

Abstract

The article views the criteria of determining the stylistic device of antithesis and defining its notion taking into account the cognitive potential of this figure of speech. Antithesis is considered a “sophisticated” figure of speech lacking a generally accepted definition. The examination of different definitions of antithesis allows us to emphasize the criteria forming the basis of this stylistic device. They are opposition, juxtaposition, emphatic effect, contextual antonyms contributing to additive effect to meanings, parallel syntactic constructions creating contrast. Antithesis occurs if a logical opposition gives rise to a new emphatic meaning, or concept. Moreover, antithesis attracts the reader’s interest as a figure of speech as well as a cognitive phenomenon which can be manifested linguistically and antithetically in a contradictive thinking.