

CONTENTS

Linguistics

Yelena Yerznkyan, Grisha Gasparyan

Graffiti as a Form of Rhetoric9

Iryna Shevchenko

Conceptual Metaphors of ‘ECONOMIC CRISIS’ in English:
A Historical Cognitive Perspective24

Alina Petrosyan

From ‘Lion Face’ to ‘Butterfly Eruption’:
Zoomorphic Metaphors as Messengers of Facial Anomalies.....35

Rafayel Harutyunyan

Approaches and Theories to the Study
of Political Speech.....52

Ofelya Poghosyan, Varduhi Ghumashyan

On the Functions of Antonomasia in Political Discourse.....63

Hamlet Arakelyan

The Pun-Group of Linguistic Devices in Advertising Media Discourse.....73

Methodology

Gaiane Muradian

Teaching Communication Theory and Practice
in Higher Education.....85

Translation Studies

Angela Locatelli

Literary Translation as Performance. Theoretical Questions and a
Literary Analogy96

Literature Studies

Eleonora Natalia Ravizza

A Guest + a Host = a Ghost. Dramas of Hospitality in Rebecca West’s
The Return of the Soldier.....108

Lilith Ayvazyan

“Burnt to the Bone” With Love, Damnation, and Sin:
Phaedra as the Swinburnian *Femme Damnée*.....124