METAPHORICAL AND METONYMICAL ASPECTS
OF THE ENGLISH TERMINOLOGY "MOBILE COMMUNICATION"

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Summary

The article analyzes the word – forming role of stylistic figures (metaphor and metonymy) in the formation of polysemantic words-terms. The common regularities of the use of stylistic figures in the mobile terminology, ways of their change (semantic senses) are revealed. It is noted that the meaning- senses making paradigm of metaphor is a complex system-forming unit, which creates a set of derivatives motivated by the same sign. The nominative function of metaphor, which is able to form new senses, is also traced. It is generalized that metaphor is a semantic shift in meaning, and metonymy is a semantic shift in reference. Stylistic figure metaphor performs both figurative and active function of speech and can be represented by a set of semantic markers or semes. The article argues that the stylistic figure as a result of a combination of heterogeneous components of content that emerged in the context, is implicitly separated from it, realized in both metaphor and metonymy, providing a proper understanding of native speakers. It is highlighted that metaphor is a semantic process where the form of a language unit is transferred from one referent to another on the basis of one or another similarity of objects / concepts in the speaker's mind. It is proved that penetrating into professional language, metaphor gradually loses its imagery, associativity and acquires a strict terminological meaning. It is concluded that stylistic figures (metaphor, metonymy) are able to create new meanings in both semantic and cognitive dimensions, their free combination allows the emergence of a new sense that is actualized in a particular speech act.

Keywords: mobile communication, stylistic figures, functional role of metaphor, semantic potential of metaphor, generalized feature, semantic invariant, senses, metonymy, categorical transition.

1. Introduction

The metaphor is both a linguistic cultural phenomenon and the most important tool of self-knowledge / knowledge of the world. The process of metaphorization is the transfer of characteristic correspondences from the realm of source to the realm of purpose. The **urgency** of the article is to clarify the intricacies of the essence of stylistic figures, their functional role in the generation of numerous senses. The **purpose** of the article is to identify an abstract sign of a stylistic figure as a terminological combination of a professional language, which makes it possible to designate many objects and phenomena of the surrounding reality. The **task** is to identify the generalized features of stylistic figures, to analyze their semantic and functional peculiarities and their role in the formation of different senses.

The novelty of the article is to trace the role of metaphorical and metonymical factors in the linguistic-cognitive paradigm of the mobile terminology. These processes, being means of designing and transferring new meanings, foresee the emergence of a metaphor as the most

urgent way of detecting the mechanism of new senses. The metaphor, which is devoted to many branches and which is still not sufficiently studied as a mental process of cognitive character, causes serious difficulties for researchers and at the same time represents **topicality** of the research. The **mechanism** of the functioning of stylistic figures by the main regular models of the metaphorical semantic transition, which is a complicated multifaceted process of "generation" of new senses has been shown in the article.

Methodological basis and methods of research were formed on the basis of the analysis of scientific works of Ukrainian and foreign researchers and the functional role of stylistic figures in the professional language. This served as a theoretical and methodological basis for interpreting the phenomenon of meaning in the structure of stylistic figures as a complex union of semantic components. The methodological principles of the **meaning-sense** method are used to differentiate the word-term on the diverse components of the invariant in language – paradygmatics and variable sensess in speech – syntagmatics. The description of the factual material also involves the analysis of dictionary definitions and the method of component analysis.

2. The body of the article

The metaphor and the metonymy play an important role in linguistic and cultural influences, manipulation, attracting the attention of the addressee, giving an assessment of the facts and events that are described, in the formation of a positive or negative attitude to reality. We think that the metaphor in terms of cognitive science, is a means of structuring some concepts in terms of others, to explain objects, phenomena of real reality. Famous representatives of the linguistic and cognitive approach to the study of the metaphor are: A. P. Babushkin, M. M. Boldyrev, McCormack E., V. M. Teliya, A. Weirzbicka. We share the opinion of those researchers who define the concept in the lingua-cognitive paradigm of the term as "verbalized meaning" (V. Zusman, F. Batsevych, M. Alefirenko, V. Manakin, S. Zhabotynska, etc.). In particular, V. N. Manakin defines a verbalized concept as "a unit of ethno-cultural information that reflects the world of the national perception of objects and concepts denoted by language" *(Manakin, 2004: 382-389)*. S. Zhabotynska regards it as the "minimum" package of information represented in units of language and speech" *(Zhabotynska, 1997: 3 – 11)*.

Metaphors are therefore key intermediaries between the abstract, symbolic world of computers and human embodied cognition. Crucially, they are powered by natural languages, while informing formal ones. Understood as a conceptual mechanism, metaphors and the related phenomena of metonymy and analogy are at the heart of the present work that stands at a four-way intersection of language, technology, cognition and embodiment.

The overview of the sample of words and phrases to be analyzed in the context of the present work has provided an illustration of the exceptionally expansive nature of the domain of mobile communications. Therefore, a tentative working definition of this field must be equally broad and hybrid, linking the areas of mobile computing and mobile media. The terminology describing the technological facet of mobile communications can be segmented into terms referring to wireless and mobile networking (e.g. *2G*, *3G*, *4G LTE*, *hotspot*, etc.), general computing and its overlap with the world of mobiles (e.g. *computer architecture*, *bug*, *build*, *mobile virus*, *system crash*, *tablet PC*, *UMPC*).

The metaphor deserves the attention of many Ukrainian and foreign linguists. According to the famous expression of J. Lakoff and M. Johnson, the metaphor permeates our everyday life and underlies thinking. *(Lakoff etc., 1980: 36 – 38]*. According to another well-known expression, the metaphor is, figuratively speaking, the result of the "breakthrough" of the contents

from the secret depths of human consciousness into the surrounding reality; is a thread that binds human consciousness and reality. We argue that metaphor is a universal way of forming new language names based on existing ones. V. M. Teliya correctly observes that with the help of a metaphor, one can express an opinion as precisely as in other words *(Telyia, 1988)*.

It is important to remember that a large part of the human conceptual system is not metaphorical. Novel metaphors that emerge with new technologies are sometimes so powerful that they introduce palpable changes into our everyday life, shaping a new reality. The investigation of metaphor has been traditionally thought to dominate the field of cognitive semantics.

The shifting of focus towards metonymy became visible towards the end of the 20th century and the literature on metonymy has continued to proliferate ever since. Consequently, social life, like the domain of health is a source of the computer virus related vocabulary. There is a class of malicious software known as *worms* (a certain worm manages to burrow into Apple's mobile devices or *spyware* is a constant threat to online privacy, *backdoor* or *back orifice* is an often malicious program able to access the system by bypassing security, and of course *trojans* are notorious viruses.

We consider that the stylistic figure of a metaphor performs both a figurative and an effective speech function and can be represented by a set of semantic markers or semes. So, the metaphor is a semantic process, where the form of a linguistic unit is transferred from one referent to another based on the similarity of subjects / concepts in the mind of the speaker.

Metonymy, like the metaphor, provides a cognitive mechanism for representing the necessary meanings that generate associative, concrete ideas, enlivening communication *(Arutiunova, 1990: 296-297)*. For example, subjects related to a person are considered as representing the person himself: the closer the connection, the more the thing affects the person, because associative thinking is laid on the very basis of the human mind. Hence, the metonymy, as well as metaphor, directly points to the presence in the depths of human knowledge of larger conceptual units, knowledge of the world, which in turn shows the particular system of human thinking, the holistic of human consciousness in its full scope.

We share the idea of the researches, that penetrating into a professional language, the metaphor gradually loses its imagery, associativity and acquires a strict terminological meaning. So, the semantic structure of the metaphor is formed in close interaction of both the main and auxiliary components, and the meaning that determines the metaphor is a structural component of the extensional meaning and determines the perception of the main subject of the metaphor *(Boldyrev, 2001: 36 – 38)*. To support the idea let us give the following examples of mobile terminology:

Hot Spot (Hotspot) *– an area where wireless service is made available for Wi-Fi enabled devices or computers to access the internet*. Most *hot spots* charge users for access by the day or month, however some are free.

Handoff *– refers to the process of transferring an active call or data session from one cell in a cellular network to another or from one channel in a cell to another.* A well-implemented *handoff* is important for delivering uninterrupted service to a caller or data session user. In Europe and other countries, a *handoff* is known as a *handover*.

Surf *v. – to traverse the Internet in search of interesting stuff, used esp. if one is doing so with a World Wide Web browser.* It is also common to speak of `*surfing in*' to a particular resource.

The walled garden *concept has been developed to keep the customers of mobile technology companies locked in, tied to individual ecosystems consisting of hardware products, software and services that come from a single source and are tightly controlled by it (Hornby, 2000).*

Following A. Weizhbitska, as one of the leading theorists of cognitive semantics, we believe that the knowledge of human thought lies through the search for elementary particles of concepts (meanings) that are the best reflection of human thought. It is these elementary particles that allow us to describe all the meanings in the language, since "any semantic primitive is encoded in one or another unit of any language in the form of elementary semes, which are semantically indivisible and universal" *(Weirzbicka, 1972)*. The below abbreviations illustrate mentioned above:

ROM *– A ROM image is a data file that contains information used on a Read Only Memory chip.* For our purposes, that means a complete system image of a device.

PIM (Personal Information Manager/Management) *– A whole range of software functions which organize personal information.*

BYOD *-, or* ***Bring Your Own Device****, is a phrase that has become widely adopted to refer to employees who bring their own computing devices – such as smartphones, laptops and tablets – to the workplace for use and connectivity on the secure corporate network.*

PAYG (Pay-As-You-Go) *– essentially another term for pre-paid, meaning service that is paid in advance, as-needed, instead of billed at the end of each month (post-paid).*

We may surely say that the sign of the meaning that causes the metaphor is the structural component in the extensional meaning and determines the perception of the main subject of the metaphor. As a result of the interaction of the two components, the main and the secondary, an intensive metaphor forms new concept, which cannot be expressed metaphorically. The fact is that the metaphor never indicates on what basis two objects are likened, and therefore these methods of assimilation, common sense, must be found by the listener or the reader. According to our observation, the metaphor in English is borrowed from other European languages by a dynamic stratum of lexical composition, which moves from the periphery of the lexical system to its nucleus. Interlingual relationships have caused innovation on the phonological, morphological and semantic level, as in the following mobile terms:

Nomophobia *is referred to a psychological syndrome in which a person is afraid of being out of mobile or cell phone contact. Nomophobia,* coined from a term *"no-mobilephone-phobia"* during a research study to find out the psychological ramifications and stress level of mobile phone usage on behavior, describes the level of fear generated when a user is unable to communicate through their cell phone. *Nomophobia* primarily is a fear exhibited in human being when their cell phone is unable to perform e.g:

Hunt *– handheld devices have slow processors and slow, faulty Internet connections. Combined with small displays and difficulty entering website addresses, the result is that wireless* Web users *'hunt'* for their information.

Jailbreak *– Slang term used to describe the action of gaining access to an iPhone's private file system to override some of the device's restrictions.*

Brick 1 *– "the largest phones are affectionately referred to as 'bricks'."*

Brick 2 *– Bricking refers to a consumer electronic device that has been damaged beyond repair, making it utterly unusable, often because of damaged firmware (Hornby, 2000).* Thus*,* the mobile term is coined from the brick-like shape of many consumer gadgets. The term *brick* has another less ominous meaning, with a different conceptual basis. The malfunction-related meaning relies more on the functional aspect of the link between the source and target, emphasizing lifelessness and the lack of usefulness. The meaning that has to do solely with the thickness and the overall square shape of earlier phones that were not as slim and sleek as their modern counterparts stems from a pure image metaphor. When phones were *bricks* in that sense, they were much less likely to become *bricked* because their software was either

non-upgradeable or the available upgrades were less frequent and more importantly, phones that looked like bricks were also dumb, having existed in the pre smartphone era. Or, one more bright example of the mobile term:

Candy bar – a candy bar or candy bar mobile is a mobile phone form factor where the phone is a solid device with no moving parts except for the keypad buttons, and in some cases, the antenna.

For the better understanding of the metaphor like*' tool of thought, a form of scientific thinking'*, according to R. Verbrugge, where the metaphor, in his opinion, serves as a linguistic tool by which the writer manages to reach the most remote parts of our conceptual field, that is, "*metaphor expands the boundaries of thinking (Verbrugge, etc., 1977 : 34-39)*. In his turn, McCormak argues that metaphor is a kind of transitional link between the image and the concept; it "transmits concreteness in such a way that it turns to its own foreign-language, that is, to such specificity, which turns out to be abstract and generalized by a new meaning *(MakKormak, 1990)*. It seems to us to be original, here we agree with O. Losiev's statement that the, the metaphor does not point to any object other than itself, because it is self-sufficient and deep enough to be considered and thoughtful of it for a long time, not passing to other objects *(Losyev, 1990)*. For better understanding of the above statement, let us mention the range of examples in the branch of mobile connection:

Flick – the term used to describe a quick finger movement across an iPhone screen that will quickly let you scroll through lists of songs, e-mails or pictures. Made by moving the finger swiftly in any direction (usually up or down). Often used to quickly move up and down a web page or through a long list of items.

Chatbot – software that provides a text or verbal interaction with a person using native language (Hornby, 2000). Also called a *"chatterbot,"* the *chatbot* is designed to emulate normal human responses. Chatbots can be very limited in scope, although they may be able to improve with use. The terms *"chatbot"* and *"virtual assistant"* are increasingly used synonymously; however, *chatbots* preceded virtual assistants and generally provide suggestions or answers to questions about a specific topic or product.

Daily twitamin – twitter slang that means a tweet that contains useful knowledge that is easy to take in and remember. It is a *"daily vitamin"* for Twitterers.

Quiet car n. – A train or subway car where riders cannot have cellphone conversations or use noisy devices.

Tweetaholic – the term used to describe someone who has a problematic addiction to Twitter.

Tweet whore – a male/female who tweets many times and may or may not get the wale fail.

Smartphone zombie (or smombie) is a pedestrian who walks slowly and without attention to their surroundings because they are focused upon their smartphone. By the way, the latter has been reported as a significant safety hazard, as distracted pedestrians cause accidents. Cities such as Chongqing and Antwerp introduced special lanes for smartphone users in 2014 and 2015, to help direct and manage them. In 2014, China had over five hundred million smartphone users and more than half of them have a phone addiction. In Hong Kong, they are called *"the head-down tribe"*. Texting pedestrians may trip over curbs, walk out in front of cars and bump into other walkers, e.g:

Podestrian noun; blending and clipping – One who frequently travels by foot while listening to an Apple iPod music player. One who can be seen walking around while listening to music on an Apple iPod portable music device (Hornby, 2000). The term is a blending of the word PEDESTRIAN and the name of a popular portable music player, the IPOD.

Thus, the metaphor, to our mind, is almost inexhaustible. When we ask a question what a metaphor "means," we understand that the answer may be uncertain. In fact, we rephrase the metaphor not to express our value, because it is so on the surface, we are more likely to try to find that the metaphor attracts our attention. Of course, you can, by agreeing to this, believe that only the restriction is to use the word "value." The metonymy in its classification may include the specialization, the specification of the lexical value, and generalization, that is, the "transition" to the corresponding generalized value, like:

Bird-of-Mouth (noun) – *The spreading of news or information via Twitter.*

Digital pickpocketing n. – *The theft of data from a mobile device, particularly one that contains a radio frequency identification (RFID) chip for transmitting information wirelessly (Hornby, 2000).*

Here we may come to preceding conclusion, that similar metonymic categorization as a consequence of the lexical meaning leads to the fact that it, so to say, "exaggerates" its own limits, its form constantly becomes an expression of the corresponding categorical meaning.

3. Conclusions and perspectives of further research

As a conclusion, we note that the metaphor carries the cognitive contents that the author wants to pass, since the receiver must catch him, and only then he will understand the encoded messages. Finally, he expresses the view of the infinite nature of the metaphor, arguing that he is trying to send us a logical conclusion, which may be the prospect of further research. As well as, we note that the stylistic figures have the productive lingua-cognitive potential, the most important source of replenishment of the terminology corps in the special language. We believe that they are able to exploit semantic concepts / meanings by abstracting thinking and singling out generalized semantic components – semes. Consequently, stylistic figures (metaphor, metonymy, etc.) as a result of the cognitive mechanism of transposition form new senses due to the combination of generalized and differential features in the structure of professional text format.

We may also note that metaphors arise from the act of concentration, the compression of sensory experience, which creates the necessary preconditions for the formation of each language concept. This concentration is realized in various content and in different ways. At the same time, it is striking that such "metaphors" of language influence the branch of mobile communication. In the process of evolution of speech, the term becomes more and more only a sign of the concept.

As evidenced by the above, the stylistic devices have a productive linguo-cognitive potential and are one of the most important sources of replenishment of the semantic body of the mobile terminology system. Summarizing the above, we note that the presence of a semantic invariant is capable of comparing semantic concepts / meanings by abstracting thinking and isolating the generalized semantic components – semes; stylistic figures (metaphor, metonymy, etc.) as a result of the cognitive mechanism of transposition which are intended to create new senses.

It is asserted that comprehensive study of the mechanisms for the introduction of foreign language metaphorical borrowings into modern English can be a prospect for further scientific research.

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