MULTIMODAL METAPHTONYMY IN INTERNET MEMES: A RESPONSE TO DONALD TRUMP'S MUG SHOT ON X (FORMERLY TWITTER) AS A CASE STUDY

Olga Meleshchenko
PhD, Senior Lecturer,
V.N. Karazin Kharkiv National University
(4, Maidan Svobody, Kharkiv, Ukraine, 61022);
e-mail: o.o.meleshchenko@karazin.ua
ORCID: https://orcid.org/0000-0002-7283-5213

Abstract
This study examines multimodal metaphtonymy in memes responding to Trump's 2023 mugshot post on his X (formerly Twitter) account, @realDonaldTrump. The author employs the methodological tools of the conceptual (multimodal) metaphor and metonymy theory to identify patterns of interaction between metaphor and metonymy in these memes. The results reveal three types of multimodal metaphtonymy: metaphtonymy with a metonymy incorporated into either the metaphoric source or target, metaphtonymy with a metonymy incorporated into both the metaphoric source and target, and metaphtonymy with a metonymic chain structuring the metaphoric source. The metaphoric target domain of these metaphtonymies is identified as TRUMP-US PRESIDENT, reflecting Trump's status as the 45th US President, a political leader, and a candidate for the 2024 US presidency within X platform. The study provides an in-depth analysis of each identified type of multimodal metaphtonymy instantiated by metaphorical portrayals of Trump as A CRIMINAL PSYCHOPATH, A TODDLER HAVING A TANTRUM, and A LIAR. The source domains of these metaphors map exclusively negative characteristics onto the TRUMP-US PRESIDENT target domain, with some features shared across several metaphoric source domains. The recurrent negative portrayals in memes create powerful and enduring images that shape public perception, contributing to a lasting tarnished image of Trump. These portrayals highlight the incongruity between Trump's constructed image and the expectations of a US political leader, leading viewers to question his fitness for the presidency. The continuous negative portrayal undermines Trump's credibility and reinforces the perception of his unfitness for leadership.
Keywords: *image, internet meme, metaphor, metonymy, multimodal metaphtonymy, Trump*.

1. Introduction

Today, one cannot imagine communication on social media without internet memes, which are digital items predominantly combining images and text. According to Merriam-Webster Dictionary (n.d.), a *meme* is "an idea, behavior, style, or usage that spreads from person to person within a culture". The notion of a meme was proposed almost 50 years ago by the biologist Richard Dawkins to introduce the concept of a replicating entity in culture (Dawkins, 2006). Although with the rise of social media, the term has been "enthusiastically picked up by Internet users" (Shifman, 2014, p. 13), it evolved from the original Dawkinsian meme.

In social sciences, internet memes are defined as "(a) a group of digital items sharing common characteristics of content, form, and/or stance, which (b) were created with awareness of each other, and (c) were circulated, imitated, and/or transformed via the Internet by many users" (Shifman, 2014,

p. 41). When discussing internet memes, it is essential to refer to McLuhan's (1994) famous statement, "*the medium is the message*," which aptly illustrates the impact of social media technologies on communication, including political discourse.

Internet memes are often created and shared by a wide range of users to express their opinions on various political topics. Internet memes can raise awareness of political situations, shift people's attention to current events, and affect their political orientations and beliefs "in a way no other media can do" (Mahasneh & Bashayreh, 2021, pp. 32–33). Additionally, they are able to facilitate political engagement and participation, employing humor to communicate social critique or commentary (Ross & Rivers, 2018, pp. 287–288).

Political leaders frequently become the target of memes, particularly when involved in controversial situations. Such is the case with Donald Trump, the 45th president of the United States, businessman, billionaire, showman, and a candidate for the upcoming 2024 US presidential election. Despite the ongoing controversy surrounding his personality, one recent event stands out: on August 24, 2023, a historic mugshot of Trump was released after his arrest in Atlanta, Georgia (Fig. 1, on the left). He surrendered on charges of conspiring to overturn the state's 2020 election results. This unprecedented event marked the first time a former US president has had a police booking photo taken (Matza & Epstein, 2023).

Later that day, Trump made a post on X (formerly known as Twitter) for the first time since January 2021. Trump posted his mugshot, captioned in all capital letters: "*ELECTION INTERFERENCE. NEVER SURRENDER! DONALDJTRUMP.COM*" (Trump, n.d.; see Fig. 1, right part). Given Trump's extensive usage of Twitter during his presidency, it was unsurprising to see his mugshot on his X account, @realDonaldTrump. The post quickly made headlines and sparkled numerous reactions from social media users. For the first time since January 2021 Trump's X account was again flooded with messages, many of which being multimodal internet memes.

Fig. 1. On the left: actual mugshot of Trump (Matza & Epstein, 2023); on the right: Trump's mugshot post on his X account, @realDonaldTrump, published on August 24, 2023, on X (formerly known as Twitter) (Trump, n.d.).

Apart from being an unprecedented image in American history and likely the most famous photo of Trump to date, the mugshot is significant because, thanks to social media, it has reached the American electorate, while few have read the Trump indictments in full (Friedman, 2023). Consequently, studying the emerging memes provides valuable insights into public attitudes toward Trump and this event in particular.

The potential of internet memes to shape opinions about Trump has been in the focus of a number of studies (Elyamany, 2023; Lamerichs et al., 2018; Mahasneh & Bashayreh, 2021; O'Boyle, 2022; Ross & Rivers, 2018). Fewer studies have focused on metaphor and metonymy in political internet memes (Bondarenko, 2024; ElShami, Shuaibi, & Zibin, 2023; Huntington, 2016; Piata, 2016; Younes & Altakhaineh, 2022). Furhermore, there is a notable scarcity of research specifically addressing the figurative representation of Trump in internet memes (Martynyuk & Meleshchenko, 2019; 2022). Regarding the great persuasive power of metaphor and, by extension, metonymy in political discourse (Charteris-Black, 2005; Musolff, 2016), further research is needed to fully understand how metaphor and metonymy are employed to portray Trump in memes and their ability to shape attitudes towards particular events.

Therefore, *the aim* of this study is to reveal how multimodal metaphtonymy is employed to construct a particular image of Trump in internet memes sent in response to Trump's historic mugshot. To achieve this, the following *objectives* have been specified: to elucidate patterns of metaphor and metonymy interaction in memes, draw cognitive models of the analyzed multimodal metaphtonymies, analyze how multimodal metaphtonymies portray Trump, and discuss their potential impact on Trump's image.

The material for this study consists of 100 multimodal metaphonymic memes sent in response to Trump's mugshot post on his X account, @realDonaldTrump, published on August 24, 2023. The selected memes are dated between August 24, 2023, and April 23, 2024.

2. Methodology: theoretical backgrounds

To analyze such a multilayered phenomenon as an internet meme I have turned to Lakoff and Johnson's (1980) Conceptual Metaphor Theory (CMT) and Forceville's (2008; 2009; 2009a) Multimodal Metaphor (and metonymy) Theory (MMT). Within these theories, metaphor and metonymy are seen as conceptual phenomena, processes that shape humans' thinking and world perception (Lakoff & Johnson, 1980). Additionally, it is argued that metaphor and metonymy rest on units of knowledge, which are organized in conceptual structures such as ICMs (Lakoff, 1987) and domains (Langacker, 1987).

According to Lakoff and Johnson (1980, p. 5), "the essence of *metaphor* is understanding and experiencing one kind of thing in terms of another". In contrast, *metonymy* is defined as "a cognitive process in which one conceptual entity, the vehicle, provides mental access to another conceptual entity, the target, within the same domain, or ICM" (Kövecses & Radden, 1998, p. 39). The interaction between metaphor and metonymy results in metaphtonymy (Goossens, 1990).

Since metaphor, metonymy, and metaphtonymy are considered essential components of our conceptual system, they are not confined to language and can be expressed in any semiotic mode. Forceville (2009a) defines *multimodal metaphors* as "metaphors whose target and source are each represented exclusively or predominantly in different modes" (p. 24). Similarly, he describes multimodal metonymy as occurring when "both source and target are given – but in different modes" (Forceville, 2009, p. 63). Pérez-Sobrino (2017) further introduces the notion of multimodal metaphtonymy, defining it as an "integration of a metonymy in either the source or target domain of a metaphor ... in a process that involves a mode shift" (p. 125).

Based on these theoretical foundations, the analysis procedure for multimodal metaphtonymies in internet memes responding to Trump's mugshot post is developed in Section 3.

3. Materials and procedure

My sample consists of 100 multimodal metaphonymic memes sent in response to Trump's post with a mugshot published on his X account, @realDonaldTrump, on August, 24, 2023. The selected memes were sent as reaction to Trump's post within an 8-month period from August 24, 2023, to April 23, 2024.

I manually retrieved the memes from X platform using the advanced search option that allowed to get access to a greater pool of memes in comparison with just retrieving the memes shown under Trump's mugshot post. When selecting memes for a metaphtonymy analysis, the following criteria were met:

a) the selected memes featured Trump and had both image and text incorporated.
b) at least one entity (represented visually and/or verbally) referred to another entity giving rise to a metonymic relationship.

Based on the CMT and MMT methodological tools and the procedure devised by Martynyuk & Meleshchenko (2019; 2022), I have followed these steps in this present analysis of multimodal metaphtonymy:

1. Gained a general understanding of the meme.
2. Identified the target and source of the metaphor underlying the meme, along with its visual/verbal cues. Made sure that "given the context in which they occur, the two phenomena engaged in a metaphor belong to different categories" (Forceville, 2008, p. 469). Labelled the metaphor using the X IS Y format, that "forces or invites an addressee to map one or more features, connotations … from source to target" (ibid.).
3. Recognized any metonymic operations incorporated into the metaphoric target and/or source following Forceville's (2009) assertion that "a metonym consists of a source concept/structure, which via a cue in a communicative mode (language, visuals, music, sound, gesture …) allows the metonym's addressee to infer the target concept/structure … *under a specific perspective*" (p. 58). [*Forceville's emphasis* – O.M.]
4. Building on Kövecses & Radden's (1998) framework, I identified the ICMs within which a metonymy (or metonymies) operated. I also articulated the conceptual relationships underlying the metonymy (or metonymies) and captured the metonymic operation(s) using the X FOR Y format.
5. Categorized metaphtonymies in memes according to their level of conceptual complexity.
6. Used the word association generator *Word Association Network* (WAN, n.d.) to discover the characteristics that are mapped from the metaphoric source onto the metaphoric target domain.
7. Analyzed these features to reveal the meme's critical stance, predicting the inferences a viewer might draw.

The results of this analysis procedure are discussed in Section 4.

4. Results and discussion

The results of this study show that metaphtonymic memes sent in response to Trump's post with a mugshot on X differ in their level of conceptual complexity. The following types of multimodal metaphtonymies have been registered in our sample: metaphtonymy with a metonymy incorporated into either the metaphoric source or target, metaphtonymy with a metonymy incorporated into both the metaphoric source and target, and metaphtonymy with a metonymic chain structuring the metaphoric source. The subsequent sections will examine each type of these metaphtonymies and illustrate their potential to shape the image of Trump and voice the sender's opinion about Trump's imprisonment.

4.1. Multimodal metaphtonymy in memes structured by a metonymy incorporated into either the metaphoric source or target

The meme below (Fig. 2) exemplifies multimodal metaphtonymy with a straightforward conceptual structure. It integrates a metonymy within the metaphoric target, while the metaphoric source remains uncomplicated by additional conceptual mechanisms.
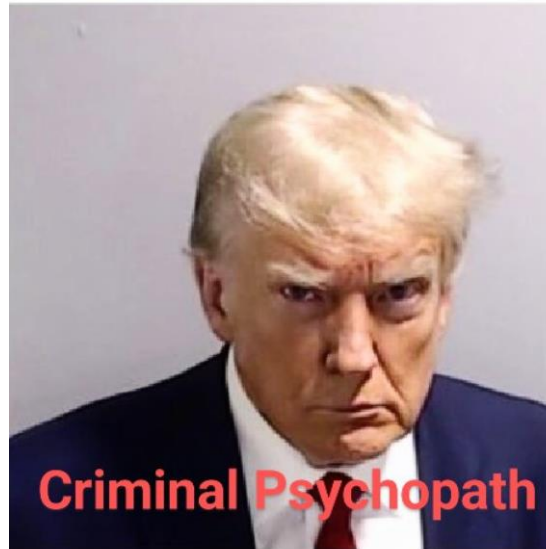
Fig. 2. The meme featuring Trump as a criminal psychopath (April King, 2023).

This meme features Trump's famous mugshot with a superimposed caption. The image shows only Trump's face and upper torso, bringing into focus his facial expression. Trump stares intently at the viewer, establishing direct eye contact. With furrowed eyebrows and tightly pressed lips, he appears serious and resolute. Light falling from the right corner creates contrast, adding tension to the meme. The red caption, *"Criminal Psychopath*," is placed just below his chin. The explicit negative labelling transforms the perception of Trump's expression from firm and undefeated to harsh and violent.

I argue that this meme gives rise to the metaphor TRUMP-US PRESIDENT IS A CRIMINAL PSYCHOPATH (in line with the conventions of Cognitive Linguistics (e.g., Forceville, 2009, p. 30) SMALL CAPITALS are used here and below to denote conceptual entities such as domains/concepts/attributes). As shown in Fig. 3, the former president's face serves as a visual vehicle giving access to the TRUMP-US PRESIDENT domain. The metonymy incorporated into the metaphoric target rests on the PART-FOR-WHOLE relationship: TRUMP'S FACE (PART OF THE BODY) FOR TRUMP (PERSON/ WHOLE). Put in the context of X platform, where Trump positions himself as the "45th President of the United States of America" (Trump, n.d.), the metaphoric source is TRUMP-US PRESIDENT. The internet community does not view Trump as an average American citizen but as a political leader, a former US President, and a 2024 US presidential candidate.

As for the metaphoric source, it is cued verbally by the caption *Criminal Psychopath*. According to Longman Dictionary (n.d.), a psychopath is "someone who has a serious and permanent mental illness that makes them behave in a violent or criminal way". It is noteworthy that, since Trump has never been diagnosed with any mental disorder, this ascribed characteristic should be treated as a metaphorical one.

The metaphor TRUMP-US PRESIDENT IS A CRIMINAL PSYCHOPATH instantiates a classic example of Forceville's (2009a, p. 24) multimodal metaphor. The metaphoric target TRUMP-US PRESIDENT is cued by the photo (visually) while the metaphoric source A CRIMINAL PSYCHOPATH is cued exclusively in a verbal mode (see Fig. 3).
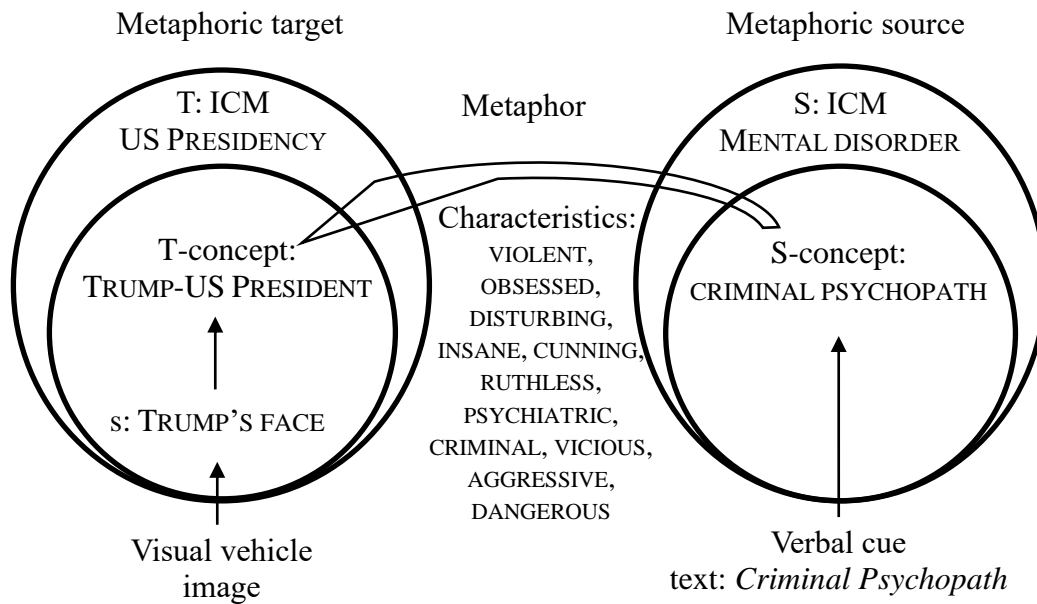
Metaphoric target   Metaphoric source

Fig. 3. Cognitive model of the multimodal metaphtonymy TRUMP-US PRESIDENT IS A CRIMINAL PSYCHOPATH with a metonymy incorporated into the metaphoric target.

The TRUMP-US PRESIDENT IS A CRIMINAL PSYCHOPATH metaphor attributes Trump with negative characteristics of a psychopath, such as VIOLENT, OBSESSED, DISTURBING, INSANE, CUNNING, RUTHLESS, PSYCHIATRIC, CRIMINAL, VICIOUS, AGGRESSIVE, and DANGEROUS (WAN, n.d.).

The meme makes the 45th president look as if he were violent and insane, had poor behavioral controls, which resulted in persistent antisocial and criminal behavior. Of course, these features come in stark contrast with those expected from a typical US president. Put into the context of the current political reality where Trump was arrested, such metaphors acquire considerable power to influence social media users by shaping their attitudes towards the former US President. The portrayal of Trump in this light can reinforce pre-existing biases or create new ones, leading to a more polarized and emotionally charged response. The meme's impact is amplified by the speed and reach of social media, where such images and ideas can spread rapidly, often without critical scrutiny.

4.2. Multimodal metaphtonymy in memes structured by a metonymy incorporated both into the metaphoric source and target

The meme in Fig. 4 instantiates a case of multimodal metaphtonymy with a metonymy incorporated into both the metaphoric source and target.

Fig. 4. The meme featuring Trump as a toddler having a tantrum (Pannell, 2023).

The meme depicts a boy wearing a blue suit and a red tie standing in front of a tribune with a microphone. His mouth is wide open, his face is flushed, his eyes are squeezed shut, conveying distress. The child clenches his fists in frustration. While the boy could be seen as a typical toddler having a tantrum, the blue suit, the red tie, and a characteristic orange hairdo suggest that he represents Trump. The text, superimposed on the image, reads: *"NO FAIR! JACK SMITH IS BEING MEAN ON ME!"* It refers to Jack Smith, the US special counsel who obtained a grand jury indictment against Trump for crimes such as conspiracy and witness tampering (Lynch, 2023, para. 3).

I labelled the metaphor that this meme evokes as TRUMP-US PRESIDENT IS A TODDLER HAVING A TANTRUM. Trump's characteristic hairdo, his usual dark blue suit, and red tie (colors of the US flag) act as visual vehicles giving access to the TRUMP-US PRESIDENT target domain. Once again, the metonymy structuring the metaphoric target rests on the PART-FOR-WHOLE relationship: ORANGE HAIRDO / DARK BLUE SUIT / RED TIE (PARTS) FOR TRUMP-US PRESIDENT (PERSON/WHOLE).

Furthermore, there is a metonymy structuring the metaphoric source. A small crying face, clenched fists (visual vehicles), and the caption *NO FAIR! JACK SMITH IS BEING MEAN ON ME!* (verbal vehicle) give access to A TODDLER HAVING A TANTRUM target domain. The text *NO FAIR! JACK SMITH IS BEING MEAN ON ME* exemplifies a typical verbal reaction of a toddler in such a situation. This metonymy highlights traits associated with a toddler, which starkly contrast with those expected of a political leader. As illustrated in Fig. 5, this metonymy structures the metaphoric source A TODDLER HAVING A TANTRUM.
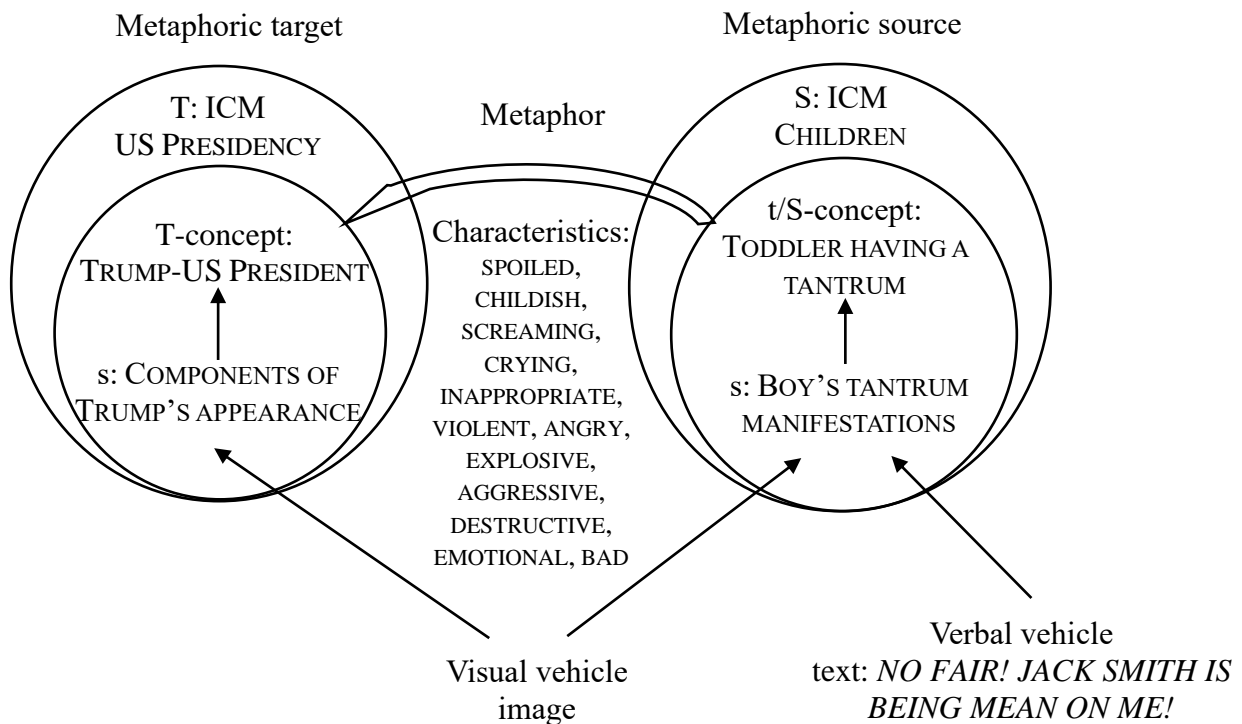

Fig. 5. Cognitive model of the multimodal metaphtonymy TRUMP-US PRESIDENT IS A TODDLER HAVING A TANTRUM with a metonymy incorporated both into the metaphoric source and target.

The following features of A TODDLER HAVING A TANTRUM are projected onto the TRUMP-US PRESIDENT target domain: SPOILED, CHILDISH, SCREAMING, CRYING, INAPPROPRIATE, VIOLENT, ANGRY, EXPLOSIVE, AGGRESSIVE, DESTRUCTIVE, EMOTIONAL, and BAD (WAN, n.d.). These features are incongruent with those of an American political leader. Further inferences derived from the metaphor TRUMP-US PRESIDENT IS A TODDLER HAVING A TANTRUM suggest that a person exhibiting these characteristics would be unfit to run for the US presidency in the future and likely did not deserve to

hold the office in the past. The metaphor also points towards the idea that Trump childishly behaves on social media by accusing the special counsel Jack Smith of bias in Trump's investigation. By vividly portraying a toddler's tantrum, the metaphor seeks to convince the online community that Trump lacks the maturity to be a credible political leader and should not be regarded seriously.

4.3. Multimodal metaphtonymy in memes structured by a metonymic chain

Memes sent in response to Trump's mugshot post on X are not limited to metaphtonymies with incorporated metonymies in the metaphoric source and/or target. More complex structures such as metonymic chains also appear in metaphoric sources, as exemplified in the meme shown in Fig. 6.

Fig. 6. The meme featuring Trump as a person struck by lightning (Kovalenko, 2024).

This meme features a photoshopped image of Trump visibly affected by fire. There is residue of ashes on his face, his hair is disheveled, and his once immaculate blue suit and tie are smudged with soot. In his right hand, he holds a book resembling a Bible. Above the photo, against a black background, a white caption reads "*AND MAY LIGHTNING STRIKE ME DOWN WHEN I LIE.*"

I argue that this meme gives rise to the multimodal metaphor TRUMP-US PRESIDENT IS A LIAR. Since the meme shows only Trump's upper body part, it is the case of the PART-FOR-WHOLE metonymy: the image acts as a visual vehicle that provides access to the TRUMP-US PRESIDENT target domain.

Regarding the metaphoric source, its structure is notably complicated. Although there are no explicit visual or verbal cues directly labelling Trump as a liar, viewers can infer that this meme constructs his image as such. This inference arises from several metonymic operations at play, a mechanism known as a metonymic chain. In a metonymic chain, the target of the first metonymic mapping serves as the source for a subsequent mapping (Ruiz de Mendoza & Díez, 2002; Ruiz de Mendoza & Galera-Masegosa, 2011). The metonymic chain in the given meme is multimodal, meaning that it "involves the interaction of several metonymies, which are exclusively or partially rendered in different modes" (Perez-Sobrino, 2017, p. 102). As depicted in Fig. 7, the multimodal metonymic chain is labelled STRUCK BY LIGHTNING FOR ACT OF LYING FOR LIAR.
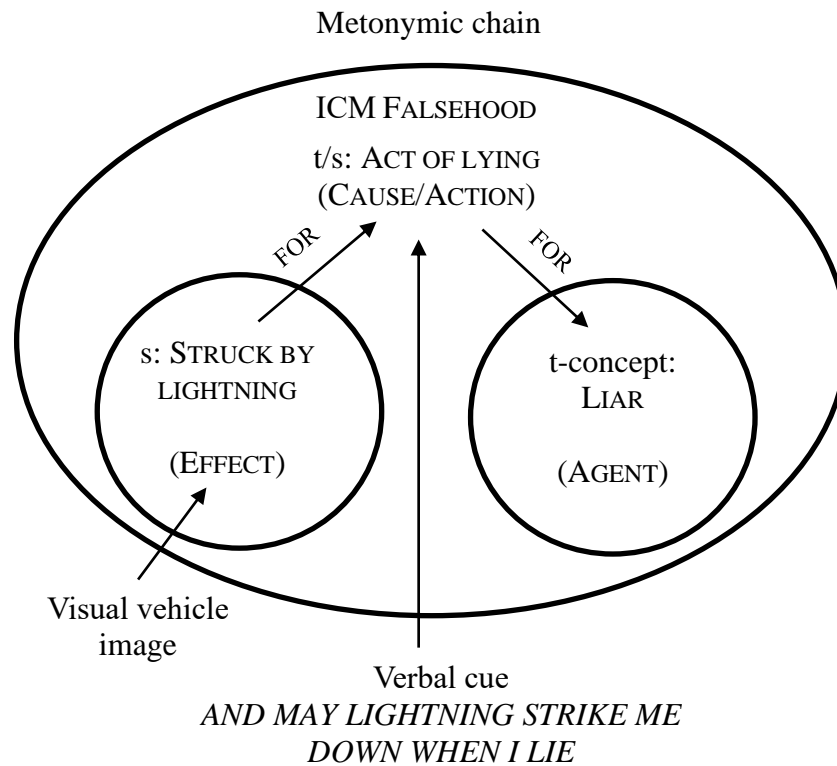
Metonymic chain

Fig. 7. Cognitive model of the multimodal metonymic chain STRUCK BY LIGHTNING FOR ACT OF LYING FOR LIAR.

The first metonymic operation enables internet users to link the visual effect of lightning or fire with its textual cause provided verbally by the caption "*AND MAY LIGHTNING STRIKE ME DOWN WHEN I LIE*". Within the meme's context, viewers can immediately grasp that Trump's appearance is the consequence of his action – lying. This is granted by the EFFECT-FOR-CAUSE metonymic operation. Besides being the cause of Trump's incident, the ACT OF LYING is an action itself, that serves as the starting point for the second metonymic mapping within the complex. Resting on the relationship ACTION FOR AGENT, the ACT OF LYING gives access to a LIAR, the ultimate target of the metonymic chain STRUCK BY LIGHTNING FOR ACT OF LYING FOR LIAR, based on the mapping EFFECT FOR CAUSE/ACTION FOR AGENT.

The LIAR element highlighted by the metonymic chain becomes the source for the metaphor TRUMP-US PRESIDENT IS A LIAR, as shown in Fig. 8.
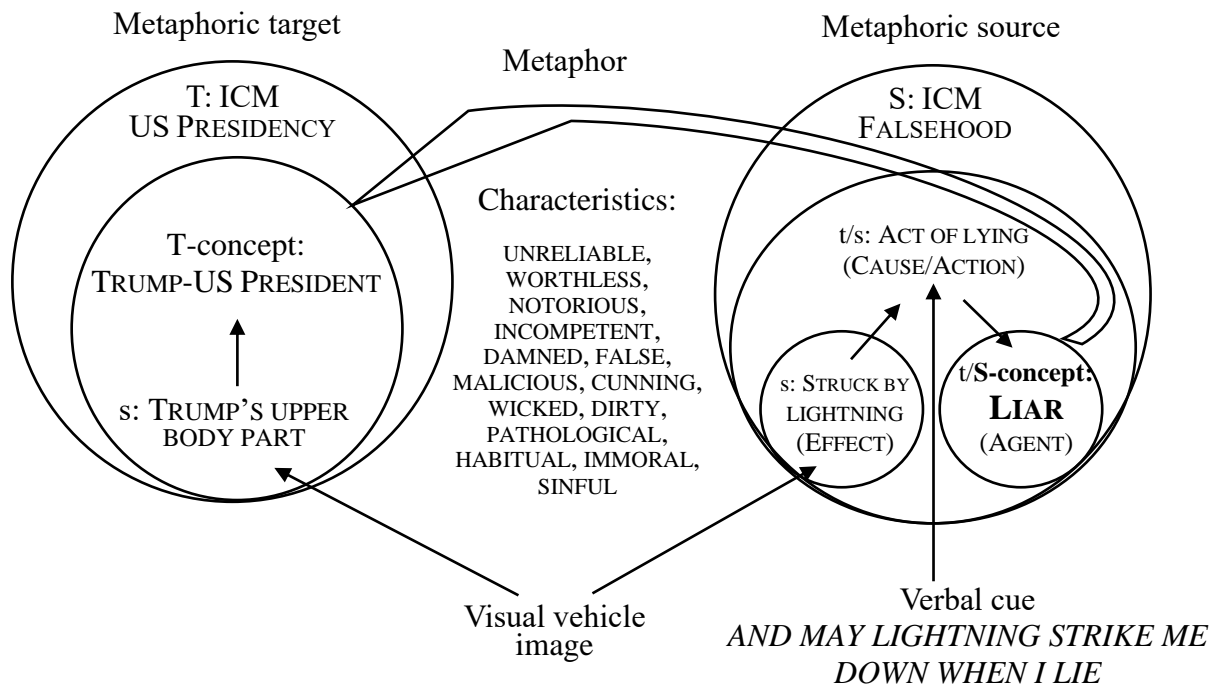
Fig. 8. Cognitive model of the multimodal metaphtonymy TRUMP-US PRESIDENT IS A LIAR with a metonymic chain incorporated into the metaphoric source.

This metaphtonymy portrays Trump as a notorious liar. The metaphoric source projects the features of a LIAR onto the TRUMP-US PRESIDENT target domain, including UNRELIABLE, WORTHLESS, NOTORIOUS, INCOMPETENT, DAMNED, FALSE, MALICIOUS, CUNNING, WICKED, DIRTY, PATHOLOGICAL, HABITUAL, IMMORAL, and SINFUL (WAN, n.d.). The visual depiction of Trump holding a book resembling a Bible further tarnishes his image, portraying him as a sinner as well. Swearing falsely on the Bible not only involves lying but also exploits people's faith in God to make those lies more convincing.

The metaphor TRUMP-US PRESIDENT IS A LIAR produces a disparity between the constructed image of Trump and that of the ideal political leader, who is expected never to lie, especially when swearing on the Bible. By doing so, it emphasizes the perceived moral and ethical shortcomings of Trump, contrasting them sharply with the expected virtues of honesty, integrity, and reliability that are traditionally associated with leadership. The created incongruity also results in humor, making Trump face the consequences of his "lie" by "punishing" him with a lightning strike.

5. Conclusion

This study analyzes multimodal metaphtonymies in memes sent in response to Trump's mugshot on X social media platform. Its results demonstrate that multimodal metaphtonymies in the sample vary in their level of conceptual complexity ranging from those with a straightforward conceptual structure to more complicated ones. The three types of multimodal metaphtonymies have been identified: metaphtonymy with a metonymy incorporated into either the metaphoric source or target, metaphtonymy with a metonymy incorporated into both the metaphoric source and target, and metaphtonymy with a metonymic chain structuring the metaphoric source. By drawing cognitive models of each of these types of metaphtonymy, I came to the conclusion that while metonymy's main function is to structure the metaphor evoked by a meme, it also highlights and simplifies communication of intended meanings contributing to the creation of vivid images.

The analyzed metaphtonymies portray Trump in a negative light as A CRIMINAL PSYCHOPATH, A TODDLER HAVING A TANTRUM, and A LIAR. They map exclusively negative characteristics onto the

TRUMP-US PRESIDENT target domain, including VIOLENT, OBSESSED, DISTURBING, INSANE, CUNNING, RUTHLESS, PSYCHIATRIC, CRIMINAL, VICIOUS, AGGRESSIVE, and DANGEROUS (from the CRIMINAL PSYCHOPATH source domain); SPOILED, CHILDISH, SCREAMING, CRYING, INAPPROPRIATE, VIOLENT, ANGRY, EXPLOSIVE, AGGRESSIVE, DESTRUCTIVE, EMOTIONAL, and BAD (from the TODDLER HAVING A TANTRUM source domain); UNRELIABLE, WORTHLESS, NOTORIOUS, INCOMPETENT, DAMNED, FALSE, MALICIOUS, CUNNING, WICKED, DIRTY, PATHOLOGICAL, HABITUAL, IMMORAL, and SINFUL (from the LIAR source domain). Moreover, some of these characteristics are shared by several source domains: CUNNING (the CRIMINAL PSYCHOPATH and the LIAR source domains), VIOLENT (the CRIMINAL PSYCHOPATH and the TODDLER HAVING A TANTRUM source domains), and AGGRESSIVE (the CRIMINAL PSYCHOPATH and the TODDLER HAVING A TANTRUM source domains).

These recurring characteristics, projected onto Trump by rapidly spreading internet memes often lacking critical scrutiny, create powerful and enduring images. As these negative portrayals repeatedly appear on social media, they shape public perception of Trump's legal troubles and contribute to tarnishing his image.

Furthermore, the characteristics mapped onto the TRUMP-US PRESIDENT target domain give rise to the incongruity between Trump's constructed negative image and the expectations of a US political leader. This discrepancy leads viewers to infer that Trump is not fit for the future US presidency and likely did not deserve to hold the office in the past. The consistent negative portrayal serves to undermine his credibility and suitability for leadership, further entrenching the perception of his unfitness for the role.

The avenues for future research include a comparative analysis of Trump's image as created by metaphtonymic internet memes during his presidency and as a 2024 US presidential candidate. Additionally, the metaphorical depictions of other politicians and the representation of significant events, such as regional wars, can be examined in internet memes and other multimodal media.

Declaration of competing interest
The author has no competing interests or funding support to declare.

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МУЛЬТИМОДАЛЬНА МЕТАФТОНІМІЯ В ІНТЕРНЕТ-МЕМАХ: АНАЛІЗ РЕАКЦІЙ НА ПОСТ ДОНАЛЬДА ТРАМПА НА X (КОЛИШНЬОМУ TWITTER)

Ольга Мелещенко
Доктор філософії (Філологія), старший викладач,
Харківський національний університет імені В.Н. Каразіна
(майдан Свободи, 4, Харків, 61022, Україна);
e-mail: o.o.meleshchenko@karazin.ua
ORCID: https://orcid.org/0000-0002-7283-5213

Анотація
У цьому дослідженні аналізується мультимодальна метафтонімія в інтернет-мемах, надісланих у відповідь на публікацію Трампом своєї фотографії під арештом на акаунті @realDonaldTrump в соціальній мережі X (раніше Twitter) у 2023 році. Автор використовує методологічний інструментарій теорії когнітивної (мультимодальної) метафори та метонімії для виявлення моделей концептуальної взаємодії між метафорою та метонімією в цих мемах. Результати дослідження свідчать про три типи мультимодальної метафтонімії: метафтонімія з метонімією, вбудованою в метафоричне джерело або ціль, метафтонімія з метонімією, вбудованою в метафоричне джерело та ціль, та метафтонімія з метонімічним ланцюгом, що структурує метафоричне джерело. Метафоричний цільовий домен цих метафтонімій визначено як ТРАМП-ПРЕЗИДЕНТ США, що відображає статус Трампа як 45го президента США, політичного лідера та кандидата на посаду президента США у 2024 році в контексті платформи X. У дослідженні представлено поглиблений аналіз кожного з виділених типів метафтонімії, які представлені метафоричними образами Трампа як ЗЛОЧИНЦЯ-ПСИХОПАТА, ДИТИНИ, ЯКА ВПАЛА В ІСТЕРИКУ, та БРЕХУНА. Джерельні домени цих метафор проектують виключно негативні характеристики на цільовий домен ТРАМП-ПРЕЗИДЕНТ США, причому деякі ознаки є спільними для кількох метафоричних джерельних доменів. Повторювані негативні характеристики в цих мемах створюють потужні та стійкі образи, які формують громадську думку, сприяючи створенню стійкого зруйнованого іміджу Трампа. Ці образи підкреслюють невідповідність між сконструйованим іміджем Трампа та очікуваннями від політичного лідера США, що змушує аудиторію ставити під сумнів його здатність обіймати посаду президента. Постійне негативне зображення підриває довіру до Трампа й зміцнює думку про його непридатність до керівництва країною.

Ключові слова: *імідж, інтернет-мем, метафора, метонімія, мультимодальна метафтонімія, Трамп.*