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GASTRONOMIC METAPHOR IN ADVERTISING TEXTS IN THE SPHERE OF TOURISM

Abstract

The article considers peculiar features of gastronomic metaphors in advertising texts of American tourist companies. Semantic classification of gastronomic metaphors was designed on the basis of their primary meanings. Several thematic groups of metaphors associated with names of food, its properties and actions relating to food were identified. The study was based on 200 advertisements posted by 30 American tour agencies where 160 gastronomic metaphors were found. They were distributed into 4 thematic groups: 1) actions relating to food, 2) food properties, 3) national cuisine, 4) food. The first group turned out the largest and included 71 metaphors further distributed into subgroups denoting food consumption process, (25), enjoying taste / smell of food (42), cooking (4). The analysis showed that all examples of gastronomic metaphors are characterized by positive connotation, expressiveness and imagery. Due to this, they implement the functions of attracting attention and emotional impact in advertising texts.

Keywords: gastronomic metaphor, tourism, advertisement, metaphoric model, naming, function.

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