

## КЛАССИФИКАЦИЯ ГАСТРОНОМИЧЕСКИХ МЕТАФОР (НА МАТЕРИАЛЕ СОВРЕМЕННЫХ АНГЛОЯЗЫЧНЫХ СМИ)

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Введение. В последние десятилетия гастрономические метафоры стали одним из самых распространенных способов коммуникации в современном обществе. Они используются в рекламе, политике, искусстве и повседневной речи. Цель данной работы – классифицировать гастрономические метафоры на материале современных англоязычных СМИ. Для этого были проанализированы тексты из ведущих мировых газет и журналов. В результате исследования были выявлены основные типы метафор, используемых для описания различных аспектов жизни и культуры. Также были рассмотрены культурные различия в восприятии и использовании таких метафор.

В ходе исследования были выявлены следующие типы метафор: 1. Метафоры, связанные с едой и питанием. 2. Метафоры, связанные с вкусами и запахами. 3. Метафоры, связанные с кулинарными техниками и рецептами. 4. Метафоры, связанные с ресторанами и кафе. 5. Метафоры, связанные с гастрономическими фестивалями и событиями. Анализ показал, что метафоры используются для описания различных аспектов жизни и культуры. Например, метафоры, связанные с едой, часто используются для описания эмоционального состояния или качества жизни. Метафоры, связанные с вкусами и запахами, часто используются для описания качества продукции или услуг. Метафоры, связанные с кулинарными техниками и рецептами, часто используются для описания творческого процесса. Метафоры, связанные с ресторанами и кафе, часто используются для описания атмосферы и качества обслуживания. Метафоры, связанные с гастрономическими фестивалями и событиями, часто используются для описания культурного наследия и традиций.

В заключение можно сказать, что гастрономические метафоры являются важным элементом современной коммуникации. Они позволяют выразить сложные идеи и эмоции в простой и понятной форме. Однако, использование таких метафор должно быть умеренным, чтобы избежать излишней клишированности и потери смысла. Также важно учитывать культурные различия в восприятии и использовании таких метафор.

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1. **“Eat”**. ?????????? ?????????????????? ?????? ?????????? ?????????? ?????? ?????????????? ?? ?????????????? ?????????? ? ?????????? “eat” ? ?????????? «?????????????», ??????????, ? ?????????????? ?????????? ??????: “Meet The Entrepreneur Who Eats Rejection For Breakfast” [7]. ? ?????????? ?????????? “eat rejection” ?????????? ??, ??? ?????????????????????? ?????????? ? ?????????????????? ?????????? ?? ?????? ?????????? ? ?????????????? ?????????? ? ?????????? ??? ??????.

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?? ?????????????? ?????? ?????????????????? ?????????? ?????????, ? ?????????? ?????? ?????? ?????????, ??????????: “Anyone who challenges it is viewed as seeking a return to the “dog-eat-dog” world of unfettered capitalism — a world where sellers supposedly exploited buyers, employers exploited workers, the rich exploited the poor” [7] ??? “I think that part of the answer lies in the very fact that sex on demand is now all too easy, a ready meal we can heat and eat and just as easily forget” [2], ???

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2.“**Feed**”. ?? ? ?????????? ?????????????? “feed” ?????????? ?????????????????? ?????????????????????? ?????????, ??????????: “The bulk of that spending, perhaps as much as 70 percent in Britain, goes to feed the ravenous welfare state” [8]. ?????? ?????????, ??? ????????? ?? ?????????? ?????????????? ?????????????????? ?????????????????? ?????????????????? ?????????????????? ?????? «????????????????, ??????????????».

? ????????? Kent online ? ?????????????? ?????????????? ?????????? ? ? ?????? ?????????? ?????????? ?????? ?????? ?????????????? ?????????????? ??: “Postie stole to feed his £1,000-a-day cocaine habit. Greedy Simon Brooks stole the huge sum from mail at the Faversham delivery office in a desperate attempt to feed his spiralling drug addiction” [9], ? ?????????? ?????????? “feed” ?????? ?????????? «????????????????????» ?????????, ??????????.

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1)“**Tasty**”. ?????????? ?????????????, ??? ?????????????? ? ?????????????????? «?????????» (“tasty”), ??? ??????????, ?????? ?????????????????????? ?????????? ?????????????????????? ??????????, ??????????: “The Jerky Revolution — Think Tasty, Not Chewy” [7]. ???, ? ?????????????????????? “think tasty” ?? ?????????????? ?????????????? ?????????????????????? ?????????? ?????????? ??????????. ?????? ?????????????????????? ?????????????? — «????????? ?????????? ?????????? ?????????? «?????????»?

? ?????? ?????????????????? Forbes ?? ?????????????? ?????????????????????? ?????????????????????, ?????????????????????? ?????????? ??? ?????????????, ?????????????????, ??????????: “Eaton Vance Gets It Done With A Tasty Dividend” [7]; “Apple, Ford And Petrobras Looking Tasty Right Now” [7]; “Chili's And Maggiano's Parent Company Looks Tasty” [7]; “Medley Capital Looking Tasty With Meaty 10.8 % Dividend Yield” [7] ??? ?????????????????????? ?????? ?????????????????????? ??????????, ??????????, ??????????: “Unemployment drops and stocks close out a week of meaty gains even as big questions loom” [7].

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2. “**Juicy**”. ? ?????????? ?????????????????????? ?????? ?????????????????? ? ?????????? «juicy», ?????????? ?????????? ?????????????????????? ? ?????????????????? ?? ?????????? «?????????????????» ? ?????????????????? ?????????????????????, ?????????????????????????????, ?????????????????????, ??????????: “Leggett & Platt Stock Bouncing, Dividend Yield Still Juicy At 4.3 %” [7]; “But a juicy

dividend and an aggressive share repurchase program could help offset weakness in Europe” [7]; “They selected individual securities based on their big fat juicy yield” [7]; “Rest Easy With Leggett & Platt, A Safe Haven Investment With A Juicy Dividend” [7]; “Investors looking for strong and steady growth potential and a juicy dividend should check out this Mexican airport operator” [7].

? ?????????? ?????????? ?? “juicy info” ?????????? ?????? ??????? «????????????»  
?????????????, ?????????? ?????? ?????????? ??????????: “A collection of historical and rare letters with enough “juicy info” to keep me reading will go on sale December 18” [7].

3. **“Taste”**. ?????????? ?? ????????? “taste” ?????? ?????????????????? ? ?????????????????  
????????????????? ???, ??????????: “Does the overripe language of wine criticism leave a bad taste in your mouth?” [4]. ?????????? ??????????, ??? ?????????  
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?????????????: “A Taste of Larry Summer’s Advice to Silicon Valley” [7].

4. **“Rotten”**. ??? ?????????????????????? «rotten» (?????????????????) ?????????????????? ?  
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5) **“Bitter”**. ??? ?????????? ?? ?????????? ?????????? ?????????? ?????????????????? ? ?????????? “bitter” ??  
????????????????? «????????????????????? ??????????», ? ??????????: “After a Bitter Election, Unite a Divided Nation around Federalism” [7]; “Microsoft Is Losing in a Bitter Battle to Protect Internet Users’ Privacy” [7]; “In one of the most bitter U.S. House races nationally, liberal Iraq War veteran Tammy Duckworth has defeated Tea Party darling and Republican U.S. Rep. Joe Walsh” [7].

6. **“Sour”**. ?????????????????? ?????????????? ?? ? ?????????????????????? «sour» ?????????????? ?????????????? ?  
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????????? ???», «???????????? ??????», ?????????: “Sour Global Economy Drains Confidence From Deal Makers” [10]. ? ????????????? “TXU Buyout Turns [Sour for Investors](#)” [10] ? ? ????????????? “With Apple’s Siri, a Romance Gone Sour” [10] ?? ?????????? ????, ????????????????? ??????????. ?????????? ??????? ?? ????????????????? ????????????? ?????????? ?????????? ? ??????? ?????????????????? ??????: “Merchants and Shoppers **Sour on Daily Deal Sites Like Groupon**” [10].

7. **“Salty”** ?????? ????????????? ? ??????? ?????, ??????? ????????????????? ????????????????????? ? ??????? ???. ??????? ??????? ?????????? ??????? ?????????? «????????????????», «????????????????» ? ?????? ? ?????????? ??? ???-?? ???????????????, ??????????: “With Blunt, [Salty Talk, Panetta Era Begins](#)” [10], “On the Road: A Proudly Salty Reputation” [10] ? «????, ?????????? ??????????????» ? ?????????, ??????????: “But President Clinton could do much worse than Mr. Schippers, a salty Chicagoan whose Democratic bloodline runs hard through a clan of police captains and firefighters, and, most recently, a ‘radical feminist’ daughter” [10].

8. **“Sweet”**. ?? ?? ??????? “sweet” ???? ?????????????????? ????????????? ?????????????????? “salty”, ?. ?. ?????????????????, ??????????: “The [Sweet Spot: Election Overload?](#)” [10]; “The Goodman Theater in Chicago has revived Tennessee Williams’s ‘**Sweet Bird of Youth**’, starring Diane Lane and Finn Wittrock” [10].

? ?????????? ?????????? ??????? ?????????? ?????????? ?????????????????????? ?????????? ? ?????????? ??????????????, ??????????: “Sweet Lemon Magazine” [6]. ?????? ?????????????? ?????????? ? ?????????, ?????????????? ??????????????, ??????? ?????????????????? ? ????????? ??? ?????? ????????????? ? ?????????????????, ?????????????? ?????????? ?????????? ? ?????????? ?????????? ?????????? ? ?????????.

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1. **“Cake”**. ???, ?????????? “a cake with a cherry on the top” ???? ?????????? ?????? ?????????????? ?? ?????????? ?????????? ?????????? ?????????? ??????????: ““I have a cake with a cherry on top,” is Mr. Halkias’s sales pitch. “The parking lot with the 400 spots is the cake and the cherry is a 160-room hotel”” [11]; “I’ve played really well and the cherry on the cake is that I will go to Shanghai” [11]; “...I’ll have been put back together like a rather unusual, X-rated jigsaw; whole again with all my vital ladybits intact. Consider it the cherry on the cake” [3].

????? “cake” ?????????????? ? ? ??????? ?????????????? ??????????, ?????????, ? ??????????: “BLACKBOARD; Applying to College? Piece of Cake” [3] ? ?????????? ?????????? ?????????????? ?????????, ????????? ? ?????????, ????????? ??????? ?????????: “POLITICS; JUST A PIECE OF CAKE” [3].

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“REAPPORTIONING the state's 40 legislative districts is like trying to cut up a large, irregular cake to please 120 snackers with different appetites” [3]; “So, they may have to make sacrifices along the way to as you can't have your cake and eat it!” [3].

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?????????: “OK, it's the end of dinner. Your fingers are creeping towards that last bit of cake, when oh no — disaster! Your best mate has reached for it at the same time. “Oh, you eat it, don't worry.” “Au contraire, mon ami! You have it.” “No, please, I insist.” Eventually, one of you will eat the cake and the other one will pretend not to care. About 20 minutes later, the cake-cravings will be gone, and everything will be fine. But imagine if your friend took the cake and didn't eat it straight away, but waved it under your nose every day, taunting you? You'd go insane with longing, dreaming about what it would be like if you had the cake all to yourself. I know it sounds drastic, but it is only a boy, and your friendship is more important, right? Another crush is never far away, and, you never know, he might just take the ?ake” [3]. ???, ? ?????????????????? ?????????? ?????????? ?????????????????? ???  
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2. “**Tea**”. ? ?????????????? ?????????? ?????? ?????????????? ?????????????????? ??????????

one’s cup of tea: “Gaming might not be everyone’s cup of tea” [6],  
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3. “**Biscuit**”. ?????? ?????????????????? ?? ?????????? ?????????? ?????????? ? ??????????????????

“biscuit”, ??????????: “J Lo takes the biscuit ...and the cookies, and the crackers” [6]. ?????? ?????? ?????????????? ?????? ??????. ??????????, ??????????????????  
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4. **"Bread"**. ?????????? ???????? ?????????? "bread-and-butter", ????????  
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????????????????? ?????????????????? ?????????????????? ??? ??????????: "We've  
played the tournament without the English before, and we can do it again,"  
said one very senior figure in Celtic rugby this week, a man closely involved  
with the running of the Pro12 league that provides bread-and-butter  
competition for the Irish provinces, the Welsh regions, the big-city Scottish  
teams and the Italian professional franchises" [9].

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"It [cost-cutting] is like bread and butter for corporate management" [9]; "Cyprus  
will keep us in bread and butter for the next couple of weeks" [8].

??????????? ?????????? ?? ? ???????????? "bread" ?????? ?????????? «???????????  
?????????????, ?????????????? ??????» ("Bringing home the bread is tough" [12]) ???  
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nice bread-winner..." [12]).

5. **"Cream"**. ?????????????????? ?? ? ?????????????????? "cream" ?????????? ??????????  
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the crop of European detective drama" [13]; "The FT/Citi Ingenuity Awards:  
Urban Ideas in Action Programme is an attempt to find the cream of those  
ideas, inventions and innovations" [8].

6. **"Meat"**. ???????????? ?????????? ??? ? ??, ?????????????? ? ?????? ??????????  
????????????? "meat", ???????????????? ?? ?????????? ?????????????????? ?????????? ???-  
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??????????? ?????????????????? ?????????? ?????????? ?????? "cream" ? "bread".  
?????????: "...but we hold vast potential to also become the meat basket of  
Europe" [8] (?? ? "Ukraine is still known as the bread basket of  
Europe" [8]).

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2) tasty, juicy, salty, bitter, sweet ? ??.; 3) cake, butter, cream, bread ? ??.  
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byliner.com](http://byliner.com) (???? ????????????? 23.09.2012).
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<http://www.canoe.ca> (???? ????????????? 30.09.2012).
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<http://www.cosmopolitan.co.uk> (???? ????????????? 4.10.2012).
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<http://www.forbes.com> (???? ????????????? 10.12.2012).
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<http://www.ft.com/home/europe> (???? ????????????? 8.10.2012).
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www.kentononline.co.uk](http://www.kentononline.co.uk) (???? ????????????? 16.12.2010).
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<http://www.nytimes.com> (???? ????????????? 28.11.2012).
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<http://www.independent.co.uk> (???? ????????????? 15.10.2012).
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<http://www.telegraph.co.uk> (???? ????????????? 15.11.2012).
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<http://www.thesundaytimes.co.uk> (???? ????????????? 14.12.2012).