



Cognitive-Pragmatic Properties of Some Metaphors in Journalistic Texts

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Annotation: the article analyzes the possibilities of using metaphors when expressing thoughts in the media, including on electronic websites, in social networks, and in the speech of bloggers in connection with the manifestation of new semantic and expressive facets of metaphors, cognitive and pragmatic study of such metaphors in Uzbek and world languages. linguistics.

Keywords: cognitive-pragmatic analysis, blogger's speech, journalism, methods of migration of meanings, migration of meanings based on similarity, positive network, media, journalistic text, discourse, linguistic analysis.

Introduction. Modern scientists are developing a conceptual theory. In particular, researches are conducted on metaphors in artistic and journalistic speech, relying on the methods of metaphor, corpus linguistics, and psycholinguistics. Critical analysis of speech. In fact, the dominant feature of metaphor in journalistic speech leads to attempts at uniform development conditioned by the author's style, which is determined by the individual, and the specific context of metaphor use.

A serious and in-depth investigation of metaphor began to be carried out only in the 20th century through the study of the works of Indian and Chinese philosophers and linguists. In the 20th century, when the research period of ancient philosophy flourished, metaphor was interpreted as an integral part of the communicative, nominative, cognitive purposes of language.

At this time, the comparative theory studying metaphor was seriously criticized by J. Searle and M. Black. J. Searle emphasized that metaphor depends on the influence or opposition of two semantic meanings verbally, that is, metaphorical expression and the contextual environment.

M. Black was one of the first in science to define a metaphor as "creating, not expressing comparison".

D.S. Khudaiberganova evaluates metaphors as a phenomenon that manifests aspects specific to the national-cultural thinking of the speakers of the language, along with acquiring an important cognitive-semantic value in the text, and says that the texts built on the basis of similes and metaphors provide an opportunity to determine the text forms molded in a particular language. The scholar evaluates them as precedent forms of the text.

A reliable method for identifying linguistic metaphors in text. In fact, journalistic speech in defining and interpreting metaphors has a distinctive feature in the context compared to other types of speech.

It is difficult to limit the metaphor to the speaker's linguistic-mental sphere: the human activity related to the use of metaphors is another aspect that distinguishes him from the rest of the creatures on earth.

In modern metaphorology, there is a tendency to distinguish different types of metaphors in journalistic discourse.



Thus, scholars explain the existence of cognitive unconventional metaphors in two ways. First, most metaphors of this type are formed by modifying traditional metaphors through extension or specialization. An extension is a transformation of a traditional metaphor, in which it is carried out using new linguistic means, cognitively triggered by a new conceptual element in the domain of the verbal source.

Representation of metaphors in journalistic texts on social networks.

In the work, he analyzed the possibilities of using metaphors in the expression of ideas in mass media, including electronic sites, social networks, and the manifestation of new meanings and expressions of metaphors in these contexts, as well as the study of such metaphors in Uzbek and world linguistics.

Metaphor is a means of expressing important knowledge and knowledge that has entered various fields of science, including literary studies, logic, and philosophy. Widespread research on metaphor has encouraged authors to pay more attention, in fact, more attention should be paid to its practical value than to its aesthetic value. A cognitive approach to metaphor by authors such as A.P. Chudinov is found in M. Lakoff Johnson, N.D. Arutyunova, Yu.I. Liven and others.

N.D. Arutyunova in her work "Metaphor and Discourse" states the following: "metaphor is of practical importance.[1]...It can be used as a tool for understanding and explaining any field, including psychotherapy conversations and conversations between airline pilots, ritual applications in dance and language programming, art education, and quantum mechanics, among others, make communication effective, impactful, and rewarding.

Metaphor, wherever it is, always enriches our understanding ...".[1] According to N.D. Arutyunova, the semantic processes in which metaphorical creativity is based are based on different: means of developing synonyms, the emergence of new values, the creation of polysemy, the development of systems, terminology and emotional-expressive word combinations. Also, creating an image in our mind and referring to the imagination creates the meaning of metaphor[1].

The term "metaphor" first appeared in ancient Greece. It is known that a metaphor is a "hidden comparison", the basis of which is a mental comparison. The sense of analogy allows us to find similarities not only between objects in the perceived world, but also between specific objects and abstract concepts. It should be noted that each scientist proposed his own idea, his classification and task, as well as his definition through metaphors. Metaphor first

Anthropomorphic metaphor. This is a metaphor created on the basis of the name of a person and the objects belonging to him (body part, clothes), and it is a metaphorical transfer of the meaning of lexemes such as leg, hand, mouth, tongue, tooth, ear, neck, collar [6].

In the Uzbek mass media, journalists and bloggers use metaphors to make their ideas quickly understood and effective. The use of anthropomorphic metaphors is especially common in newspaper headlines. For example: "Kun.uz" publication says "There was pressure on the editorial staff of Rost24.uz.

The publicist inquiry "Uzbek oligarch appearing on the list of international financial criminals" posted on the site has been deleted. It is said that there was a threat against the author of the article, the editor-in-chief of the site, Anora Sodikova. In this case, the word "pressure" is, of course, a metaphor for a person. The journalistic query "Uzbek oligarch appearing on the list of international financial criminals", which used a metaphor in the first sentence of the article, was deleted. In this sentence, the word "deleted" is certainly not the denotative meaning of the verb to delete, but the meaning is transferred based on similarity.



Also, in this article itself, the word chain is used in a metaphorical sense. In this case, the chain expresses the connection, not the connection of the objects: "According to the author, the chain of several companies belonging to Jahangir Usmanov, the son of the former senator, former president of the Football Federation of Uzbekistan (now the association) Mirabror Usmanov, the former vice-president of the Futsal Association of Uzbekistan, went to offshore areas. "[8].

This can be expressed in tabular form as follows:

According to the "Kun.uz" publication, "There are people on the Internet who suggested to punish him by dragging him on a horse. The boy's mother apologized to the public for her son's rude words.

Soon after, the administration of Tashkent region distributed the video of the young man who cursed us all. He said that he was in a drunken state while crying and asking for forgiveness from the people for his immoral act." The article titled "Details of the incident that shocked the people of Akkurgan" also acquires a metaphorical meaning. This figurative word originally expresses a characteristic of people, but it can be observed that it creates an anthropomorphic metaphor in the language of mass media.

"Rost.uz" site also uses metaphors effectively: Alisher Kadyrov: We will fight or we will become injured. Alisher Kadyrov, the leader of the "Milliy Tikhilan" democratic party, responded to the video survey on the Rost24 website (https://t.me/rost_24uz/5693). Kadyrov commented that "We are a mentally, spiritually and physically seriously wounded nation" regarding the responses of the population in favor of Putin (<https://t.me/>). "Either we will fight with strength and patience and get rid of this injury and straighten up, or we will again become a crippled person with an open mouth... This is not an insult, it is the truth," he says.

Linguistic devices based on similes are also used at enhanced levels when words are used figuratively in journalistic texts:



In this text “мажруҳ”, “ёқлаб”, “жароҳатланган”, “қадри ростламоқ” words and phrases like are used figuratively and express the features and conditions of society or nation, not of a person.

The topics to be analyzed in the next issue of the TV project "Mencha" are: - The field of struggle in winter fury: severe cold on one side, firm will and perseverance on the other; - Bitter consequences and lessons of mistakes in urban planning; (UzA)



Thus, the analysis of the material shows that the physiological metaphor is elaborately structured and has a high pragmatic potential. The model consists of "body", "body parts", "appearance", "human character" frames.



The third chapter of the dissertation entitled "Cognitive-pragmatic possibilities of anthropomorphic metaphors in journalistic texts" includes the following parts: "Expression of anthropomorphic metaphors in journalistic and popular scientific texts", "Cognitive-pragmatic features of anthropomorphic metaphors in social network materials".

The study of metaphor has attracted the attention of great thinkers, scientists, artists and poets for many years. Metaphor is a means of expressing important knowledge and knowledge that has penetrated into various fields of science, including literary studies, logic and philosophy. The widespread research on metaphor has encouraged authors to pay more attention to aesthetic aspects, in fact, more attention should be paid to its practical value than to its aesthetic value.

All types of metaphors can be found in journalistic texts. It can also be presented in tabular form:

t/r	Metaphor used in the text	Meaning in context	Original meaning
1.	Hybrid textbooks	A generalized form of various experiences	A chemical compound
2.	If the entrepreneur is given freedom, if he is supported, he will develop rapidly .	Stable, rapid development	Represents the meaning of active development in relation to plants.
3.	Earned a solid income	Growing profits	Firm, strong
4.	"Iron Dome " air defense system coming rockets knows _	Feels. Determines.	Remembering what you saw before
5.	Strong entrepreneurs were formed.	Competitive	Strong
6.	Today, Nodirbek will try his hand with an Indian chess player and Sindorov with a Brazilian chess player	To compete	Testing physical strength

Table 1. Contextual and original meanings of metaphors

Below are some examples of the use of metaphors in the text of football journalism articles:

European clubs began to make maximum efforts in **the transfer market** . On January 31, the "window" of winter transfers in most leagues on the continent **will close** , after which the teams can strengthen the team only in the summer. As usual, the fate of a number of big transfers will be



decided on the last day. Below are the main transfers that can take place today. In it , there was a case of ambiguity in the words "transfer market", "the window is closed".

In conclusion, it can be said that there are many approaches in world linguistics regarding the function and pragmatic features of anthropomorphic metaphors. However, the main task of metaphors and anthropometaphors is to express the speaker's abstract (popular, scientific popular) speech in an understandable and effective form. Especially in journalistic texts, the role of metaphors is extremely important in the presentation of hypotheses, political and even official information in a figurative way that is understandable to a member of society with a desired worldview. It should be noted that anthropomorphic metaphors are widely studied in journalistic discourse in world linguistics. In this regard, in order to make economic communication in our country effective, it is necessary to popularize the use of metaphors in commercial texts.

The cognitive-pragmatic analysis of the texts on the social network showed that the texts created by the bloggers of the social network rarely use anthropomorphic metaphors related to the nouns, i.e., body parts, and mainly use verbs to convey their feelings and opinions by transferring human actions and situations to other creatures. represents Metaphors have been widely analyzed on the basis of artistic texts, but they have hardly been studied in journalistic style texts and discourses. Today, the most active area of communication is social networks, the linguistic research of texts in them can create a vivid picture of the development process of the Uzbek language, changes, achievements and shortcomings, and the development of meaning in words.

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