Cognitive Approach to Classification of Conceptual Metaphors

Ulugova Shokhida Shokhrukhovna

PhD, Acting Associate Professor of the department "Second foreign languages"
Samarkand State Institute of Foreign Languages

Annotation: Metaphor is evolved as a highly valuable phenomenon within the framework of the cognitive approach. Metaphor is an integral part of the activity of human thinking, and it is an important tool for conceptualizing and categorizing events-cultures that occur in the world in the process of perceiving reality. When using this tool, the linguistic picture of the universe is formed in a metaphorical way.

In this article we will talk about modern methods of studying the phenomenon of metaphor and highlight the results expected from the use of certain methods of analysis and actions in practice in the direction of cognitive linguistics.

Keywords: metaphor, frame, concept, artistic text, linguoculturology.

It is known that in the methodology of Sciences, including linguometodology, in the analysis of the object of study (in linguistics-language material), it is recommended to use general techniques such as modeling, comparison, classification, analysis and synthesis, abstraction, characterization, induction, deduction, abduction. Without words, the listed techniques all have their place in the study of the structural-semantic and functional properties of metaphorical phrases. However, a number of modern approaches, such as discursive, contextual, linguistic, conceptual and frame analysis, as well as content analysis, cognitive and conceptual modeling, are gaining popularity in the science of linguistics of the later period. Hence, we will try to highlight the essence of some cognitive analysis techniques that are important for describing the nature and status of metaphor.

Metaphor analysis is widely referred to the method of frame modeling. The productivity of frame analysis is its possibilities of interpretation and visual imaging is unlimited. Moreover, semantic analysis of linguistic units is associated in any case with the fact that the phenomena of knowledge concentrated in the perception of the universe are imagined in the form of cognitive structures of a certain appearance or, in other words, frames.

Frame is a structure that manifests the structure of information that accurately reflects objects in a given group. In view of the fact that, the frame is a classifier and categorizer of the accumulated experience, the task of which is to categorize and characterize standard situations as an alternative. In the frame image of a metaphor, its structural structure and content are considered uniformly. In such an approach, a certain cognitive model is considered as a basis, in the composition of which several frames are distinguished. In this way, it is found that a group of metaphors enter into a relationship around a common frame. However, for this type of generality, interaction to occur, one or another element of the frames will have to adapt semantically.

The next approach refers to the study of metaphor within the framework of concepts. Theoretical views on the structure of concepts form the basis of this approach. Conceptual analysis is usually interpreted as the identification of a group of concepts that are realized through a single linguistic sign and united around a certain cognitive structure (Кубрякова 1995).

In the process of cognitive analysis, the characteristics of the concept determine the meaning of the linguistic units (for example, metaphors) that make it real, and their annotations in dictionaries and the colloquial contexts in which they are used are also taken into account. Metaphor is chosen as the object of conceptual analysis as it is the most common type of conceptualization of the universe landscape. The conceptual metaphor is a phenomenon that reflects the constant proportionality between the source and the goal, recorded in the linguistic-cultural traditions of this or that community. Metaphor is also the expression of some kind of abstract knowledge through more familiar, usually specific, field-specific concepts, which are involved not only in the categorization of concepts, but also in the accumulation and preservation of knowledge in the community of individuals and people.

American scientists J. Lakoff and M. Jonson created the theory of conceptual metaphor, which has a major contribution to the theoretical analysis of the phenomenon of metaphor. According to this theory, metaphor-not being a simple linguistic phenomenon, but a daily conceptual reality, already when we are thinking about something in most cases, another thing-the form of events – appears in front of our eyes. Consequently, semantic migrations occur and asymmetry of form and content is activated. Researchers following in the footsteps of American scientists agree to characterize the conceptual metaphor in the "target area" scheme (Lakoff and Johnson 1980).

Conceptual metaphors concerning one linguoculture are often associated with one another, one complementing the other and forming complex metaphorical models. The metaphorical model is the interaction of concepts that exist in the minds of language owners, in the organization of which the system of frames at the source serves to model the system of concepts to the target area.

Representatives of cognitive linguistics interpret metaphors as structures that are formed during the activity of the mind, retreating from the traditional description (Lakoff and Johnson 1980; Lakoff 1987; Lakoff and Turner 1989; Kövecses 2002, etc.)

Thus, frame theory is of great importance in the analysis of complex linguistic phenomena similar to metaphor. Because this theory is based on our simple idea of the standard situations of communication. Conceptual analysis, in turn, allows you to observe the metaphor in different semantic envelopes and illuminate its mobility, dynamics.

Within the framework of cognitive orientation, metaphor is interpreted as a phenomenon that reflects the process of cognition of the universe, which is carried out on the basis of the laws of thinking. In other words, the metaphor explains how it systematically ensures the movement of experience from one area to another. This cognitive mechanism helps to understand an unknown object through the means of being known. In this, one trait is put into the leading position, the other is influenced by consciousness through concealment, and human action is brought into control.

The cognitive interpretation of metaphor makes it possible to withdraw from its interpretation in the form of a simple linguistic phenomenon and determine the metaphorizing conditions and mechanism of knowledge. This approach, on the one hand, refers to the connection of language and thinking systems, and on the other hand, it is convenient to distinguish and group the nonlinear factors that ensure the impressiveness, image and compactness of metaphorical concepts.

Cognitive interpretation does not negate the semantic description of the metaphor: in the semantic approach, the conditions and consequence of the migration of meaning, when the result is analyzed, in the cognitive approach, the process of conceptualization leading to this result is studied.

The linguistic reality of cognitive models of metaphorical imagination and images is a specific process for each linguistic culture, in which linguistic units of different forms (such as words, vocabulary, sentences, text) are involved.

However, what context and which unit to choose depends on linguistic factors. For example, the Uzbek metaphorical phrase "osmondagi oyni va'da qilmoq" ("promising the moon in heaven") signifies the non-fulfillment of the promise. Being the full counterpart of the phrase in English (to promise the moon), the falsification of the promise in German and Russian is equated to the fact that the non-fulfillment "causes a distant mountain": "обещать кому-то золотые горы".

Another example: Uzbeks use the phrase "biror kishini botqoqdan chiqarib olish" ("to get someone out of the swamp") in expressing the content of providing assistance to someone in critical condition. And in the minds of representatives of the English nations, the conceptualization of this content is somewhat different: "to get smb. out of hot water". From the comparison of similar phrases above, it becomes known that the semantic formation of metaphor is associated with a national mentality. Each nation has its own unique mindset, and in the minds of its representatives there are stereotypical molds of concepts about reality, these molds find their place in metaphorical thinking.

Subjects, individuals, not the objects themselves, but the emblems, concepts behind them, are involved in the analogy that moves in the formation of metaphors, and therefore, the interpretation of the formation of metaphorical content is one of the most difficult tasks. Semantic analysis of metaphors helps to understand the cognitive processes that are taking place in the human mind, as well as their social perception. J. Lakoff acknowledges that "our thinking, our daily experience, and our deeds are metaphorically conditioned in many ways" (Lakoff 1980: 112), so that, while analyzing metaphor, we learn the secrets of contemplative activity.

A person selects and evaluates the most important features during the conceptualization and systematization of the world of concepts. Although there is not much difference between cultures in the course of cognitive activity, but it cannot be considered completely universal, since the act of conceptualization is not devoid of National-Cultural Indicators, just like structural-semantic selection.

The leading role in the formation of new conceptual structures, including metaphorical expressions, is played by blending – (mixing) of important cognitive actions (Xudoyberganova 2013: 48).

In other words, the scale of the "mixing area" cannot be determined only by the source area. As D.U. Ashurova and M.R. Galeeva note, in the structure of the "mixed territory" there are features characteristic of both field structures. However under the conditions of this choice, there is some degree of change in the value. This indicates the appearance of new information in the "mixture", which is absent in the units involved in the metaphorical derivative (Ashurova, Galeeva 2013: 93).

Indeed, the role of metaphor is seen not only in referring to similarities between objects, phenomena, also in the creation of new conceptual and perceptual features under certain circumstances (Safarov 2006: 84).

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