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METAPHORS REPRESENTING THE UKRAINIAN WAR IN THE BRITISH PRESS

Contemporary mass media serve not only as a means of shaping public opinion and acquiring relevant information about global events, but also as an integral component of the ecological environment in which individuals exist.

The presentation will be devoted to the study of the image of Ukrainian-Russian war in the British media, identifying the patterns of metaphors conceptualising the "face" of the war.

According to E. Haugen, relationship between language and language environment is similar to relationship between organism and natural environment in ecology field [Haugen 1972]. Society faced by language and speaker attitude provide important living environment for language. Haugen's model is metaphoric ecolinguistics, which mainly studies ecological attributes of language such as survival, evolution, development and extinction of language, language diversity and endangered language protection.

This study draws upon the current directions of modern linguistic research devoted to media discourse and the theme of war [Bednarek, Caple 2014; Caple, Huan, Bednarek 2020; Materynska, 2019] as well as the works devoted to ecolinguistics [Heuberger, 2018; Stibbe, 2015] and media ecology [Strate, 2017].

The empirical material of the study comprised articles in British online newspapers *The Guardian* and *Metro* published in 2022-2024. The former is a representative of the so-called "old" UK media, focusing on more reliable information based on the opinion of recognised experts; the latter is a popular tabloid with a more liberal editorial policy, non-experts can express their own opinion on its pages. The empirical data includes lexical units, word combinations, contexts extracted from the British online newspapers covering the period from 24.02.2022 until present.

The research is carried out from the perspectives of ecolinguistics and the theory of conceptual metaphor. One of the most widely used metaphors in the studied material is anthropomorphic conceptual metaphor 'war is a human being'. The conceptual metaphoric and metonymic models creating the profile of war, its "anatomy" are singled out and in such a way the anthropomorphic representation of war in the UK media is examined. The primary focus of the examined contexts is on the evaluative nature of the anthropomorphic metaphor, which can entail the manipulation of readers' perception.

It is also worthy of note that as media space is characterized by its multimodality, nonverbal methods are utilized in media discourse. Multimodal tools include graphic images that can be completely or partially dependent on the discursive environment or completely independent of it because some of the information as well as some imagery can be perceived without verbalisation.

The empirical data from the online newspapers can be further verified with a psycholinguistic experiment of English-speaking focus group. The research can

contribute to discerning the main paths of conceptualising the war by the English-speaking respondents revealing the key features in their worldviews and depicting the reasons and the consequences of Russian military aggression.

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