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ANTHROPOMORPHIC CONCEPTUAL METAPHORS AND THEIR FUNCTIONS IN ENGLISH-LANGUAGE FASHION MAGAZINES

***Abstract.** The problem in question is relevant as in the modern world the fashion industry is an integral part of life for many people. The article aims to identify lexical and semantic features and functions of anthropomorphic conceptual metaphors in modern fashion magazines. Main objectives of the article: 1) identify the concept of anthropomorphic metaphors; 2) find these metaphors in modern fashion magazines and determine their functions. The object of research is the information magazine *Vogue* and *Harper's Bazar* of 2021. The subject of the study is anthropomorphic metaphors in modern journals in English.*

***Keywords:** anthropomorphic metaphor, conceptual metaphor, personification, aesthetic function, nominative function, activation function, evaluative function.*

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АНТРОПОМОРФНЫЕ КОНЦЕПТУАЛЬНЫЕ МЕТАФОРЫ И ИХ ФУНКЦИИ В СОВРЕМЕННЫХ АНГЛОЯЗЫЧНЫХ ЖУРНАЛАХ О МОДЕ

***Аннотация.** Проблема является актуальной, так как в современном мире индустрия моды – это неотъемлемая часть жизни многих людей. Цель статьи – выявить лексико-семантические особенности и функции антропоморфных концептуальных метафор в современных модных журналах. Основные задачи статьи: 1) определить антропоморфные метафоры; 2) найти эти метафоры в современных модных журналах и установить их функции. Объектом исследования являются информационные журналы *Vogue* и *Harper's Bazar* 2021 года.*

***Ключевые слова:** антропоморфная метафора, концептуальная метафора, персонификация, эстетическая функция, номинативная функция, активационная функция, оценочная функция.*

The question is highly relevant since the fashion sphere has quickly become part and parcel of our daily lives. More and more people read magazines about it, and they, in turn, are rich in literary vocabulary. This work aims to identify the functions of conceptual metaphors and their lexical and semantic groups in modern (dated 2021) English-language fashion magazines.

Anthropomorphism means attributing human traits to animals, inanimate objects or other non-human things. The term originated from the Greek words *anthropo* (human) and *morph* (form).

Obviously, anthropomorphism is a very abstract phenomenon, thus, an example, of a stone in the shape of a person will relate to this concept.

Furthermore, personification might be considered as one of the forms of a metaphor; its meaning is that any inanimate object is described as a person. It is a quite popular trope in literature. Examples of personification include:

The wind howled.

The calm water hides many secrets.

The little town huddled against the exposed cliff face.

The above sentences are vivid examples of personification since all the highlighted words mean performing actions inherent in any person; they are used metaphorically in these sentences.

An anthropomorphic metaphor can perform several **functions**. In nonfiction literature, the metaphor performs an **aesthetic** function, acting as a decoration of speech or text, and an **activation** function, attracting the attention of the addressee. The conceptual metaphor has two of the above functions, and it also includes such functions as **nominative**, which denotes objects, and **evaluative**, which helps to assess the significance of what is happening [7, p. 394].

Having applied the method of continuous sampling to two hundred articles of English women's magazines such as Vogue and Harper's Bazar (electronic versions), we would like to provide 15 examples of the most striking conceptual metaphors.

Movement

The category of movement seems to be the most voluminous since many metaphors are expressed by a verb and perform actions inherent in a person.

Paris Texas's Power Boots Have Won Over The Washington Set As Well As The A List [10]

In the example above (which is a title of a Vogue article) the anthropomorphic metaphor is contained in the predicate *win*. As is seen, the inanimate subject *boots* is

not able of performing a human action of fighting or winning and in fact means being more *successful* and *popular* than any other pair of boots or topic for discussion.

Respectively, in the following example *art deco* does not really *reach any heights*, but actually *develops*, becomes more *advanced* and *achieves* success:

Art Deco Reaches New, Contemporary Heights In Boucheron's Latest Collection [3].

Nature was given a chance to heal [2] – in this example, an aesthetic function is used, such a function is often used when describing nature. The verb *heal* in the direct sense means *to treat someone, to cure*. In this example, it is used to show that nature *has been restored and purified*.

Champagne entered its golden age [5] – an aesthetic function. The verb *to enter* has a direct meaning *to go in* somewhere, but in this case it means the *beginning* of a new stage, a new period.

Mars befriending Uranus [12] – an aesthetic function. The direct meaning is *to be friends*, but in this case this verb is used as the *intersection* of two planets.

Energy should serve you [12] – in this case, the activation function is used to get the message across to the reader. The direct meaning is *to serve someone*, the metaphorical meaning is that the energy *depends* only on you.

The collection will focus [8] – the activation function. The direct meaning of the verb *focus* is *to concentrate* on something, the metaphorical meaning of the collection is *dedicated* to a specific topic.

The pandemic has reinvigorated our interest [8] – activation function in order to emphasize the relevance of the last time.

Fashion labels have recently entered [8] – activation function. The verb *to enter* has a direct meaning *to go in* somewhere, in this case, it is used as the *formation* of something new.

Hollywood has been responsible – activation function. The direct meaning involves *being in charge of* something and someone, in this example the verb means that Hollywood *has something to do* with it.

Label creates contemporary pieces [9] – here, both the activation function and the aesthetic function are used to decorate the offer. The direct meaning is to *create* something new, to *design*, in a metaphorical sense – *to give an idea* of something.

The brand works with socially responsible suppliers [4] – activation function. In the direct sense, the verb to *work* means to *employ* at work, but here it means *cooperation*.

Relationships

This classification shows the relationships, connections between objects that are more characteristic of people. So, in the example above we see the interrelation between some patterns and symbols:

It's the study of mystical relationships between numbers, letters, and patterns [6]

Life stage

The classification demonstrates the birth of a new stage of life or the formation of a new period.

Progressing our own authentic allyship [11]. To *progress* means to *develop*, in a metaphorical sense – to move to a *new stage*.

The birth of the kingdom [5] – an aesthetic function. In the literal sense, it means *childbirth*, in the figurative sense, the *appearance* of a new state or kingdom.

Qualities

The group shows qualities that describe people, but, in this case, indicates the qualities of material things. Literally, there is no *power* that belongs to a dress, although it has a *strong impact* on those who see it:

Emily Ratajkowski knows the power of a red dress [1]

From the above examples taken from fashion magazines, we can conclude that modern magazines often use conceptual metaphors, and they perform aesthetic, activation, nominative, evaluative functions to focus the reader's attention on certain aspects in the text. Four groups were also identified: **movement**, **relationships**, **qualities**, and **life stage**. The largest group is the **movement**, in which all actions assigned to the attributes are human.

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