

## External biological analogies as a method of modeling the socio-political reality in the media

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*The article considers the results of studying Internet news resources covering social and political issues. External biological analogies used in these media are analyzed. The application of abstract and concrete analogies and comparison with fictional and real creatures are shown. Parallels with parts of the organic body, manifestations of life, as well as with the actions of people (hunting, research, treatment) where objects are living beings are mentioned. The systematization of external biological analogies used on news sites is presented.*

**Keywords:** external analogies, biological models, socio-political reality, social organism, news sites, mass media

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