Morphology and Semantics of Derivational Metaphors in Spanish Media Discourse[1]

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Abstract. The cognitive and pragmatic potential of derivational metaphorical nominations, actively used in Spanish media discourse, represent a relevant direction of Discursive and Cognitive research that requires scientific comprehension. This article is devoted to the study of the linguo-cognitive specificity of derivational metaphors that verbalize new meanings, name new realities and frequently function as nomination-neologisms or occasionalisms. Derivational metaphors perform a pragmatic function, broadcasting an intentionally conditioned vision of the world in modern Spanish media discourse, and implement intentional and evaluative discourse pragmatics. The objective of this study is to consider the morphosemantics of derivational metaphors and analyse the most frequent word-forming productive models of metaphorical nominations in Spanish media discourse. An integral methodological approach is used to the study of word-formation discursive metaphors, which combines contextual, semantic, interpretive and stylistic analysis, methodologically opening up the possibility of a systemic study of the linguo-pragmatics of derivative metaphorical nominations that function in Spanish media discourse. The most productive morphosemantic models of word formation for creating metaphorical concepts in the Spanish media space are affixation (prefixation and suffixation as well as their combination) and word compounding.The cognitive approach to the study of derivational metaphors through the prism of onomasiological theory allows us to interpret the process of word formation as a way of translating cognitive attitudes and meanings. The metaphorical meaning is generated by a derivational act. The morphological structure of a word change is not identical to the sum of the meanings of the derivational components involved in the creation of a new metaphor. In the discursive space, the associative potential of the basic meaning of affixes or root morphemes in compound words allows for a wide range of interpretations that vary the metaphorical rethinking of their semantics and integrate axiological evaluation. The discursive role of word-formation metaphors, which have an evaluative potential, lies in the implementation of the pragmatic function of updating meanings, aimed at influencing the consciousness and behaviour of the target audience.

Keywords: Spanish language, media discourse, cognitive science, pragmatics, metaphor, derivational/derivative metaphor, prefixation, suffixation, word compounding

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Derivational Metaphors. Theoretical Foundations of the Study

Discourseology has provided us with the tradition of describing reality through language, where the social space is constituted through discourse and interpreted as a discursive space. This means that any social phenomenon, situation, or object can be expressed as knowledge, and one of the means by which knowledge is expressed is language – speech practice, discourse. Mastery of the process and mechanisms by which the human mind naturally structures the world opens the door for their further use, intentionally, artificially, or purposefully constructing the necessary cognitive models and meanings, which is of special pragmatic significance in media discourse [Abelyson 1987; 317–380; Ivanov 2020: 5–13).

In a discursive environment, the mechanism of cognitive interpretation of reality is mainly realized using metaphors, which is one of the key mental operations necessary for the perception and explanation of reality. As a cognitive operation based on analogy, the metaphor is a common mechanism for the categorization and verbalization of reality through representations and concepts. It allows new meanings to be introduced into circulation based on known mental and language structures[2] (Malakhova 2022: 29–43). The epistemological potential of the metaphor is so far-reaching that it can even provide insight into the unknown: according to Arutyunova, a successful metaphor "helps to reproduce an image that is not given in experience" (Arutyunova 1990: 5–32), since "new knowledge cannot be left secret" (Koktysh 2019: 16). This is the suggestive and manipulative potential of the metaphor, which gives it the potential to not only nominate the object, but also to "determine how we think about it" (Arutyunova 1990: 5–32).

The cognitive approach to the study of derivational discursive metaphors through the prism of onomasiological theory allows the researcher to interpret the process of word formation as a method of translating cognitive attitudes and meanings, when the metaphorical meaning is generated by a derivational act as the result of the change in the morphological structure of the word. The discursive role of such derivational metaphors, which have evaluative potential and thus develop meanings that are not a "function of their reference," consists in the implementation of the pragmatic function of the actualization of meanings (Arutyunova 1988: 61), (Chesnokova 2021: 68–71), which is aimed at influencing the consciousness and behaviour of the audience (Cherniavskaia 2021; Pogoreckaya 2022[3]).

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[2] Larionova M. V. 2023. *Lingvosemiotika ispanskogo politicheskogo diskursa v prostranstve internet-kommunikacii* [Linguosemiotics of Spanish political discourse in the space of Internet communication]. Doctoral dissertation: 5.9.8. P. 202–203.
[3] Pogoreckaya O. A. 2022. *Rechevaia manipuliatsiia v mediaprostranstve ital'yanskogo politicheskogo diskursa* [Speech manipulation in the media space of Italian political discourse]. Doctoral dissertation 10.02.05.

The purpose of this article is to study the linguistic-cognitive features of derivational metaphors, which function as special nominations or occasionalisms that verbalize new meanings, give names to new realities, and perform a pragmatic function, communicating an intentionally determined vision of the world in the information field of modern Spanish media discourse and thereby realizing the intentional and evaluative pragmatics of discourse.

The pragmatics of the metaphor in media and political discourse, understood as communication between the government and society, is determined by three interrelated factors (Koktysh 2019: 21): 1) the *ontological* factor, which sets a kind of existential coordinate system that answers the question of **why** certain actions are needed and what their consequences might be; 2) the *axiological* factor, which confirms the assessment criteria and defines what is "good and bad," that is, it answers the question of **how** to evaluate actions that are necessary to achieve the set goal; and 3) the *functional* factor, which regulates actions that need to be taken to achieve the set goal, that is **what** needs to be done.

The goal of this study is to examine the morphosemantics of derivational metaphors and analyse the most frequent derivational semantic models of metaphorical nominations of the realities of modern life that are actively used in Spanish media discourse. The linguistic material used for the study included journalistic articles, specifically metaphorical nominations in their contextual use in such texts, published in high-quality Spanish media between 2012 and 2023: the newspapers *El PAÍS, ABC, El Mundo, El Diario, El Peródico, La Razón, El Español,* and others, as well as corpus data from FundéuRAE[4] and the Online Spanish Neologisms Word Bank of the Cervantes Institute[5].

Despite the fact that, as mental operations, metaphor and metonymy deal with different conceptual areas, it is impossible to draw a strict boundary between the two due to their universality as cognitive models (Iakobson 1990: 126–130), (Glebkin 2012; 139–142; Larionova, Romanova 2019: 26–34). For the purposes of this study, we will treat the intermediate states between metaphor and metonymy as metaphor.

This paper uses an integrated methodological approach to the study of derivational discursive metaphors, combining contextual, semantic, interpretative, and stylistic analysis, which, methodologically speaking, paves the way for a systematic study of the linguopragmatics of derivative metaphorical nominations that function in Spanish media discourse.

As a cognitive-linguistic mechanism, metaphor fully reflects the trends and prospects of public discourse, as it meets the social need to understand, name, and convey new semantic and emotive content of a constantly evolving reality in the most concise, understandable, and acceptable way for a wide audience (Alimova 2017: 395–398;

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[4] FUNDEU RAE. Buscador urgente de dudas. URL: https://www.fundeu.es/ (accessed: 23.03.2023).
[5] Banco de neologismos – Centro Virtual Cervantes. URL: https://cvc.cervantes.es/lengua/banco_neologismos/ (accessed: 10.03.2023).

Larionova, Romanova 2019: 26–34). Such neological metaphors as ***opinólogo*** (a non-professional expert, a dilettante), ***mantero*** (a street vendor laying out goods on a cloth spread on the ground), ***parafármaco*** (a biological supplement, a placebo), ***encontronazo*** (a momentous meeting), ***desencuentro*** (a meeting that never took place), ***subidón*** (a price spike), ***Ruxit, posverdad*** (post-truth), and many others do not merely perform a nominative function, naming new realities and concepts that appear in various areas of life. As we have already noted, metaphor, as a special cognitive model, and due to its vivid imagery, acts as a kind of filter that sets the trajectory of thinking and largely determines the vision of the world and its interpretation [ibid.]. [6158]

It is important to note that neological metaphors are by their very nature relative: neologisms belong to an extremely mobile and dynamic layer of vocabulary. The pragmatics of their active use in the discursive space inevitably removes the feeling of novelty of the metaphorical nomination, which denotes a new reality at a certain point of time. Subsequently, such words, while retaining their figurative characteristics, move to the category of general vocabulary or else remain occasionalisms.

Derivational metaphors, which make a special type of semantic connection between the derivative and generating words, are used with great frequency in Spanish media discourse. V. Lopatin, who was one of the first to point out the specific metaphorical motivation of such lexemes, notes that their "figurative meaning arises at the level of the motivated word only, in its word-formation structure" (Lopatin 1975: 55–56). Building on this idea, E. Yurina emphasizes that, "in morphologically motivated words, metaphorization occurs at the level of the morphosemantic structure of the lexeme, which has an independent nominative meaning that is characterized by imagery" (Yurina 2004: 108). We should note here that the structure of a metaphorical concept suggests that cognitive-linguistic mechanisms are not the only functions used in the process of its consolidation in consciousness, as mental complexes based on suggestive influence and the sensory perception of images that often possess precedence also play a role [16]. This serves as an additional factor that contributes to the active functioning of derivational metaphors in the media discursive space.

Derivational metaphors fully exhibit all the properties of the metaphor as a way of understanding reality, when new knowledge is interpreted through the categories of what we already know. V. Gak makes a distinction between full and partial metaphors, classifying derivational metaphors as a special type and calling them partial, since "the transfer of meaning is accompanied by a change in the form of the word" (Gak 1988: 11–26). As they are based on the mental mechanism of analogy, derivational metaphors allow us to not only name, but also to model reality, thereby functioning as a nominative and a cognitive communication tool. In modern Spanish media discourse, the most productive morphosemantic models of word formation for creating metaphorical concepts in the Spanish media space are affixation (prefixation – ***poscensura, pospolítica, desamor, plusmarca, cuasipirámide;*** suffixation – ***frenazo, trumpismo, acuerdista;*** and a combination of the two – ***euroenredarse***) and word compounding (***amigovio, basuraleza, bibliodiversidad, ganapierde, duermevela***).

Analysis of the Material

a) **Prefixal metaphors**. Prefixation as a productive method of metaphorization is a tool used to create nominations by actualizing the figurative meanings embedded in the meaning of prefixes and possessing significant potential in terms of their ability to further expand their semantics. Numerous researchers point to the high degree of lexicality of the prefix, which makes it possible to perform the constructive function of forming the general semantics of the word, its new evaluative and metaphorical meaning (Zemskaya 1973: 33–43; Krongauz 2001: 85–94). It is precisely the prefix that forms the metaphorical meaning of such words as **plus**marca – a record or highest score (mejor resultado o puntuación), **poli**amor – varietism (pluralidad de relaciones amorosas), **des**lengua – verbal abuse, swearing (hablar con desvergüenza y atrevimiento).

The linguistic material we have analysed allows us to identify two significant tendencies in the formation of metaphorical meaning through prefixation in modern Spanish media discourse. First is the tendency to use Greek and Latin prefixes to form new metaphors, including terminological nominations. The use of scientific vocabulary in the discursive environment is subordinated to the task of creating and maintaining the pragmatic effect of authority and solidity of the published information. For example, the Greek prefix **para-**, which carries the meaning of "outside, beyond something" or "next to," metaphorically conveys the meaning of "incomplete, inadequate, imitating something": **para**estado (a state that is not officially recognized by the international community), **para**fiscal (a person who unofficially performs prosecutorial duties), **para**militarismo, **para**militares (paramilitary organizations that are not part of a country's armed forces; mercenaries), **para**poder (people or structures that grant themselves powers of authority), **para**política (the seamy side of politics, the opaque political structures operating behind the façade of state policy), and many others; the prefix **meta-** ("beyond") metaphorizes the classifying semantics of "change, transformation, transition to a new and qualitatively different state": **meta**verso (metaverse, a virtual world that represents digital, rather than physical reality), **meta**material (an artificial material containing properties that are not found in nature), and others; the Latin prefix **cuasi-**, meaning "imaginary, false, not real," develops the metaphorical meaning "supposedly, almost, as if": **cuasi**dinero (cashless assets), **cuasi**contrato (legal obligations arising in the absence of an agreement between the parties), **cuasi**delito (unintentional causing of harm that is not considered an offence due to the lack of intent or commission), **cuasi**rruptura (a situation that causes a rupture of relations), **cuasi**mercado (a market operating without the necessary permits). The Latinized component of metaphorical nominations **proxy-**, which functions in Spanish as a prefix or a postfix, written together, with a hyphen, or even separately from the lexeme to which it refers, forms the figurative meaning of "mediated, produced by agreement or by someone else's hands": **proxy** **guerra** – **proxy**-**guerra**, **guerra** **proxy** (proxy war,

a war waged indirectly on foreign territory using foreign resources); ***proxy* fuerzas**, ***proxy*-soldados** (irregular military groups and members of such groups fighting on the side of a particular country during military operations), ***proxy*país** (a country with no real sovereignty and is run from the outside).

The second tendency is the use of prefixal morphemes, which, when forming lexemes of abstract semantics, realize the ability to create metaphorical nominations through the expression of an axiologically evaluative or modal meaning. J. Lakoff and M. Johnson draw attention to this feature, pointing out that spatial representations, for example, "top" and "bottom", are metaphorized and convey various figurative meanings: thus, the concept of "top" traditionally evokes positive associations, while the concept of "bottom" – negative ones. George Lakoff and Mark Johnson draw attention to this feature, pointing out that spatial representations such as "top" and "bottom" are metaphorized and convey various figurative meanings. The concept of "top," for example, traditionally evokes positive associations, while the concept of "bottom" evokes negative ones (Lakoff; Johnson 1990: 387–415). At the same time, in a discursive context, the axiology of such metaphors can be reinterpreted, where positive becomes negative.

In Spanish, spatial orientation prefixes that carry the meaning "on" or "above" are conveyed, among other means, by the morphemes ***sobre-, supra-, super-***. The discursive metaphorical meaning developed by lexemes that include these prefixes often arises from a reinterpretation of the semantics of the prefix in their morphemic structure and the integration of negative evaluative semes. For example, ***super*producción** (producción excesiva) is used to mean overproduction, that is, excess product that cannot be sold; ***sobre*turismo** (masificación del turismo) – overtourism, mass tourism that negatively affects the natural environment and tourist attractions, not respecting local traditions, ***sobre*precio** (precio excesivo) – overpayment, deliberately inflating costs.

The semantics of prefixal metaphors is not directly motivated by the overlapping meaning of the root and prefix morphemes. The specificity of such nominations is connected precisely with the reinterpretation of the content transmitted by the prefix. For instance, the prefix ***post-/pos-*** loses its temporal ("after," "subsequently") and spatial ("behind") semes in discursive use in many neologism nominations that are used to name the realities of the modern world, actualizing the negative axiology of "distorted, fictitious, false, subjective" as a cognitive feature: ***pos*verdad** – post-truth, situations where emotions and judgements replace facts, ***pos*democracia** – simulated democracy, ***pos*política** – political de-ideologization, populism, ***pos*censura** – a restriction or prohibition not based on official legal norms, etc.

b) **Suffixal metaphors**. One of the key properties of derivational metaphors that performs a pragmatic function in the discursive space is the combination of linguistic and extralinguistic meanings that influence the formation of the general figurative meaning of the lexeme. One example of this is the metaphorization of the semantics of the suffix -ísimo/a in Spanish media discourse. Thus, the lexemes **cuñad*ísimo***, **hij*ísima***, and **niet*ísima***, formed by adding the superlative suffix ***-ísimo/a*** to the base

of nouns denoting the degree of kinship, became vivid discursive metaphors during the Franco dictatorship. These metaphors are the result of a language game on the one hand, and of a game of concepts on the other: the word-forming association with the lexeme *generalísimo* (general, Francisco Franco's military rank) led to the creation of figurative nominations of people from his immediate circle by inducing semes of *exclusivity* and *chosenness*. In this way, the derivational metaphor, with the help of the superlative suffix *-ísimo/a*, actualizes the semantics hidden in the original word, placing it in the foreground: "belonging to the family of the country's leader, exclusive, outstanding." This conceptual model proved to be productive, leading to the emergence of a whole group of figurative nominations of this kind in the Spanish language. For example, the metaphor **cuñad*ísimo*** was initially used to refer to Franco's closest associate and the man behind the caudillismo ideology, Ramón Serrano Suñer, who enjoyed enormous power in the country in the first years of the dictatorship. He was, in fact, the brother-in-law (*cuñado*) of Franco's wife Carmen Polo (*Carmen Polo y Martínez Valdés*). Accordingly, the metaphorical nominations **hij*ísima***, the daughter of the dictator, Carmen Franco (*María del Carmen Franco y Polo*), and **niet*ísima***, his eldest granddaughter, Carmen Martínez-Bordiú (*María del Carmen Martínez-Bordiú y Franco*), replaced proper names in the political and journalistic discursive space and were even written with a capital letter, since they functioned as precedent lexemes in Spain during that time, the meaning of which was understandable to any member of the national linguistic community.

These nominations have since lost their direct semantic connection in the modern Spanish media space with the original lexeme generalísimo. Even so, the metaphorical imagery of the superlative suffix *-ísimo/a*, which is added to the base of the noun, continues to be widely used, allowing for the creation of new metaphors according to this model, for example, **amigu*ísimo*** – an adjective used to describe a true, loyal, and reliable friend, or **torer*ísimo*** – used to describe successful Spanish matadors, or for filling existing metaphors with new content. The lexeme **hij*ísima***, for instance, is used discursively when referring to Ivanka Trump, the eldest daughter of the 45th President of the United States Donald Trump, who wielded significant political influence and held a high position in his administration, as well as to the daughter of the preeminent French politician Jean-Marie Le Pen, Marine Le Pen, a former presidential candidate who until recently headed the French National Rally party. The metaphor **yern*ísimo*** is used in media discourse as a figurative nomination of Jared Kushner, Donald Trump's influential son-in-law (*yerno*).

The nomination *investi**durísima*** has a metaphorical meaning: the superlative suffix *-ísimo/a* is added to the noun *investidura* (official confirmation to a high position, to take office). Thanks to the mechanism of word-formation language play, the suffix *-**dura*** (*investir – investidura*) is interpreted not as a morpheme, but as a full-fledged feminine adjective in the superlative degree (*dura – durísima*), actualizing the direct meaning "heavy, difficult." The Cortes Generales' approval of Pedro Sánchez's candidacy for Prime Minister of Spain on July 1, 2020, was indeed quite tense and did not

happen on the first try. Sánchez's fate was eventually decided by a margin of just two votes: 167 for and 165 against.

The discursive nomination slogan *SánchezPolitiCastro*, which functions in online media communication as the hashtag *#SánchezPolitiCastro*, also represents an occasional derivational metaphor. On the one hand, the cognitive and linguistic compression and semiotic play serves as an allusion to the closeness of the views of Pedro Sánchez as the head of the Spanish Socialist Workers' Party (PSOE) to the communist views of Fidel Castro; on the other hand, the slogan hints metaphorically at the apparent lack of professionalism of Sánchez the politician – **politi*castro*** – through the metaphorization of the meaning of the suffix *-astro*, which arises as a result of the contamination of the meaning conveyed by this suffix in such words as **hij*astro*** (stepson) and **herman*astro*** (stepbrother), etc. Let us stress here that in the discursive space, metaphors that act as occasionalisms construct reality cognitively by marking meanings in order to emphasize the position of the person relaying the message (*self-expression, thinkingaloud,* to use the terminology of Brian Solis[6]). They are used in the modal-evaluative function as a discursive tool that strengthens the impact of conceptual blending and influences the interpretation of a particular reality by the addressee.

In modern Spanish media discourse, discursive metaphors with the suffix *-ismo* are widely used: for example, **amigu*ismo*** and **cuñad*ismo***, meaning nepotism, the use of family connections, cronyism, were clearly formed with reference to the semantics of the nouns *amigo* and *cuñado*, as well as the lexemes **amiguísimo** and **cuñadísimo**. Their metaphorical potential has not been exhausted and develops new associations, often quite unexpected ones. For example, the Online Dictionary of Spanish Neologisms published by FundéuRAE with the support of the Royal Spanish Academy[7] registers new meanings of the metaphor concept **cuñadismo** ("idle talk, rhetoric, chatter"): *el término* ***cuñadismo***, *que hasta ahora hacía referencia al nepotismo o favoritismo hacia los cuñados, ha ampliado su significado y se emplea, sobre todo, para referirse a la tendencia a opinar sobre cualquier asunto, queriendo aparentar ser más listo que los demás* [ibid.].

Metaphors with the suffix *-azo* occupy a special place in Spanish media discourse. The semantics of this productive suffix are particularly broad: from augmentative and evaluative meanings to the specific meaning of "a blow inflicted by an object of some kind" (*golpe físico*): **escob*azo*** (from *escoba* – broom), **bandej*azo*** (from *bandeja* – tray), **tomat*azo*** (from *tomate* – tomato), **manot*azo*** (from *mano* – hand), and others. The suffix has undergone a metaphorical transformation in the discursive environment of media and political communication. For example, the concepts **pinochetazo** and **tejerazo** have acquired the meaning of a "coup d'état (*golpe de Estado*) carried out by the person being referred to": the suffix *-azo* in this case is added to the stem of the proper name (*general Pinochet; teniente coronel Tejero*). The metaphorization of the suffix *-azo*

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6 Solis, B. (2011). The Hashtag Economy. Available at: http://www.briansolis.com/2011/06/hashtag-this-the-culture-of-social-media-is/ (Accessed 11 February 2023).

7 FUNDEU RAE. Buscador urgente de dudas. URL: https://www.fundeu.es/ (accessed: 23.03.2023).

has led to the emergence of such discursive concepts as **encontron*azo*** – "a skirmish, quarrel, fray, unwanted meeting (*riña, enfrentamiento*); **decret*azo*** – "a decree or law that causes controversy in society due to its unfairness or lack of forethought" (*decreto, cuyo contenido afecta a gran parte de la población y resulta polémico porque generalmente se considera injusto o poco meditado*); **cerroj*azo*** (from *cerrojo* – bolt) – "a categorical refusal to do something, or a ban on certain actions," for example, a ban on the allocation of budget funds for certain expenditure items or denying access to the military archives of the civil war: *cerrojazo a gasto y empleo público; a los archivos militares de la guerra civil;* **pelot*azo*** (from *pelota* – ball) – "getting rich quick through illegal activities or nepotism" (*un rápido enriquecimiento mediante la especulación y el amiguismo*); **paquet*azo*** (from *paquete* – packet) – "a set of aggressive economic measures that could, contrary to expectations, further deepen an economic crisis" (*una serie de medidas económicas que, a juicio de los expertos, prevé una etapa mucho más agresiva y oscura de la crisis*); **tijeret*azo*** (from *tijeras* – scissors), **sabl*azo*** (from *sable* – sword) – "a significant reduction in spending, funding, or subsidies" (*corte hecho de un golpe con las tijeras, los recortes anticrisis*). Let us recall, for example, the slogan that helped bring victory to Carlos Menem in the Argentinian presidential elections: *Con un **salariazo** contra el **tarifazo**!* – "We'll offset the rise in tariffs with a sharp increase in wages."

Let us stress that the metaphorical potential of suffixes in the discursive space of the Spanish media is extremely successful, allowing the writer to play with meanings in order to achieve the desired pragmatic effect. Along with ***tijeretazo*** ("significant budget or payment cuts"), there is another metaphor that is formed using the diminutive suffix ***-ito/a*** to mean "minor spending cuts": *sí que Bruselas puede recomendar una mayor **tijerita** en algunas partidas del presupuesto, pero no habrá tijeretazo de los años anteriores* – "Of course, Brussels could recommend a slightly larger spending cut in some budget items, but there will be no significant cuts as in previous years." The lexeme ***tiijerita*** is a metonymy that has become a discursive metaphor.

The metaphorical semantics of the suffix **-ón, -ona** are also popular in the media discourse space due to its pragmatic potential. The traditional augmentative meaning conveyed by this suffix is transformed, conveying an intensification of quality: ***subidón*** – "a sharp jump in prices" (*subidón de un 8,4% del gas natural*), ***apagón*** – "a sudden power outage over a large area, a backout" (*pérdida del suministro de energía eléctrica en un área*), or a technical malfunction in another area (***apagón*** de transporte); ***intentona*** – "a daring attempt, a risky venture that ended in failure" (*intento temerario, especialmente si se ha frustrado*); ***encontrón***, a variable synonym for ***encontronazo; atracón*** de aprendizaje – "overzealousness, overstrain."

The semantics of the suffix in metaphorical nominations formed from nouns, including proper names and geographical names, allow us to designate various aspects of the denotative situation:

-ción indicates procedurality: ***victimización*** (proceso/acto de simular ser víctima), ***estatización*** (formar parte del Estado), ***vietnamización, balcanización*** del conflicto, ***turistificación*** (impacto que tiene la masificación turística);

-ismo conveys conceptuality: "ideology, political doctrine, mode of action, line of conduct": ***dietismo*** – "permanently on a diets" (*afición a dietas permanentes*); ***edad-ismo*** – "age discrimination" (*descriminación por razón de edad*); ***asignaturismo*** – "the unsystematic study of a large number of academic disciplines, leading to fragmented knowledge" (*fragmentación de conocimientos en número elevado de asignaturas*); ***aznarismo*** (*José María Aznar,* Prime Minister of Spain from 1994 to 2004); ***junquerismo*** (*Jean-Claude Juncker,* President of the European Commission from 2014 to 2019); ***obamismo*** (*Barack Obama,* President of the United States from 2009 to 2017; ***trumpismo*** (*Donald Trump,* President of the United States from 2017 to 2021): *Podemos hoy es un obamismo de izquierdas*);

-ista is used to denote "a supporter of a particular political doctrine, ideology, or tradition" (***juancarlista*** (from the name *Juan Carlos I de Borbón y Borbón-Dos Sicilias,* King of Spain from 1975 to 2014); ***felipista*** (from the name *Felipe VI de Borbón,* the current Spanish monarch); ***rajoyista*** (from the name *Mariano Rajoy,* Prime Minister of Spain from 2011 to 2018); ***comidista*** (*aficionado a la comida*); ***acuerdista*** – "a politician, a member of a parliamentary coalition");

-dad conceptualizes the meaning of "the core of a political doctrine" around which certain actions and decisions are grouped (***aznaridad*** – *nacionalismo español totalmente desacomplejado:* "Spanish nationalism without any hangups").

Of particular interest are metaphorical neologisms and occasionalisms that appear in the discursive space and are involved in a linguistic and conceptual game. For example, the metaphor ***aRatoznaridad*** appeared as a play on ***aznaridad***, and its meaning is only clear to people who are familiar with the Spanish political panorama: Rodrigo Rato, who served as Minister of Economy of Spain in José María Aznar's government, was sentenced to four and a half years' imprisonment on embezzlement charges in October 2018. The ironic evaluative metaphor ***Su Sanchidad***, a play on the customary address to the monarch *Su Majestad* – "Your Majesty," is used by political opponents of Prime Minister of Spain Pedro Sánchez who criticize the less than democratic ways this politician exercises his power from time to time.

c) **Prefixal-suffixal metaphors**. The simultaneous use of affixes – prefixes and suffixes – in the creation of metaphorical concepts that reflect the changes taking place in society is a productive linguistic mechanism that functions as a means of meaning-making in media discourse. Meaning in such metaphors is typically formed taking the synthesis and the semantics of both the root and affixal morphemes into account. Such metaphors have a greater contextual dependence, which is necessary to properly understand the meanings being conveyed. Let us give a few examples. Derived from the root *sardina* with the prefix *a-* and the verbal suffix *-ar,* the verb ***asardinar***(*se*) (*asardinarme en una lata de cercanías*) has the metaphorical meaning of "to squeeze into a confined space," such as on a crowded train where people are "like sardines in a can"; ***desbrujulamiento*** (from *brújula* – compass), thanks to the negative prefix *des-* and the verbal noun suffix *-miento* to denote action, conveys the metaphorical semantics of "to stumble, to deviate from one's life principles, to go astray"; ***deshumillación***

(*lo que Estados Unidos más necesita en Irak es una estrategia de deshumillación*): the prefix *des-* conveys the meaning of counteraction (*acción contraria*) – "to make amends for humiliation"; and the verb **descorbatar** (*descorbatar las conversaciones*), from the noun *corbata* ("necktie") with the addition of the negative prefix *des-* and the suffix *-ar* forms the metaphorical meaning of "to do away with formalities, to hold an informal meeting."

d) **Compounding**. Compounding is a productive metaphorical model in the modern Spanish discursive space. For example, there are a number of metaphorical neologisms, the first element of which refers to a country, followed by the English word **exit: Gréxit** (the proposed exit of Greece from the European Union), and **Brexit** (the United Kingdom leaving the European Union). Partially delexicalized, the noun **exit** has become a kind of derivative suffix and, as such, is actively used to form metaphorical neologisms, for example, the lexemes **Fréxit** (*Francia+exit*), **Poléxit** (*Polonia+exit*), **Néxit** (*Nederland+exit*), **Fíxit** (*Finlandia+exit*), **Espanéxit** or **Españéxit** (*España+exit*), **Italéxit** (*Italia+exit*), etc., united by the meaning "the exit of a country from a certain community or organization, often only assumed." The cognitive metaphors **Léxit**, the hypothetical separation of London from the rest of the country after its exit from the European Union in order to remain a member of a united Europe, and **Rúxit**, meaning Russia's refusal to join the Parliamentary Assembly of the Council of Europe (PACE) are of particular interest.

The emergence of occasional metaphors, where the meaning of "exit" is conveyed using other linguistic means, can be considered confirmation of the delexicalization of the word exit. For example: **Departugal** (*departure+Portugal*), **Italeave** (*Italia+leave*), **Byegium** (*bye (good bye) + Belgium*), **Fradieu** (*Francia+adieu*).

The cognitive potential of derivational metaphors is actualized through the mechanism of the interaction between language and reality. For example, in modern discourse, the metaphorical nomination **Bretorno** (*Bretaña+retorno*) is widely used, conceptualizing the meaning of the possible "return of the United Kingdom to the European Union."

Compounding is an extremely productive model for creating media metaphors in the modern Spanish discursive space. The conceptual meaning of such discursive nominations arises as a result of the metaphorical fusion of two concepts, for example: **democratura** (*democracia+dictadura*) – "an authoritarian regime hiding behind the mask of democracy"; **basuraleza** (*basura+naturaleza*) – "waste that poses a direct threat to the environment and its inhabitants"; **amigovio** (*amigo+novio*) – "boyfriend, suitor"; **narcopiso** (*narcótico+piso*) – "an apartment where drugs are sold and consumed"; **ofimática** (*oficina+informática*) – "computer technologies that ensure the efficient operation of the company's office and its employees"; **publirreportaje** (*publicidad +reportaje*) – "a report prepared for advertising purposes." Such hybrid metaphors, not devoid of imagery, allow us to convey new conceptual content in a compact and transparent linguistic form.

In media discourse, proper names – anthroponyms and toponyms – are actively used as derivative words in compounding to create derivational metaphors. For example, in 2020, the first coalition government in the history of Spain as a democratic

country was formed, headed by the leader of the Spanish Socialist Workers' Party, Pedro Sánchez. The Second Deputy Prime Minister (until the beginning of May 2021) was Pablo Iglesias, the leader of the coalition party Unidos Podemos (United We Can). The metaphor **Peblo** (*Pedro+Pablo*), a contamination of the names of the leaders of the coalition government, was actively used in the media in 2020–2021 in a negative context, hinting at collusion between the two politicians, who differ in many respects in terms of their ideological views but are prepared to betray their beliefs in order to achieve immediate political goals. The nomination **Cubazuela** became a discursive metaphor emphasizing the deep political and ideological cooperation between Cuba and Venezuela, as well as the economic dependence of Cuba on Venezuelan oil supplies, especially during the rule of President Hugo Chávez. The lexeme **Turkmenezuela** has penetrated several languages, in particular Russian, which is largely facilitated by globalization processes. The image implies a comparison of the situation in Turkmenistan with the economic catastrophe in Venezuela. Both countries are rich in hydrocarbons, but political problems have led to growing shortages of goods, mass unrest, unprecedented inflation, and mass emigration.

Thus, the metaphorical potential of affixes and compound words is a linguistic mechanism that is used mostly in media discourse as a derivational method of creating metaphorical nominations, although the number of productive derivational models for the formation of discursive metaphors is not limited to the examples presented in this paper, as there are significantly more. Derivational metaphors allow us to label the new realities of modern life succinctly and accurately, to reveal their conceptual content by explaining the new through the familiar, adding the necessary evaluation. The pragmatic role of such discursive metaphors is always aimed at creating given meanings in order to influence the mood of the reader or listener and form an attitude towards reality that is beneficial to the person delivering the message.

Conclusions

To sum up our findings, we note that, on the one hand, the derivational metaphor designates a special model of assimilation in media discourse based on the commonality of cognitive mechanisms and cognitive content that representatives of the language community possess. On the other hand, an analysis of the cognitive model of interpreting reality and facts allows us to unlock the dynamics of the semantic development of nomination-neologisms or occasionalisms.

A new figurative meaning appears in such derivative nominations as a result of the metaphorization of the meanings of the root morpheme and affixes involved in the formation of discursive nominations, or thanks to the derivational mechanism of word composition.

At the same time, metaphorization comes about as a result of the discrepancy between the lexical and derivational meanings, which are not identical to the sum of the meanings of the derivational components involved in the creation of a new metaphor.

In the discursive space, the associative potential of the basic meaning of affixes or root morphemes in compound words allows for a wide range of interpretations that vary the metaphorical rethinking of their semantics and integrate axiological evaluation.

It is important to note that the associativity of a derivational metaphor often leads to a change in its type of function. In the media discursive space, there are generally two functional types of metaphors: the figurative type and the cognitive type. Figurative metaphors, which appear as a result of the transformation of an objective meaning into a descriptive one and which serve not so much to name a new concept as to describe or evaluate it (*amiguísimo* – a true, loyal friend), can generate a cognitive metaphor. That is, they can convey new conceptual content based on a comparison of qualities, actions, and meanings of different concepts connected by a figurative meaning (*amiguismo* – nepotism, family ties, cronyism).

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