BBC Teach, 2019. Available at: https://www.bbc.com/teach/class-clips-video/physical-education-ks1-ks2-lets-get-active-hybrid-sports-attacking-and-defending/zfpc6v4.

[42] T. McVeigh, "Elle magazine breaks fashion's last taboo: plus-size models on the cover", in *The Guardian*, 2010. Available at: https://www.theguardian.com/lifeandstyle/2010/mar/28/elle-models-france-plus-size.

Verstärkter Schutz für die Biosphäre [43].

Recreative function defines the fact that the military metaphor in mass media is capable to remove stress, to eliminate mental obstacles (doubts, blocking), to resolve a problem, to entertain, give pleasure, to cause a creative state[44], to induce the addressee to dream together with the sender.

For example,

We Must Stand With Young People As They Fight For Their Future [45].

Todesdrama in den Schweizer Alpen: Eine Gruppe von Skiwanderern wird von einem Sturm überrascht. Vier Menschen sterben, fünf schweben in Lebensgefahr [46].

Ungebremster Ansturm auf die Weißwurst. Traditionelle Weißwurstparty beim Stanglwirt in Going, Blitzlichtgewitter bei der Audi-Night in der Tenne und Sportkanonen am Kitzbüheler Eis[47].

Attractive function consists in drawing attention of the addressee by the military media metaphor, in memory call of a certain mental condition (curiosity)[48].

For example,

The protracted battles to provide internet access or control the obsessions of players of computer games [49].

Preiskampf der Giganten [50].

Diplomatic function is implemented in discussion by means of a military metaphor in media of objects and phenomena for which the taboo works.

---

[43] M. Hofer, *Verstärkter Schutz für die Biosphäre*, 2018. Available at: https://kurier.at/chronik/oesterreich/verstaerkter-schutz-fuer-die-biosphaere/400348999.

[44] A. Koestler, *The Act of Creation*, Arkana, London, 1989.

[45] J. Dias, *We Must Stand With Young People As They Fight For Their Future*, 2019. Available at: https://www.huffingtonpost.ca/jerry-dias/young-people-protest-movements_a_23705805/.

[46] Anonymous, Von Sturm überrascht. Skiwanderer in den Schweizer Alpen erfroren, 2018. Available at: https://www.t-online.de/nachrichten/panorama/id_83697490/drama-in-der-schweiz-vier-skiwanderer-in-den-alpen-erfroren.html.

[47] *Ibidem*, 2015.

[48] D. Wilson, "Parallels and Differences in the Treatment of Metaphor in Relevance Theory and Cognitive Linguistics", in *Intercultural Pragmatics*, 2011, no. 8, p. 177-196.

[49] J. Kay, "A traditional lady awaits her Mr Darcy", in *Financial Times*, 2006. Available at: https://www.ft.com/content/f9a8cdb4-b2bf-11da-ab3e-0000779e2340.

[50] Anonymous, "Preiskampf der Giganten", in *Focus*, 1998. Available at: https://www.focus.de/magazin/archiv/kunstmarkt-preiskampf-der-giganten_aid_175148.html.

For example,
The battle for the London Stock Exchange… [51].
The long war of the crisps [52].
The Crisp Wars… [53].
Kluft im Waffenrecht… [54].

Protective function represents implementation of positive / negative feedback or direct protection call against verbal attack by means of a military metaphor in mass media[55].

For example,
KIM Jong-un branded Donald Trump a "nuclear war maniac" as North Korea released a new video showing the White House burning [56].
Menschliche Zeitbomben… [57].

Status function opens that the military metaphor in media expresses the social hierarchical relations; usually authoritative sender generates military metaphors, which are perceived by the addressee, including subordinates.

For example,
The biggest peacetime deficit in history was an unlikely political weapon with which to whack the opposition, but Alistair Darling came out fighting yesterday [58].

---

[51] J. Kay, "The crunch in the long war of the crisps", in *Financial Times*, 2006. Available at: https://www.ft.com/content/c18bd59e-ad41-11da-9643-0000779e2340.

[52] J. Kay, *How the crunch came in the long war of the crisps*, 2006. Available at: https://www.johnkay.com/2006/03/07/how-the-crunch-came-in-the-long-war-of-the-crisps/.

[53] J. Kay, "English triumphs everywhere but home", in *Financial Times*, 2006. Available at: https://www.ft.com/content/6d520634-a241-11da-9096-0000779e2340.

[54] Anonymous, „Kluft im Waffenrecht: Strenge Gesetze, schwere Kontrolle", in *Frankfurter Allgemeine Zeitung,* 2009. Available at: https://www.faz.net/aktuell/politik/kluft-im-waffenrecht-strenge-gesetze-schwere-kontrolle-1927558.html.

[55] Ph. Wilcox, "A Cognitive Key: Metonymic and Metaphorical Mappings in American Sign Language", in *Cognitive Linguistics*, 2004, no. 15, p. 197-222.

[56] M. Godden, *KIM Jong-un branded Donald Trump a "nuclear war maniac" as North Korea released a new video showing the White House burning*, 2017. Available at: https://www.thesun.co.uk/news/4816636/kim-jong-un-donald-trump-nuclear-war-maniac-white-house-burning-video/.

[57] S. Dietrich, *Amoklauf von Winnenden: Menschliche Zeitbomben. Frankfurter Allgemeine Zeitung*, 2009. Available at: https://www.faz.net/aktuell/politik/amoklauf-von-winnenden-menschliche-zeitbomben-1919401.html.

[58] H. Stewart, "Budget 2010: Darling uses deficit to attack Tories – but will it save his job?", in *The Guardian*, 2010. Available at: https://www.theguardian.com/business/2010/mar/25/budget-2010-debt-mountain-darling.

Israelischer Minister will Hamas "liquidieren" [59].

Rhetorical function consists in achievement by the sender using means of a military media metaphor of the rhetorical purpose: underlining, allocation, promotion[60].

For example,

Ashrawi: 'Israel's administrative detention an assault on human rights'*[61]*.

Eine Woge des Terrors scwappt über den Horisont, um China in Schutt und Asche zu legen [62] (about a plot of the new animated film).

Aesthetic function promotes realization by the sender through a military metaphor in media of aesthetic expressiveness[63].

For example,

English triumphs everywhere but home[68].

Nach dem Krieg setzte die Festspiel-Revolution der Brüder Wieland und Wolfgang ein [64].

For descriptive reasons we will present the revealed functions of a military metaphor in the Table 1, having reflected rate of their realization in English and the German media discourse.

Table 1: Rate of realization of military metaphor functions in the modern English and German media discourses

Media discourse Military metaphor functions	English (%)	German (%)	Σ
Figurative	13.1	13.2	26.3
Attractive	12.8	12.8	25.6
Nominative	11.7	11.6	23.3

[59] Anonymous, „Israelischer Minister will Hamas "liquidieren", in *Berliner Morgenpost,* 2010. Available at: https://www.morgenpost.de/politik/article104146401/Israelischer-Minister-will-Hamas-liquidieren.html.

[60] O.V. Voronushkina, "Distinctive Features of Realization of Double Sense in Allegory and Metaphor", in *World of Science, Culture, Education*, 2009, vol. 5, no. 17, p. 25-29.

[61] Anonymous, Ashrawi: 'Israel's administrative detention an assault on human rights', 2019. Available at: https://www.maannews.com/Content.aspx?id=782711.

[62] T. Kniebe, "Eine Frau als Held, eine Sage aus Asien – sonst setzt Disneys „Mulan" auf altbewährte Tricks", in *FOCUS Magazin*, 1998, no. 47, p. 4.

[63] L. Wei-lun, W.-Yu. Chiang, "Emptiness We Live By: Metaphors and Paradoxes in Buddhism's Heart Sutra", in *Metaphor and Symbol*, 2007, no. 25, p. 331-335.

[64] V. Blech, "Musik ist so universell wie Sushi", in *Berliner Morgenpost*, 2010. Available at: https://www.morgenpost.de/kultur/article104060724/Musik-ist-so-universell-wie-Sushi.html.

Informative	10.2	10.2	20.4
Recreative	6.2	9	15.2
Ideological	9	4.9	13.9
Rhetorical	8	4.6	12.6
Aesthetic	4.5	8	12.5
Advertizing and help	7	4.9	11.9
Protective	4.3	7	11.3
Diplomatic	4.8	4.7	9.5
Status	4.6	4.7	9.3
Supporting	2.7	3	5.7
Cultural and educational	1.1	1.4	2.5
Σ	100	100	200

Apparently from the table the prevailing functions of the military metaphor in the modern English and German media discourse are figurative, attractive, nominative and informative functions. Besides, in the English media discourse ideological, rhetorical and advertizing and help functions are significant, and in the German media discourse recreative, aesthetic and protective functions of the military metaphor are most frequency.

Functional similarity of cognitive potential of military metaphor objectivization in media consciousness of representatives in German and English linguistic cultures is explained by the community of human nature, the world of mass communication and the general nature of estimation (well/badly) at various semantic organization of the general experience in the plan of contents. These conclusions confirm the idea about similarity of cognitive potential of the secondary nominations and their cultural distinction due to attraction of different images. Besides, it is necessary to emphasize that functional and stylistic distribution of a military metaphor is specific to each language, but the measure of aggression, agonality owing to egocentricity of human thinking and law of fight for survival can be more or less identical in various linguistic cultures.

The given by us classification of military metaphor functions in media cannot be considered completely exhaustive. The deeper knowledge of the world becomes, the more differentiated terms framework reflecting our knowledge seems. The mentioned functions can be expanded and filled up indefinitely depending on the actual material which is contained in modern mass media. So, allocation of such metaphor functions as ironical, architectonic, archetypic, symbolical, etc. is quite possible and expedient. The further research of military metaphor functional specifics in the media discourse of various linguistic cultures

seems perspective. Further we will consider specific features of a military metaphor in the modern English and German media discourse which are shown in lexical and grammatical characteristics.

Lexical and grammatical military metaphor realization in the modern English and German media discourse

Lexical and semantic military metaphor characteristics in the modern media discourse

Characteristic of modern media language is wide metaphorical use of military lexicon. Metaforization process of military lexicon most effectively happens in modern press language. The active metaphorical use of military lexicon is observed most often in the printing materials devoted to socio-political, economic problems. Especially it should be noted the use of military terminology in sport language.

As a result of special literature and rich actual material research the following lexical and grammatical features of the military metaphor have been revealed. In consciousness of native speakers, it is possible to observe different cognitive processes: dissociation (Begriffdissoziation – splitting of the word on two values) and consociation (Begriffkonsoziation – connection of different values), connected with destruction of one frame (Bezugsrahmendurchbrechung) and creation of other (Bezugsrahmenherstellung) by introduction of new elements[65].

Expansion or narrowing of a word meaning at metaphorical transfer. The episode of war begins to be thought in other context, "gets accustomed" in it in expanded value.

For example,
Blitzkrieg m – blitzkrieg
blitz (blitzkrieg) *n germ.*
TV blitz
Hillary's 3 "a.m." ad was probably classically more effective, but the McCain attempt to jujitsu Obama's European **blitzkrieg** *was the most memorable and Rorschach-like official ad of the election*[66].

holocaust *n from the Holocaust 1. nuclear holocaust.*

---

[65] R. Wiseman, "Social Distance in Hunter-Gather Settlement Sites: A Conceptual Metaphor in Material Culture", in *Metaphor and Symbol*, 2014, no. 29, p. 129-143.
[66] J. Poniewozik, "Top 10 Campaign Video Moments", in *Time*, 2008. Available at: http://content.time.com/time/specials/packages/article/0,28804,1855941_1855940_1855798,00.html.

Cinematic Visions of the Apocalypse. From movies about **nuclear holocaust** *to film of flesh-eating zombies, here are 20 picks that may help prepare you for the end of the world* [67].

Emotional and estimated coloring of semantics at metaphorical transfer. The use of military terms (e.g., army, front, fight, landing, guard, armament, to mobilize, base, ground, outpost, to torpedo, raid, approach, to force, maneuver, holder, investigation, attack, leader, line of defense, artillery preparation, etc.) in nonspecial texts of media is directed to certain emotional spirit creation at the addressee. The agonality of the media discourse reveals in the use of emotionally charged military metaphors.

For example,
Google Works to Torpedo Microsoft Bid for Yahoo [68].

As a result of the actual material analysis it is established that the most frequency are military metaphors with the semantic components 'war', 'attack', 'invasion', 'aggression', 'attack', 'blow', 'fight', 'fights', 'diversions', 'blockade', 'campaign', 'bombardment', etc. For example, *advertizing campaign, financial invasion, financial aggression*, etc. Except the emotional characteristic military lexicon in the modern press can have positive or negative estimated coloring which amplifies due to application of epithets.

Connection opposite (positive and negative) components in semantics at metaphorical transfer. Similar connection of unjoinable, semantic elements, opposite on an estimated sign, promotes creation of semantic alogisms of the military metaphor, generation of a polysemy of understanding, camouflaging and distortion of true sense of the statement, a addressee' consciousness manipulation. For example, peacekeeping operation ("+/–"), humanitarian operation ("+/–"), bombing by advertising ("–/+"), etc.

Cultural and historical component of phraseological semantics at metaphorical transfer. The phraseology, which is genetically connected with military terminology, will bear on itself the stamp of national culture and historical past. Semantics of phraseological units is reflected in etymological phraseological dictionaries.

---

[67] Anonymous, "Cinematic Visions of the Apocalypse", in *Time*, 2011. Available at: http://entertainment.time.com/2011/11/11/cinematic-visions-of-the-apocalypse/slide/the-day-after-tomorrow-2004/.
[68] A.R. Sorkin, M. Helft, "Google Works to Torpedo Microsoft Bid for Yahoo", in *New York Times*, 2008. Available at: https://www.nytimes.com/2008/02/04/technology/04yahoo.html.

Phraseological units reflect national ideas of difficult life situations as about military operations, which it is possible to try to obtain something only by force. At the same time in phraseological units in metaphorical sense lexicon designating not only weapon, but also different types of military manoeuvres can be used.

For example,

on the warpath – 'aggressive position' (has come to English from customs of Indian tribes).

To their credit, Samsung executives didn't appear to be complacent, even before Mr Lee's call to action. They don't want to abandon what Samsung does best – making cutting-edge hardware – just because China is on the warpath or to chase Apple [69].

bay of pigs (fiasco) – 'the gulf Kochinos'; 'large failure', 'serious defeat' (In 1961 Kennedy's administration has failed a military action against Cuba as a result of disembarkation in the gulf Kochinos of the armed interventionists mercenaries and Cuban immigrants under cover of warships and aircraft of the USA).

Obama's Bay of Pigs. The ad hoc plan to arm the Syrian rebels is looking eerily similar to the United States' most infamous foreign-policy misadventure [70].

Effacement of metaphorical semantics. In the modern press, the standard military metaphors which figurative sense is not felt any more are frequency.

For example,

key to victory; signs of victory/victory signs – Zeichen des Sieges/Siegeszeichen.

The smell of grilled meat wafts through the air. Boisterous protesters dance, wave flags and flash assorted signs of victory, defiance or just exuberance of youth [71].

neutrale Zone – neutral zone, no man's land (territory, water space in which, under the mutual agreement, military operations shouldn't be conducted, settle down military forces).

combat zone

---

[69] Anonymous, "Return of the overlord – South Korea's industrial giants", in *The Economist*, 2010. Available at: https://www.economist.com/briefing/2010/03/31/return-of-the-overlord.

[70] M. Zenko, *Obama's Bay of Pigs. The ad hoc plan to arm the Syrian rebels is looking eerily similar to the United States' most infamous foreign-policy misadventure*, 2015. Available at: https://foreignpolicy.com/2015/03/02/obamas-bay-of-pigs-islamic-state-isis-syria-iraq-special-forces/.

[71] Newsweek Staff. A carnival in Beirut. 2007. Available at: https://www.newsweek.com/carnival-beirut-98733.

The wars ended years ago, Slobodan Milosevic is dead and buried, and this wasn't a combat zone; it was my own apartment in my own hometown [72].

Here influence amplifies due to the use of the erased metaphor with an antithesis: *'combat zone' – 'hometown'*, the hidden, but guessed connotive meanings are meant *'military reality' – 'peace reality'*.

Kriegsverbrechen – war crimes

The atmosphere has worsened since the UN's secretary-general, Ban Ki-moon, decided in March to appoint a panel of experts to look into alleged war crimes [73].

This erased metaphor is frequency in the English and German linguistic cultures thanks to strengthening of a negative assessment as a result of merge of two negative spheres ('war' + 'crime').

Expansion of metaphorical semantics of a synonymic row. Emergence of the rare, unexpected, not noted by explanatory dictionaries metaphor on the basis of traditional military names. For example, the following main synonymic ranks are recorded:

a) MILITÄREREIGNISSE – MILITARY EVENTS

Aggression – aggression
Synonyms: *militarism, invasion*
aggressive; belligerent
Synonyms: *hostile, offensive, aggressive, predatory, cocky, pugnacious.*
Armee – army
Synonyms: *army, troops; commonwealth, camp, association, party, group, union, block, brotherhood, fraction.*
Schlacht – battle, struggle
Synonyms: *fight, war.*
Krieg – war; warfare
Synonyms: *fight, military operations, collision.*
Massaker, Gemetzel – slashing; massacre
Synonyms: *slaughter; beating, massacre, battle.*
Revolution – revolution
Synonym: *coup, revolt.*

b) MILITÄRAKTIONEN, SZENARIO UND SEINE ELEMENTE – MILITARY ACTIONS, SCENARIO AND ITS ELEMENTS

Entern – boarding
Synonym: *offensive, attack, assault.*

---

[72]D. Anastasijevic, "The Price of Speaking Out in Serbia", in *Time*, 2007. Available at: http://content.time.com/time/world/article/0,8599,1611396,00.html.
[73] Anonymous, "Imperfect peace – Aid rows in Sri Lanka", in *The Economis*t, 2010. Available at: https://www.economist.com/asia/2010/03/31/imperfect-peace.

Angriff; Vorstoß; Sturm – attack; assault, onrush
Synonyms: *attack, raid.*
Kampf; Schlacht; Gefecht – battle, combat, fight, fighting, action; struggle.
Synonyms: *fight, collision, skirmish, battle.*
Demonstration, Kundgebung, Manifestation; Demo; Umzug – demonstration, march, diversionary action.
Synonyms: *procession, parade.*
Diversion; Sabotage; Ablenkungsangriff – sabotage, subversive activity; diversion.
Synonym: *wrecking.*
Intervention – intervention, support.
Synonyms: *invasion, penetration.*
Kampagne, Feldzug; Aktion – campaign; drive.
Synonyms: *campaign, operation.*
Kapitulation; Übergabe, Waffenstreckung – capitulation; surrender.
Synonyms: *delivery, defeat, retreat.*
Manöver; Trick, Schachzug; Kriegsübungen – maneuvre, maneuver.
Synonyms: *clever move, trick, cunning, subterfuge.*
Mobilmachung, Mobilisierung – mobilization.
Synonyms: *attraction, appeal.*
Einfall, Überfall – incursion, raid, inroad; foray.
Synonyms: *attack, arrival, swoop.*
Überfall, Angriff – raid, attack; flight; blast.
Synonyms: *horsemanship, round-up.*
Überfall; Angriff – attack, assault; aggression.
Synonyms: *raid, storm, blow.*
Angriff, Offensive; Vormarsch – offensive; attack; advance; onset.
Synonyms*: nvasion, storm, boarding.*
Umgehung; Umgehungsmanöver; Rundgang; Runde – turning/flanking movement; beat.
Synonym: *withdrawal.*
Feuer – fire, firing.
Synonym: *flame.*
Einkesselung – encirclement.
Synonym: *round-up.*
Operation, Kampfhandlungen – operation.
Synonyms: *action, influence, activity, transaction, campaign.*
Stoßtruppunternehmen – reconnaissance raid, trench-raid; sweep pestilence.
Synonyms: *search, searching.*
Marsch; Feldzug – campaign.

Synonyms: *travel, trip, cruise, tour, voyage, wandering, operation.*

Sturm; Angriff – assault, onset, onslaught, storm.

Synonym: *attack.*

Aufklärung; Erkundung – reconnaissance; foreign intelligence, intelligence, intelligence service.

Synonyms: *search, espionage.*

Streifzug; Überfall – raid.

Synonyms: *round-up.*

Zusammenstoß, Aufeinanderprallen; Aufprall; Kollision; Konflikt; Streit – collision, clash.

Synonyms: *conflict, collision, contradiction; fight, skirmish.*

Zusammenstoß; Feuergefecht – skirmish, clash; affair, encounter.

Synonyms: *collision, fight.*

Zusammenstoß; Handgemenge – skirmish, fight, combat, encounter.

Synonym: *collision.*

Schlag, Hieb; Streich; Stoß, Angriff – blow; thrust; stab; foin; lash, slash; kick; punch, cuff; hammering.

Synonyms: *impact, collision, push, motivation, impulse.*

Sturm, Sturmangriff – assault, storm, onslaught.

Synonym: *attack.*

Kapitulation; Übergabe – capitulation; surrender.

Synonyms: *delivery, defeat, retreat.*

Gefangenschaft f – captivity.

Synonyms: *capture, gain, conquest.*

Sieg; Gewinn – victory; triumph; win, winning.

Synonyms: *achievement, success, prize.*

Niederlage; Vernichtung – defeat; hitting; damage, destruction.

Synonyms: *crash, failure.*

Meuterei; Aufstand; Putsch – rebellion, mutiny; revolt, outbreak, insurrection.

Synonyms: *indignation, disorders, excesses.*

Umwälzung; Umsturz – revolution; overturn; coup.

Synonym: *change.*

Einberufung – conscription, call-up, levy; draft, selection amer.

Synonyms: *attraction, mobilization.*

Aufstand – insurrection, revolt, rebellion, mutiny, outbreak, (up)rising.

Synonym: *indignation.*

c) AUSRÜSTUNG UND IHRE TEILE, WAFFENANWENDUNG, WAFFENHANDLUNGSERGEBNIS – WEAPON AND ITS PARTS, USE OF WEAPON, RESULT OF ITS ACTION:

Waffe; Waffen – weapon, arm; (cold) steel; arms, weapons.

Synonyms: *tool, means.*

Gewehr – gun, rifle, hand-gun, firer.

Synonyms: *double-barreled gun, shotgun.*

Explosion; Detonation – explosion, detonation; (out)burst.

Synonyms: *rise, wave.*

d) MILITARY OPERATIONS' PARTICIPANTS, MILITARY UNITS AND SUBUNITS – KRIEGSOPERATIONENTEILNEHMER, TRUPPENTEILE UND MILITÄREINHEITEN

Heer; Truppen – army; forces; host; troop.

Synonyms: *army, armed forces, troops, militia, horde.*

Armee; Heer – army.

Synonyms: *army, troops, association, commonwealth, camp, association, party, group, union, block, brotherhood, fraction.*

Heer – army, host, troops.

Synonym: *army.*

Abteilung, Trupp – detachment; squadron; troop.

Synonyms: *crew, team, association, commonwealth, camp, association, party, union, block, army, brotherhood, fraction.*

Horde, Kriegsschar – horde; mass, flock, swarm.

Synonym: *army.*

Kräfte; Truppen; Macht, Gewalt – force; body; establishment.

Synonym: *power.*

Brigade – brigade; subdivision.

Synonyms: *team, group.*

Kommando, Trupp; Mannschaft, Besatzung – command; party, detachment, crew; ship's company; team.

Synonyms: *crew, group.*

Besatzung; Mannschaft – crew.

Synonym: *team.*

Feind; Gegner; Gegenspieler – enemy; foe; opponent; adversary; the Fiend, the Devil.

Synonyms: *antagonist, rival, competitor.*

Vorhut; Avantgarde – advance-guard, advanced guard, avant-guard; vanguard, van.

Synonyms: *advance party, outpost, face, front.*

Vorposten – outpost; forward position.

Synonym: *vanguard.*

Kader – personnel, staff; cadres, specialists, skilled workers.

Synonyms: *personnel, staff, device, staff, personnel structure.*

Volksaufgebot; Landwehr – militia; home guard; Territorial Army; irregulars; levies.

Synonym: *army.*

Posten m; Wachposten m – picket, outpost, guard-post, station.

Synonyms: *outpost, cordon.*

Reserve; Vorrat – reserve(s); backlog.

Synonym: *stock.*

Flieger, Pilot – pilot, aviator, flyer, flier.

Synonyms: *pilot, pilot.*

Kämpfer; Verfechter; Ringer, Ringkämpfer – fighter; champion; wrestler.

Synonyms: *advocate, defender.*

Soldat; Militärperson – military man, soldier; Militär – the military, soldiery.

Synonym: *serviceman.*

(gemeiner) Soldat – private (soldier), man; Mannschaften – men.

Synonym: *fighter.*

Kommandeur; Führer – commander, commanding officer; captain.

Synonym: *military leader.*

e) MILITÄRAKTIONENORT – MILITARY ACTIONS' PLACE

Objekt; Feuernest – point, mark; weapon emplacement.

Synonym: *place.*

Front – front; battle-front.

Synonyms: *sphere, area, world, circle, site, field.*

Expansion of metaphorical semantics of a semantic row clearly demonstrates the following example:

ARMY – troops, team, group, militia, horde (hordes), host, force (forces), assembly, vanguard, a rear guard; infantry, artillery, cavalry; division, crew, regiment, battalion, company, squadron, platoon, garrison, team, etc.

Lexical elements of military metaphors *"division", "battalion", "platoon",* etc. continue the subject *"military operations' participants, military units and subunits"*, in particular, the *"military associations"* (*"army", "group", etc.*) designating *'uniform set something'* with a figurative sense *'group of people organized for any activity'*:

- *army of lovers;*
- *football division;*
- *division of pop stars;*
- *rhythmical and dancing platoon;*
- *platoon of the security guard;*
- *group of the singing stars;*
- *group of patients, etc.*

Metaphorical antonymy. The conducted research has revealed emergence of the unexpected, often not noted by explanatory dictionaries antonymic metaphor based on traditional military names.

For example,

Aggression – Friedfertigkeit, Ruhe, Frieden	*aggression – peacefulness, peace*
Krieg – Frieden	*war – peace*

Angriff, Eintritt – Schutz, Reflexion	*attack, offensive – protection, reflection*
Gefangenschaft – Befreiung	*prisoner, captivity – exemption, release*
Sieg, Erfolg – Verlust, Beschädigung,	*victory, success – loss, damage, defeat*
Niederlage	*force, strength – weakness, powerlessness,*
Stärke, Kraft – Kraftlosigkeit,	*anarchy*
Machtlosigkeit, Schwäche, Ohnmacht	*enemy, opponent – friend, ally, comrade,*
Feind, Gegner – Freund, Verbündeter,	*companion, partner*
Kamerad, Genosse, Kompagnon Gefährte,	*aggressive – peace, peaceful*
Begleiter	*vanguard – rearguard*
aggressive – frieden, friedlich, friedliebend	*commander – soldier, soldiery, private*
Avantgarde – Nachhut	*military – civil*
Kommandeur, Kommandant – Soldat,	
Soldaten	
militärisch – zivil, bürgerlich	

Grammatical military metaphor characteristics in the modern media discourse discourse

Part of speech marking. As a research result the following parts of speech which are used among the metaphorized military terms in mass media are recorded.

For example,

a) Nouns (42%/42.1% in the English/German media discourse).

For example,

Armee – army; Schlacht – battle, struggle; Blitzkrieg – blitzkrieg; Krieg – war; warfare; Massaker, Gemetzel – slashing; massacre; Revolution – revolution; Entern – boarding; Angriff; Vorstoß; Sturm – attack; assault, onrush; Kampf; Schlacht; Gefecht – battle, combat, fight, fighting, action; struggle; Demonstration, Kundgebung, Manifestation; Demo; Umzug – demonstration, march, diversionary action; Diversion; Sabotage; Ablenkungsangriff – sabotage, subversive activity; diversion; Intervention – intervention, support; Kampagne, Feldzug; Aktion – campaign; drive; Kapitulation; Übergabe, Waffenstreckung – capitulation; surrender; Manöver; Trick, Schachzug; Kriegsübungen – manoeuvre, maneuver; Mobilmachung, Mobilisierung – mobilization; Einfall, Überfall – incursion, raid, inroad; foray; Überfall, Angriff – raid, attack; flight; blast; Überfall; Angriff – attack, assault; aggression; Angriff, Offensive; Vormarsch – offensive; attack; advance; onset; Umgehung; Umgehungsmanöver; Rundgang; Runde – turning / flanking movement; beat; Feuer – fire, firing; Einkesselung – encirclement; Operation, Kampfhandlungen – operation; Stoßtruppunternehmen – reconnaissance raid, trench-raid; sweep; Marsch; Feldzug – campaign; Sturm; Angriff – assault, onset, onslaught, storm; Aufklärung; Erkundung – reconnaissance; foreign intelligence, intelligence, intelligence service; Streifzug; Überfall – raid; Zusammenstoß, Aufeinanderprallen; Aufprall; Kollision; Konflikt; Streit – collision, clash; Zusammenstoß; Feuergefecht – skirmish, clash; affair, encounter; Zusammenstoß; Handgemenge – skirmish, fight, combat, encounter; Sturm, Sturmangriff – assault, storm,

onslaught; Kapitulation; Übergabe – capitulation; surrender; Gefangenschaft – captivity; Sieg; Gewinn – victory; triumph; win, winning; Niederlage; Vernichtung – defeat; hitting; damage, destruction; Meuterei; Aufstand; Putsch – rebellion, mutiny; revolt, outbreak, insurrection; Umwälzung; Umsturz – revolution; overturn; coup; Einberufung – conscription, call-up, levy; draft, selection; Aufstand – insurrection, revolt, rebellion, mutiny, outbreak, (up)rising; Waffe; Waffen – weapon, arm; (cold) steel; arms, weapons; Gewehr – gun, rifle, hand-gun, firer; Explosion; Detonation – explosion, detonation; (out)burst; Heer; Truppen – army; forces; host; troop; Armee; Heer – army; Heer – army, host, troops; Abteilung, Trupp – detachment; squadron; troop; Horde, Kriegsschar – horde; mass, flock, swarm; Kräfte; Truppen; Macht, Gewalt – force; body; establishment; Brigade – brigade; subdivision; Kommando, Trupp; Mannschaft, Besatzung – command; party, detachment, crew; ship's company; team; Besatzung; Mannschaft – crew; Feind; Gegner; Gegenspieler – enemy; foe; opponent; the Fiend, the Devil; adversary; Vorhut; Avantgarde – advance-guard, advanced guard, avant-guard; vanguard, van; Vorposten – outpost; forward position; Kader – personnel, staff; cadres, specialists, skilled workers; Volksaufgebot; Landwehr – militia; home guard; Territorial Army; irregulars; levies; Posten m; Wachposten m – picket, outpost, guard-post, station; Reserve; Vorrat – reserve(s); backlog; Flieger, Pilot – pilot, aviator, flyer, flier; Kämpfer; Verfechter; Ringer, Ringkämpfer – fighter; champion; wrestler; Soldat; Militärperson – military man, soldier, serviceman; Militär – the military, soldiery; (gemeiner) Soldat – private (soldier), man; Mannschaften – men; Kommandeur; Führer – commander, commanding officer; captain etc.

Bagman

Taxaholics, Environmental Showboaters and **Bagmen**... (about the economic situation in Seattle) [74].

bulwark

At the same time, rapid growth in emerging markets coupled with a tumbling dollar has provided the American economy with a new **bulwark***, one that strengthened even as financial markets seized up over the summer* [75].

Besides, a large number of phrases and idiomatic expressions recorded (**verb + noun with or without preposition, adjective + noun / noun + noun with preposition** – 42% and 35% respectively of total of the revealed military metaphors)[76].

For example,

to bite the bullet

---

[74] T. Nelson, *Taxaholics, Environmental Showboaters and Bagmen*, 2008. Available at: http://tomnelson.blogspot.com/2008/08/taxaholics-environmental-showboaters.html.
[75] Anonymous, Getting worried downtown – America's economy, 2007. Available at: https://www.economist.com/briefing/2007/11/15/getting-worried-downtown.
[76] D. Anastasijevic, "The Price of Speaking Out in Serbia", in *Time*, 2007. Available at: http://content.time.com/time/world/article/0,8599,1611396,00.html.

He, Carter, is still not ready to admit that some of these things — like 4 percent inflation and a balanced budget — are irreconcilable. It's terribly painful for him… There's a reluctance on his part **to bite the bullet** *and make the hard choices* [77].

Deutsche Massenmedien führen **Informationskrieg** *gegen Russland! Zwangsabg* [78].

Samsung set to launch new **flagship** *smartphones* [79].

Captains of industry *tell Cyril how to fix SA: CEOs share their wish list!*[80].

b) Verbs (37,9%/38,2% in the English and German media discourse).

For example,

kämpfen, erobern, treten, stürmen, angreifen, rücktreten, anhalten, umgeben, umgehen, okkupieren, mobilisieren, beschützen, schützen, patrouillieren, sperren, laden, bombardieren, manövrieren, besiegen, kapitulieren, sprengen, schießen, befehligen, erkunden usw.;

to win, to fight, to battle, to come, to storm, to attack, to recede, to captivate, to besiege, to surround, to bypass, to occupy, to annex, to mobilize, to protect, to patrol, to picket, to block, to load, to shoot, to bomb, to maneuver, to capitulate, to arm, to undermine, to blow up, to order, to reconnoiter, etc.

For example,

to defend, to protect

The crisis has drawn the two sides closer together. Both are determined **to defend** *Germany's export success* [100].

Since then, some — though by no means all — of the cross-shareholdings used to disguise the weakness of subsidiaries and **protect** *them* **from hostile takeovers** *have been rooted out and replaced with more transparent holding-company structures.*

to parade

Hunt for English-speaking tourists who paraded through Krakow in nothing but lime green mankinis [81].

to disband

[77] H. Smith, "Problems of a problem solver", in *New Yourk Times*, 1978. Available at: https://www.nytimes.com/1978/01/08/archives/problems-of-a-problem-solver.html.

[78] Deutsche Massenmedien führen Informationskrieg gegen Russland! 2013. Available at: http://youtu.be/1juKi-JuYQA.

[79] Anonymous, Samsung set to launch new flagship smartphones, 2018. Available at: https://phys.org/news/2018-02-samsung-flagship-smartphones.html.

[80] J. Cameron, Captains of industry tell Cyril how to fix SA: CEOs share their wish list! 2019. Available at: https://www.biznews.com/sa-investing/2019/05/06/captains-industry-cyril-fix-sa-ceos.

[81] Anonymous, Heiko Hampl: "Die ATP Challenger sind wie Gladiatorenkämpfe", 2019. Available at: https://www.ludwigshafen-challenger.de/2019/04/16/die-atp-challenger-sind-wie-gladiatorenk%C3%A4mpfe/.

A murky Strategic Planning Office that sat atop the Samsung family of companies and allocated resources was **disbanded**[82].

to attack

The work and pensions secretary has said that he is working with Italy, Germany, the Netherlands and Finland **to attack** *'benefit tourism'* [83].

Rebound

The economies of Europe and Japan **rebounded** *strongly in the third quarter, but look likely to slow down* [84].

Besides, a large number of phrases and idiomatic expressions is recorded (**verb + noun with or without preposition** – 42% of total of the revealed military metaphors).

For example,

to advocate peace; in den Kessel geraten vi (s); aus dem Kessel ausbrechen vi (s); to tighten the ring (round); encircling manoeuvre; to withstand a siege; raise the siege; to raise the blockade; to run the blockade; zur Verteidigung übergehen vi (s); Verteidigungsstellungen beziehen; angreifen vt, Sturm laufen vi (s) – to advance / rush to the attack; commit to attack; to go in to the attack; einen Angriff abwehren / zurückschlagen; etc.

U.S. military can wear uniform in San Diego gay pride parade: Defense Department [85].

c) Adjectives (18,3%/18%/in the English and German media discourse).

For example,

Kriegs-, Wehr-, Militär- – military, war; aggressiv – aggressive; belligerent; Armee- – army; schlachten- – battle etc.

Schimpf-, Umgehungs-, besatzungs-, such-, schürf-, sturm-, anker-, blockade-, kampf-, mobilisations-, landungs-, diversions-, interventions-, konteraufklärungs-, manöver-, waffen-, artillerie-, gewehr-, gewehr-, torpedo-, minen-, messer-, flagship-, Pulver-, gewehrschuß-, truppen-, armee-, division-, brigade-, bataillons-, Standort-, demonstrations-, landungs-, konteraufklärungs-, schürf-, stabs-, garde-, lejb-garde-, ersatz-, stamm-, wach-, schutz-, streifen-, reserve-, Stab-, offiziers-, partisanen-, kommandeurs-, kapitäns-, Fahne-kapitäns-, vorposten-, front-, lager-, feld-, revolutionär; strategisch, taktisch, konterangreiferisch,

---

[82] *Anonymous, "Return of the overlord – South Korea's industrial giants. The Economist", 2010c,* Available at: *https://www.economist.com/briefing/2010/03/31/return-of-the-overlord*

[83] M. Rowson, "Martin Rowson on Iain Duncan Smith and migrant benefits – cartoon", in *The Guardian*, 2014. Available at: https://www.theguardian.com/commentisfree/cartoon/2014/jan/12/iain-duncan-smith-european-union.

[84] Anonymous, "America's vulnerable economy – Recession in America", in *The Economist*, 2007, no. 4, p. 6.

[85] CNN Wire Staff, 2012. Available at: https://edition.cnn.com/2012/07/20/us/california-military-gay-parade.

angreiferisch, operativ, marschmäßig, siegreich, konterrevolutionär, militärpflichtig, erstrangig, feindlich, nicht freundschaftlich, avantgardistisch, militärpflichtig, soldatisch, usw.;

military, revolutionary, strategic, tactical, boarding, blockade, fighting, landing, diversionary, interventional, guard, counteroffensive, counterprospecting, maneuverable, offensive, defensive, roundabout, occupational, operational, obsidional, marching, prospecting, road, assault, victorious, fratricidal, counterrevolutionary, draft, weapon, artillery, rifle, gun, collision, torpedo, mine, dynamite, platoon, knife, flagman, powder, caliber, bullet, bombing, charging, shock, ricochet, army, cavalry, divisional, brigade, regimental, company, garrison, command, vehicular, demonstration, enemy, landing, counterprospecting, prospecting, vanguard, staff, General Staff, Guards, Leyb-Guards, spare, personnel, security, patrol, reserve, a staff-officer's, escort, soldier's, infantry, artillery, wrestling, commander, lieutenant's, captain's, a flag-captain's, defensive, front, frontal, camp, field, target, drum, flag, dislocation, etc.

Consider:

war racketeers (destructive forces in war)

*The chaebol, some of which were started by **war racketeers**, had the same vast ambitions, albeit for industrial conquest – and they had public money to back them [86].*

*Most of Samsung's **flagship** businesses and products will become obsolete within ten years. We must begin anew. We must only look forward[87].*

Besides, a large number of phrases and idiomatic expressions is recorded (adjective + noun – 35% respectively of total of the revealed military metaphors).

Consider:

flanking fire; signal light; machine-gun fire; aimed fire; Kreuzfeuer n – cross-fire; quick / rapid fire; volley fire, rapid fire; heavy fire, mass barrage; horizontal fire; plunging / curved fire; automatic fire; gun-fire; Defensive fire; emergency barrage; air-barrage; flak; ack-ack magazine rifle, repeating rifle, repeater; semiautomatic rifle; Schnellfeuergewehr etc.

d) Adverbs (1.8%/1.7% in the English and German media discourse).

Consider:

in an army way, in a cavalry way, in a Guards way, in a soldier's way, in an infantry way, in a commander way, etc.

e) Participles and adverbial participles. Isolated cases of application of the participles and adverbial participles participating in reconsideration of military events and metaphorical transfer of functions, qualities and properties of objects and phenomena are recorded.

---

[86] Anonymous, Hunt for English-speaking tourists who paraded through Krakow in nothing but lime green mankinis, 2019. Available at: https://viralnewses.com/hunt-for-english-speaking-tourists-who-paraded-through-krakow-in-nothing-but-lime-green-mankinis/.

[87] *Ibidem*, 2019.

For example,

Physical Education KS1 / KS2: Hybrid Sports – **Attacking** *and* **Defending**[112].

Grammatical functionality of verbs. The verb (verbal form) strengthens the difficult (combined) syntactic construction, promotes lexical compatibility of the metaphor with the defined word, increasing figurativeness of the metaphor and forming the developed metaphor[88].

For example, *Demokraten* **machen Front** *gegen Rechts* [89].

For descriptive reasons we will present lexical and grammatical features of military metaphor realization in the modern English and German media discourse in the Table 2.

Table 2: Lexical and grammatical features of military metaphor realization in the modern english and german media discourse

Media discourse	English	German
Lexical and grammatical military metaphor features	**Degree of rate of military metaphor realization**	
lexical and semantic		
Expansion or narrowing of a word meaning at metaphorical transfer	high	high
Emotional and estimated coloring of semantics at metaphorical transfer	high	high
Connection opposite (positive and negative) components in semantics at metaphorical transfer	high	high
Cultural and historical component of phraseological semantics at metaphorical transfer	average	average
Effacement of metaphorical semantics	average	average
Expansion of metaphorical semantics of a synonymic row	high	high
Metaphorical antonymy	average	average
grammatical		
Part of speech marking	mainly nouns and verbs, are	mainly nouns and verbs, are

---

[88] T. S. Vershinina, "Political Metaphor: Yu. Luzhkov, A. Prokhanov, V. Zhirinovsky", in *Linguistics: Bulletin of the Ural Linguistic Society*, 2001, no. 7, p. 43-55.

[89] S. Meuter, *Demokraten machen Front gegen Rechts*, 2015. Available at: https://rp-online.de/nrw/staedte/meerbusch/demokraten-machen-front-gegen-rechts_aid-21557539.

	more rare adjectives and adverbs	more rare adjectives and adverbs
Grammatical functionality of verbs	high	high

The conducted research of a military metaphor in the modern English and German media discourse proves the hypothesis made by us that the agonal metaphorical nature of the modern media discourse reveals in typologization, modeling, functional, lexical and grammatical realization of a military metaphor in modern English and German mass media and has linguocultural specifics.

Military metaphor functions in the modern English and German media discourse are presented by nominative, informative, figurative, supporting, ideological, cultural and educational, recreative, advertizing and help, attractive, diplomatic, status, rhetorical, aesthetic, protective functions. The prevailing functions of the military metaphor in the modern English and German media discourse are figurative, attractive, nominative and informative functions. Besides, in the English media discourse ideological, rhetorical and advertizing and help functions are significant, in the German media discourse recreative, aesthetic and protective functions are most frequency.

As a result of the analysis of the actual material the main verbal features of the military metaphor in the modern English and German media discourse which find considerable similarity and are shown in lexical and grammatical characteristics of the military metaphor are revealed. To lexical and semantic features of military metaphor realization in the modern English and German media discourse the following features belong: 1) *expansion or narrowing of a word meaning at metaphorical transfer;* 2) *emotional and estimated coloring of semantics at metaphorical transfer*; 3) *connection opposite (positive and negative) components in semantics at metaphorical transfer*; 4) *cultural and historical component of phraseological semantics at metaphorical transfer;* 5) *effacement of metaphorical semantics;* 6) *expansion of metaphorical semantics of a synonymic row*; 7) *metaphorical antonymy*. Grammatical features of military metaphor realization in the modern English and German media discourse are 1) *part of speech marking* (mainly nouns and verbs, adjectives and adverbs are more rare) and 2) *grammatical functionality of verbs* grammatical functionality of verbs. Practically all revealed military metaphor features differ in high degree of realization rate in the English and German media discourse. Cultural and historical component of phraseological semantics

at metaphorical transfer, effacement of metaphorical semantics and metaphorical antonymy (average degree of rate) make an exception. Lexicological and phraseological differences of the military metaphor in the English and German media discourse are insignificant and connected with lexical and grammatical features of both languages.

The carried-out analysis showed that the revealed illustrations of lexical and grammatical military metaphor characteristics in the modern media show much in common in metaphor use as a trope in mass media of different linguistic cultures. In a military metaphor as a trope the abstract sign and symbolical contents as a result of dilution of object and notable images reveals. In metaphorical transformations not so much really notable correlated elements, how many their updating through result of the new, often hidden, symbolical value appearing owing to intersection of accurately expressed values are significant. However, the actual material shows, the media discourse abounds with different types of unwanted metaphors including military who complicate addressee's understanding of the media messages generated in media, make media communication heavier.

As perspective the further research of the problems connected to functional, semantic, pragmatical, linguocultural features of the military metaphor in the modern media discourse on material of the Russian and foreign mass media seems. In the development plan for the real operation, in our opinion, specifics detection of an overall metaphorized military lexicon picture of English, German, French, Russian and other languages to establish of a level of native speakers consciousness militarization in considered linguistic cultures, study of the models of the military metaphor functioning in different discourse types in various linguistic cultures, comparative research of conceptual metaphor classification in the synchronous and diachronous aspects in different languages can be of great scientific psycholinguistic, sociolinguistic, linguoculturological interest.