

Title: “Figures of speech as a mechanism of linguistic manipulation in English- advertising and journalistic texts»

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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography

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Abstract: The research paper doesn't only continue the tradition of using semantic and syntactic text analysis techniques, but also studies them as text forming means, in this case - advertising and journalistic ones.

The subject of the research is a system of semantic and syntactic relationships between tropes and figures of speech in the media texts; specific stylistic features and language means that impact the reader's mind.

The research paper is aimed at the .problem of identifying the peculiarities of most frequent figures of speech in English- media texts as elements of linguistic manipulation.

The main **objectives** of this research are:

- – to determine specific features of media texts in modern linguistics;
- – to describe one of the main functions of print media – public opinion impact function;
- – to define the role of metaphor in creation and perception of media texts;
- - to determine the role of metaphor and metonymy in stylistics;
- – to analyze the use of metaphor, metonymy and other tropes in English media and advertising texts.

A selective set of structural, syntactic and lexical means is often used to implement an impact function. In the process of creating media texts metaphor

metonymy, epithets and other tropes are among the most common stylistic devices that are used to create additional emotional and expressive connotations.

The research contributes to the study of the linguistic nature of metaphor, metonymy and other tropes as a speech mechanism of manipulation in media texts and also provides the possibility to use the results in the English language teaching practice and in translation practice, as well as in philological text analysis.