

# SOURCE-IN-TARGET METONYMY AND TARGET-IN-SOURCE METONYMY IN TEXTS ON INTERNATIONAL AFFAIRS

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**Abstract:** *The paper deals with the way source-in-target metonymy and target-in-source metonymy are used in text on international affairs. In such texts, the notion in the source domain is typically a toponym, but there are cases in which the source can be an ethnonym derived from a toponym. With target-in-source metonymies, the source domain stands for a target sub-domain. With source-in-target metonymies, a source sub-domain stands for a target domain. Both types of metonymy are unidirectional, as the target concept activated by the source concept does not in its turn activate the source concept in the same text. The study traces the way those types of metonymy are exploited in the media and studies the similarities and differences in their use in Bulgarian and English language texts.*

**Key words:** *source-in-target metonymy, target-in-source metonymy, media texts, place names*

## 1. Introduction

The paper deals with the way source-in-target metonymy and target-in-source metonymy are exploited in media texts discussing foreign affairs. It traces the main types of source-in-target metonymy and target-in-source metonymy used in such texts and the characteristic features of their use.

Ruiz de Mendoza Ibáñez and Pérez Hernández (2001) divide metonymies into two types: target-in-source metonymy and source-in-target metonymy. With target-in-source metonymies, the source domain stands for a target sub-domain. With source-in-target metonymies, a source sub-domain stands for a target domain. An example of a target-in-source metonymy is *Wall Street is in crisis*, while *The ham sandwich is waiting for his bill* is a source-in-target metonymy. According to Croft, domains play a significant role in most metonymies (Croft, 2002). As stated by Mendoza Ibáñez, in their interaction with metaphor, source-in-target metonymies signal the central inference of the metaphoric mapping, while target-in-source metonymies highlight some aspects of the target. According to Castillo, source-in target metonymies are processes of domain expansion, while target-in-source metonymies are processes of domain reduction (Castillo,

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2004). As stated by Mendoza Ibáñez and Velasco, source-in-target metonymies need “either the context or the semantic domain typically associated with the expression to trigger the metonymic shift, while target-in-source metonymies need the predicate” (Velasco, 2002, p.489). In Barcelona’s view, metonymies are reversible, but unidirectional (Barcelona, 2011). This means that the source and the target do not simultaneously map onto each other (ibid.). There is also a case for saying that certain deviations in implied meanings are observed with regard to source and target language comparative analysis (Peneva, 2019).

## 2. Analysis

Well-exploited metonymies in media are the continent or the geographical region for a country situated on that continent/ region, and the continent for a group of countries situated on that continent. A widely-spread is the use of *America* for the *United States of America*:

### **One of *America*’s most able diplomats – and his demons**

Kurt Campbell on why Richard Holbrooke, architect of the Dayton peace accord, was haunted by Vietnam

The *US* Department of State is an unsentimental institution. Generations of *American* diplomats have laboured there, negotiating treaties, engaging enemies and friends alike, and advancing the national interest overseas. The top two floors of its headquarters in Foggy Bottom, one of Washington’s oldest neighbourhoods, are ostentatiously ornate, with colonial-era furniture and gold-framed portraits adorning the walls of former secretaries and diplomatic emissaries such as Benjamin Franklin (FT/ 05.03.2019).

In the above excerpt, *America* is used to stand for the USA. This is not exactly an example of a geographical region for the country, nor is it a metonymy of the type the continent for the country, since there is not a continent called America. The proprial lexeme America is part of the continents names South America and North America, but standing by itself it does not refer to any of the two. In any case, both South America and North America are home to other countries apart from the US, which is only one of the countries, situated in North America.

In the above example, *America* and the *US* are used interchangeably and are contextually synonymous:

America = US

The source *America* activates the target *US*:

America ⇔ US

However, the opposite direction is not valid – the target *US* does not activate the source *America* in the above text.

US ⇔ America

The metonymy is unidirectional.

Another well exploited metonymy in media texts, especially in those related to international affairs is the continent for an organization of countries, situated on the continent. The toponym *Europe* is typically used to refer to the European Union, as illustrated in the following excerpt:

***Europe must rethink fiscal rules to combat populism***

Tight spending policy and stagnant incomes have stoked political anger. The campaign for the UK to remain in the *EU* lost for many reasons, none more important than a general failure to understand the multiple anxieties of lower to middle-income voters. This shortcoming is not unique to the UK. It is a broad phenomenon of late-cycle liberal capitalism. The situation in the *EU* ahead of the *European* parliamentary elections between May 23 and 26 is not quite as binary as it was in the UK three years ago. The insurrection against pro-*European* liberalism is proceeding in smaller steps. (FT/ 12.08.2019)

This type of metonymy is so well established that the derivative words formed from *Europe*, such as the ethnonym *European* are also used metonymically.

Source	Target
Europe	The European Union
European (parliamentary) elections	Elections for members of the parliament of the European Union
Pro-European	Supporting the idea of the EU

The source is a notion from the domain of geography and it activates the target—a notion from the domain of (international) politics. This type of metonymy can be regarded as a whole-for-the part metonymy, as the target, the EU does not include all the countries on the territory of Europe. As in the previous excerpt, the metonymy is uni-directional, as it does not function in the opposite direction (*EU* does not activate *Europe* in that text).

While the above texts illustrate the use of target in source metonymies, the next text demonstrate the use of both target in source and source in target metonymy:

**Russia divides *Europe's* eurosceptic parties**

Divisions on how to handle Russia's "neo-imperial appetite", among other factors, are set to block Italian far-right deputy prime minister Matteo Salvini's ambitions

to spearhead a new European Parliament (EP) league, Jan Zahradil, a leading Czech MEP and candidate for European Commission president has said.

*Britain's* departure from the *EU* will also shift the balance of power toward the more Russia-friendly France and Germany, stoking tension with **central European** and Baltic countries, the Czech politician told EUobserver in an interview (EUobserver/12.08.2019)

*Europe* for the European Union is an example of target-in-source metonymy. *Britain* standing for the UK, however, is a source-in-target metonymy. Both metonymies are unidirectional, since in the above text neither EU automatically invokes Europe, nor does UK necessarily stand for *Britain*.

In the following article, *Britain* stands for the UK, forming source-in-target metonymy. The ethnonym derived from *Britain*, *British*, is also used metonymically. 'British identity' in the text below stands for identity of the people, living in the UK.

### **Leavers v remainers: how Britain's tribes compare**

Survey reveals surprising consensus – but big divisions exist over identity, culture and gender

Whatever happens with Brexit, the EU referendum has spawned two political tribes. The identities "leaver" and "remainer" cut across traditional party divides: research suggests they are replacing Conservative, Labour and Liberal Democrat as indicators of political identity. But how much do they really differ?

Graphs plotting the distributions of their answers to a range of questions often show a bell curve in which both sides mostly overlap, even on divisive issues such as immigration. It seems the starkest differences relate to **British** identity itself – with a notable divergence on gender politics (G/ 02.05.2019)

It could also be suggested that the already well established neologism *Brexit* is constructed on the basis of source-in-target metonymy, since the referendum was whether the whole UK, not only Britain, to leave the EU.

The target *UK* is often activated by the toponym *England* in the source domain, as is the case in the following excerpt:

### **England and France: a tale of two coastlines**

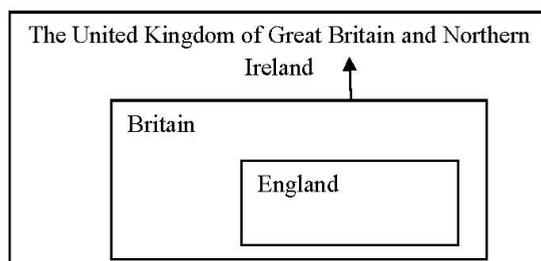
On the eve of D-day's 75th anniversary, with Brexit looming, how do those on either side of the Channel feel?

The landscape remains as it was then," says Mark Worthington, waving across marshland and poplar trees laden with mistletoe. He stands beside Pegasus Bridge, across the Caen Canal at Ranville, Normandy, taken on 5

June 1944 by an allied advance party that arrived to clear the way for D-day, and the liberation of western Europe.

Worthington, curator of the Pegasus Bridge commemorative museum on this site, proceeds to the cemetery of **British** soldiers killed on, or soon after, D-day – rows and rows of lost lives. In the graveyard of the lovely church next door “are German graves, and that of the first man to die at D-day, on Pegasus Bridge, Pte Den Brotheridge” – of whom a statue was unveiled in Portsmouth during the week of our visit to Ranville, where it later went for display (G/ 12.08.2019)

From geographical point of view, England is a part of Great Britain, which in turn is a part of the United Kingdom of Great Britain and Northern Ireland. However, the three notions do not create a metonymic tier of the type England → Britain → United Kingdom. Instead, England refers directly to the United Kingdom. Schematically, it can be presented in the following way:



In the next excerpt, *Европа* referring to the EU is an example of target-in-source metonymy:

Нови цени за роуминг в *Европа*

Цената на минута разговор с ДДС не трябва да е над 45 ст., а на СМС - 14 ст., доставчиците трябва да съобщят за промените

От 15 май започва да се прилага регулация на цените на международните повиквания и на кратките текстови съобщения в рамките на **ЕС**. След тази дата цените на дребно за мобилни и фиксирани повиквания от една до друга държава в **ЕС** не трябва да превишават 19 евроцента на минута. Ценовият таван за кратко текстово съобщение в рамките на **Съюза** ще бъде 6 евроцента за съобщение, съобщават от Комисията за регулиране на съобщенията (Vesti/ 12.08.2019)

*New roaming charges in Europe*

*The price for a minute phone call should not exceed 45 stotinki with VAT, and an SMS should not exceed 14 stotinki. The providers should inform about the changes.*

*A regulation of international calls and SMS charges within the EU will be applied from May 15<sup>th</sup>. After that date the retail roaming charges for mobile or fixed phone calls between countries in the EU should not exceed 19 eurocent per minute. The price ceiling for an SMS in the Union will be 6 eurocent per message, as stated by the Commission for communications regulation.*<sup>2</sup>

*Европа*, *ЕС* and *Съюза* are contextual synonyms because of the same identity of the named object (Todorova, 2012), but it is only *Европа* that activates the target *ЕС/ Съюза* and not vice versa.

A target-in-source metonymy is also observed in use of ethnonyms. In the next excerpt, the ethnonym *американците* refers to the US citizens, just as the toponym *America* was used to stand for the USA in one of the above excerpts from *the Financial Times*:

*Американците* не харесват външната политика на Тръмп

Те не смятат, че международната позиция на САЩ се подобрява

Мнозинството от *американци* не харесват начина, по който президентът Доналд Тръмп води външната политика на САЩ (Fakti/ 28.01.2019)

*The Americans do not like Trump's international policy*

*They do not believe that the US international position improves.*

*The majority of Americans do not like the way President Donald Trump leads US international policy.*

In the next excerpt, the toponym *Англия* referring to the United Kingdom is a source-in-target metonymy:

**Българин изчезна в Англия, разследват убийство**

Българският гражданин на възраст 27 години е бил видян за последно в търговския център в Есекс

Двадесет и две годишен мъж е арестуван в хода на разследване за изчезнал във **Великобритания** български гражданин (Vesti/ 02.05.2019)

*A Bulgarian disappeared in England, a murder investigation is carried out*

*The 27 year old Bulgarian citizen has been last seen in a shopping centre in Essex*

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2. Translations of the articles in Bulgarian provided by the author.

*A 22 year old man was arrested during an investigation on a Bulgarian citizen who disappeared in Great Britain.*

Великобритания (Great Britain) used to stand for the United Kingdom is also an example of source-in-target metonymy.

Великобритания (Great Britain)



United Kingdom

Англия (England) ↗

### 3. Conclusion

The use of source-in-target and target-in-source metonymy is widely exploited in both Bulgarian and English-language media text dealing with international affairs. In such texts, the notion in the source domain is typically a toponym, but there are cases in which the source can be an ethnonym derived from a toponym. Both source-in-target and target-in-source metonymy are unidirectional, as the target concept activated by the source concept does not in its turn activate the source concept in the same text.

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