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## **Metaphorical models verbalized in English-language professional advertising discourse: Artifact metaphorical model**

### **Abstract**

The article presents the results of the English-language professional advertising discourse analysis regarding the use of metaphorical models. The research material consisted of 500 English-language advertising texts from *The Art of Design* magazine, posted on the Internet, thematically related to the field of design and architecture. In the course of the research, it was found that the metaphor structure contains a metaphorical core and a metaphorical periphery, which convey the main and additional semantic metaphorical load in the context. The author identifies the artifact metaphorical model *Design product* → *Artifact* that verbalizes the transfer at the semantic level based on the idea that a particular design product is thought of as the result of labor, the creation of human hands. The paper presents statistical data that determines the frequency of use of the artifact metaphor within the analyzed sample, according to which, the artifact metaphorical model is present in 215 examples of advertising texts, which is 43% of the sample material.

**Keywords:** professional advertising discourse, metaphorical model, artifact metaphor, core/periphery of metaphor, design and architecture, English.

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**For citation:** Tsoloeva, S. B. Metaforicheskie modeli, verbalizuyemye v angloyazychnom professional'nom reklamnom diskurse: artefaktnaya metaforicheskaya model' [Metaphorical models verbalized in English-language professional advertising discourse: artifact metaphorical model]. *Teoreticheskaya i prikladnaya lingvistika* [Theoretical and Applied Linguistics], 7 (1), 183–191. doi: 10.22250/2410-7190\_2021\_7\_1\_183\_191.