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**SOME STYLISTIC FEATURES OF PERSIAN ADJECTIVES
IN A METAPHORICAL MEANING IN NEWSPAPER TEXTS****D. R. Akhmedova***Ph.D., Senior Researcher
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Abstract. The aim of this paper is showing up features of using adjectives in Iranian newspapers and determination their stylistic functions in terms of metaphorisation. The article discusses how the use of metaphors in the journalistic text is a way to evaluate the world around through analogies and associations existing in the mind of the author, the basis for which it is the direct meaning of the word. It was identified that metaphorization qualitative adjectives enhances their expressive properties and excessive use of metaphor puts it into the category of the stamp and the image created as a result of the transfer, ceases to act on the reader as desired. Figurative-expressive properties appraised metaphors allows using it in mass-media texts as a special language assessment tools for the effective implementation of affecting the function of language media.

Keywords: stylistics; newspaper style; qualitative adjectives; relative adjectives.

Stylistic value of adjectives as a source of speech expression in belles-letters, especially in journalistic speech cannot be overestimated. Adjectives – the most descriptive part of speech. It is natural that writers and journalists attach great importance to the precise use of adjective-attributives, seeing in it a demonstration of professionalism and skill. Stylistic value of adjective in a system of expressive morphological resources puts it in a special position in comparison with other parts of speech.

In stylistic approach to the parts of speech puts forward their use in a variety of styles and in functional-semantic types of speech, definition of stylistic activity of certain lexical and grammatical categories of nouns, adjectives, numerals, pronouns, verbs and adverbs.

Another important aspect of the study is the expressive function of various parts of speech and different morphological means of language. The stylistics shows the graphic and expressive possibilities of grammar and creative development by writers and publicists [2, p. 264].

Adjectives solve two main objectives in modern media: *communicative* and *expressive*. Often, journalist creating a new information product uses the method as "verbal inlay" which includes the use of verbal decorations like allegories, metaphors and etc. But this function can be solved only by qualitative adjectives. Their use reports to the speech expressiveness and figurative power. Adjectives can be components of the verbal game or elements of occasional experiments.

The use of metaphors in the journalistic text is the way of evaluate the outward things by the means of analogies and associations existing in the mind of the author, the basis for which is the direct meaning of the word.

Thus, the aim of metaphors in publicistic texts is that in terms of the process of mass communication provide the reader with objective information demonstrating individually-shaped view of the world by the author, or cause an idea about the information [1, p. 340].

The widespread use of metaphors in texts of modern media, "metaphorical boom" called by O. P. Ermakova, the researcher explains as emancipation of modern media lan-



guage: "there is an opportunity to compare everything with everything. On the other hand, it is believed that the abundance of metaphors indicates a lack of severity, accuracy of thought expression [3, p. 56]".

Frequency use of metaphorical image in the newspaper text directly affects on the nature of its estimation. The more often a metaphor found in the texts, the faster it is converted into a stable element of language, imagery which is gradually fading as a result of the fact that the evaluation component of the metaphor loses its pragmatic potential.

Metaforization qualitative adjectives enhance their expressive qualities. At the same time, as already noted, expressiveness metaphorically reinterpreted qualitative adjectives inversely proportional to their frequency of use of speech. Excessive use of metaphor puts it into the category of the stamp and the image created as a result of the division, ceases to act on the reader as desired ملت بزرگ, انتخابات سالم etc.

Relative adjectives in its literal sense, in contrast to qualitative do not have valuable potential, only informs about signs of a subject. At the same time the words of this category have a great opportunity to create figurative meanings: the context is able to update the shade of high quality, inherent in the value of the relative adjective, to create the desired image and giving expression رقابت منفی سالم و احلاقی, تاثیرات. Speaking about metaphorisation of qualitative adjectives and having the assessment value in the context, it is necessary to further explore the metaphorical rethinking of sensory perception adjectives. Opportunities for the metaphorical transfer on the basis of empirical adjectives are almost limitless: they rely on the emotional, sensual realm of human consciousness, and so it is unique. In this regard, the authors are constantly looking for new associations for the expression of the world ratings in the transmission of information about it.

So, N. D. Arutyunova, noting the important role of metaphor in shaping the field of secondary predicates, in particular adjectives relating to no subjective entities and signs indicating features of objects, said that their properties are allocated on the basis of an analogy with the objects available to sensory perception [1, p. 336].

The model of the physical world, given in sense, is taken as a micro cosmos model. As a result, the physical vocabulary used to describe human mental qualities, which can be characterized by such "physical" adjectives like: گرم "hot, warm", سرد "cold", کند "stupid", تیز "sharp", نیشدار "spiny, prickly", نرم "soft", etc.

Due to wide opportunities for rethinking metaphorical adjectives sensory perception, its frequency is high in the language of newspaper journalism.

To the empirical adjectives can be attributed optic ("blessed memory" خاطرات روشن), auditory (صبح آرام "quiet morning"), olfactory (دنیای بامزه "fragrant world"), gustatory (حقیقت تلخ "bitter truth") tactile perception (بحث گرم "heated argument") and the perception of muscle tension (تقدیر سخت "plight") adjectives. Metaphorical transfer values are often made from one species to another perception نرم رنگ "warm color", مزه "sounds delicious", صدای شیرین "pungent taste", تیز "soft", etc.

هم اکنون ترافیک در جاده های کرج - چالوس سنگین است
At this point in the tracks of Karaj – Chalous strong cork.

... وجود کریدور شمال - جنوب و دسترسی به آبهای آزاد
Availability the north-south path and have access to the open sea...

Observations of the behavior of the adjectival metaphors in the language of the media showed that the installation of the objectivity of the transmission of information harmoniously coexists here with the active



process of metaphor that gives the journalistic speech more expressive, significant and fine.

The aim of this work is to determine the characteristics of the use of adjectives in texts of modern media in the regional press materials of Iran and definition of their stylistic features based on metaforization. The study of adjectives in this style also caused by the increasing importance of the periodical press, due to the ever-changing social and political conditions of life in the world and the need for information in everyday life.

The relevance of the topic is chosen in the press, journalists are trying to create works individualizing their own language, without the help of adjectives-definitions. The actual event may be embellished, have emotionally-shaped additives. The use of adjectives in this case can be deviant, and our task is to identify and explore those semantic errors of use adjectives that can carry a negative value in the text and are contrary to the literary norm.

The analysis of adjective metaphors which imparts language media more expressive, significant and fine, there is a negative numerical advantage and evaluation of adjective metaphors in the language of the media positively evaluative adjectives with the figurative meaning.

Our information suggests that adjectives do fulfill an important role in the formation

of the evaluation of the media text. This is indicated not only a high frequency of adjectives in texts of modern media, but also a variety of methods of their use.

Figurative-expressive properties appraised metaphors allow you to use it in mass-media texts as a special language assessment tools for the effective implementation of affecting the function of language media. Among adjective metaphors used by journalists, there is a numerical advantage of words with negative-sense evaluation.

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