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- **METONIMIA/SINEDDOCHE**
- È la sostituzione di un termine con un altro che abbia col primo un rapporto di contiguità.
- si ottiene uno spostamento di significato. I tipi più comuni di metonimia sono quelli in cui si indica:
  - l'effetto per la causa
  - la causa per l'effetto
  - il contenente per il contenuto «Bevi un bicchiere»
  - l'autore per l'opera: hanno messo all'asta un Picasso (cioè un quadro di Picasso)
  - l'astratto per il concreto/Il concreto per il astratto
- **SINEDDOCHE**
- consiste nell'estendere o nel restringere il significato di una parola
  - la parte per il tutto: il mare è pieno di vele, cioè di barche a vela
  - il tutto per la parte: ha gli occhi celesti (in realtà solo l'Iride è celeste)
  - il genere per la specie: i mortali = gli uomini
  - La specie per il genere: in questa casa il **pane** non è mai mancato.

We have managed to understand the value of this equation, we will truly understand the meaning of Synecdoche. But also metonymy, because, as we said, the boundaries between the two rhetorical characters are somehow clear and many scientists almost do not exist. How can we distinguish it from metonymy? And what are the most creative examples that we find in cinema or advertising?

Let's do it together. Synecdoche the etymology and definition of the word synecdoche derives from the Latin word synecdoche, which, the transliteration of the Greek word synecdoche, which is composed of *sáron*, which means "in combination, with" and *ekd* in "khomai", I receive, I take "concept, take." Concept, take "concept, take" concept, take "concept, take" concept, take" the concept, I take the "concept" of the intellect) and mean "understand more things together". For a moment we do trust in etymology to understand the field in which Sinekdoh functions: understanding certain things together, that is, understanding them in our relationship.B'la Sindoche \XC3 \XA8 is one of those rhetorical figures in the fascinating and recurring sense not only in Italian poetry and literature but also in everyday language. It is often combined (or confused) with another path, metonymy, because \xc3 \xa9 is based on a logical relationship between two terms between two terms, but in fact there is a significant difference between them, even if sometimes it is the case. Even if sometimes there are sometimes, even if sometimes sometimes there, even if sometimes there, even if sometimes could \XC3 \XB2 are not enough to obtain a clear resolution. When a lady receives a crocodile bag, she knows that you bought a crocodile skin bag, or she listens to a speech where we talk about the risks, in which we talk about the risks. By "planets" we know that we literally belong to the planet Bens \xc3 \xac all \xe2 \x80 \x99 as well as to living creatures which are part of the planet Earth. So let's ask: what is the logical link between crocodiles and crocodile skin? And between the planet and all those who live it? We have managed to understand the meaning of this equation, we will really understand the meaning of Sinecdohi. But also metonymy, because \XC3 \XA9, as we have already said, the boundaries between two rhetorical figures are not very clear and for many researchers they are almost nonexistent. But let's go in order: what is one and what does that mean?

How to distinguish it from metonymy? And what are the most creative examples of \XC3 \XB9, do we find in cinema or advertising \XC3 \XA0? Let's do the whole. Etymology and definition of Synecdokhi The Synecdokh word comes from the Latin Synecd \XC5 \x8fche, transcription of the Greek term Synecdokh, composed of S \xc3 \xbrn, which means "set", and together, "and ekd \xa9khomai", "I take "(May the Latins reflect the concept of intelligence) and means" understand more together ". Let us turn to the etymology of Xe2 \x80 \x99 to understand the context of Xe2 \x80 \x99 in which Synecdoche: More information on tuning \xc3 \XB9Lips are nothing more than people you can feed. If we see "sails" in the vast expanse of water that is the sea, we are actually talking about a part of the ship, but we are talking about Lodz itself and if we take the "rudder", this means that the ship is taken, possessing, logical (and in this case often metaphorical) dependencies. Transforming the relations between the words translated in the previous sentences, we get the categories in which Syncdoch works: "I can't wait to have four wheels only my own" (four wheels: car) "in the village asks for many hands" (Hands: People)" Italy did not participate in the last World Cup "(Italy: Team)" Yesterday, my son asked me to read Rodari "(Rodari: De Rodari) Singular Plural" perfume for a woman who does not like never " (Women: women in general) "The Swiss language is correct" (Switzerland: completely Swiss) plural singular "We send a summary document as an attachment" (in the body of the email, for example: although the number has been first used by individuals, the law is enforced by a person) "Our quad must be erect" (quad: dog) "Billy won't stop crying." "It will have" chips "(chip: generally means parasites) of parasites) Type of synecdochal, analyzing the types of relationships existing between two data or concepts of synchdoche, we can conclude that there are two types of genre: generalization a synecdochal that goes to detail, whose part is used to designate a larger align. This applies to the whole, when we refer to parts, they indicate whether it is a genus and the plural whether it is singular. It is a synecdochal that goes from the particular to the general, namely this is to be said. At least to the maximum, and the smallest part of reality is used to indicate the largest in which it is registered. This is the case of the dowry partMetonymy initially includes differences from the theoretical point of view: although the logical relationships of synecdos that occur between the two terms are a type of quality, we provide some examples of orientation. "Man spaghetti, their potatoes" when we command in a restaurant, many dishes are transformed into a single

number. We do it, even if we know that not only do we eat spaghetti or fries, but also spaghetti with potatoes. It's Synecde. "I ate the pasta dish", so that food does not eat, but eat its contents. It's metonymy. We discover that in the first example, the relationship between these two data is quantitative. Therefore, we recognize Synekdocha, while in the second example, it is metonymy, because the relationship between the ship and its content is logical relationships of attitude, we will continue to use examples: we will describe well: We will describe well: a person in the formation of muscles which are symbolically connected to this function.

We are talking about abstraction with concrete. It's metonymy. "This music reaches all the hearts" of this event "each heart" applies to everyone, so that a part is recommended as a whole: it is Synecdate. "Luca is always hiding behind the skirt" in this sentence is the clothes for pure rock women and therefore indicates women: it's day. However, it is metonymy because the person describes it via the tool he uses, that is to say H. The act of writing with a pen: this means that he can write well. And there are other frequent metonyms, even in daily use: good sword, good fork, good nose, etc. Synecdoch and metonymy: one of the most discussed cases does not overlapSometimes boundaries too nuanced to be clearly distinguished by synecdokh and creativity, we see how often we encounter synecdoch, listening to advertising. As a creative language, rhetorical figures, of course, do not save. "Jilett, a big lover of your skin." This is the slogan of famous razor brands: this statement explains that the skin belongs to the face, a part of the body used in men's shaving, "Put your mouth on Madagascar." This is the slogan of an advertising campaign for a natural park in Madagascar, accompanied by a photograph of Madagascar Pellikano. In this example, the expression "take the beak" is a synecdoch, in which the beak is clearly a reference to the animal (part of the whole), also implying the boy's identification with Pellikano through the prosopop. Obviously, the advertisement does not invite Madagascar, but to the entertainment park, and instead it is indicated by the use of the generalization of synecdoche, which in the advertising language can also be expressed using of images. We consider, for example, when fruit juice advertising uses images that show its composition: oranges, red fruits, apples, etc. Italian note on metonimia, synecdoche and metateur: three rhetorical figures which can mislead the student. student.