The History of Researching Metaphors

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Annotation: The article deals with the history of researching metaphors. As well as assumptions that have been made about the reason for the generation of metaphor.

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Metaphor as a multifaceted language phenomenon is of great interest to different scientific fields. The question of the essence of metaphor causes continuous debate throughout the history of linguistics, which makes it necessary, first of all, to give an overview of the history of the study of metaphor. Metaphor, like many other objects of scientific research, acquired the first scientific understanding in Antiquity. The origins of the exploratory interest in metaphor are related to the name of the ancient Greek philosopher Aristotle, who in the treatise Poetics first considered metaphor as a rethinking of meaning based on similarity and defined it as "the transfer of a word with a change in meaning from genus to species, from species to genus or from species to species, or by analogy" The definition of metaphor proposed by Aristotle marked the beginning of the study of the nature of metaphor. According to the ancient Greek philosopher, it is metaphor that gives the opportunity and the right, "speaking of the real, to connect the impossible with it." In ancient poetics and rhetoric, the question of the purpose of creating a metaphor was first raised. The "Rhetoric to Herennius" proposed the following answer to this question: the metaphor "is used either for the sake of the object to appear before our eyes (for the sake of clarity), or for the sake of brevity of speech, or to avoid obscenity, or to exalt the object, or to detract from it, or to embellish it." The noted key aspects of the nature of the metaphor - imagery, euphemism and estimability were subsequently mentioned and developed in detail by modern linguists such as N.D. Arutyunova

Later, ancient authors speculated about the reason for the spawning of the metaphor. For example, Cicero, referring to metaphor as a deviation of the norm, believes that metaphor arises "under the pressure of poverty and scarcity of the dictionary" in other words, the metaphor gave rise to the need to form the meanings missing from the language. Talking about the use of metaphor, he adheres to the point of view that "metaphorical expressions introduced due to a lack of words began to be used in multitude for the sake of pleasure." At that time, there were relatively strict requirements for metaphor, according to which metaphorical transfer is obliged to "switch with sufficient basis to a similar subject."

In addition, according to Aristotle, "names should be transferred to objects that do not have a name, not from afar, but from objects related and homogeneous, so that when pronouncing the name it is clear that both objects are related," that is, borrowing should come from the sphere of related names. The metaphor should have been used on the basis of the principle of euphonicity: metaphors "should be borrowed from words beautiful in sound or meaning or containing something pleasant for vision or for some other feeling." The views of ancient scientists, as G.N. Sklyarevskaya rightly notes, "contain the grains of those ideas from which the linguistic concepts of metaphor will later

grow," despite the fact that not all of these positions are supported by modern linguists in the field. We also believe that the theories and postulates of metaphorical transfer in antiquity laid the foundation for the further development of metaphorology, since they already outlined the most important characteristics inherent in the metaphor, such as nominativity, imagery, aesthetics, emotionality, evaluability, etc., also noted the significant role of metaphor in replenishing the vocabulary of the language and the elevation of style.

During the Middle Ages, research interest in metaphor clearly decreased due to the decline of rhetoric. There was a dominant view of metaphor as something special and exclusive in the use of language, when the creation of a clear and simple language became relevant for medieval philology. Many medieval thinkers, including J. Locke and T. Hobbes, only recognize the metaphor as an element of decorated speech. T. Hobbes considered the use of metaphor in scientific discourse inappropriate, arguing that speech serves as the main purpose of expressing thought and transmitting knowledge, only words used in their literal meaning can perform this function, while metaphor prevents reasoning and searching for truth due to inaccuracies associated with ambiguity. J. Locke, in turn, expresses the opinion that the metaphor "is nothing more than an inconspicuous penetration of wrong ideas, driven by passions and therefore misleading." As A. A. Richards generalizes, "throughout the history of rhetoric, metaphor has been seen as something like a successful trick based on the flexibility of words, as something appropriate only in some cases and requiring special art and caution." Thus, researchers of the Middle Ages see in the figures of speech only an obstacle in extracting meaning. In addition, the meaning of the metaphorical expression was thought to be equivalent to the transformation of its literal meaning. The view that metaphorical expression is always used instead of some literal expression equivalent to it later began to be regarded as a manifestation of a substitutional view of metaphor.

Ancient and medieval views on metaphor are often criticized by modern theorists. The limitation of the traditional interpretation of metaphor, from the point of view of A.A. Richards, is that the metaphor in it is considered only as "a linguistic means, as a result of replacing words or contextual shifts, while the metaphor is based on borrowing and interaction of ideas and changing context." Unlike his predecessors, A.A. Richards sees the metaphor as a mechanism of thought interaction. His main theses: human thought is inherently metaphorical, it develops through comparison and forms metaphors in language. In all important circumstances of metaphor use, meaning is formed by the simultaneous coexistence and interaction of "content" (the main subject) and "shell" (what it resembles). "Shell" and "content" give a value richer than each of these two components, taken separately. Polemicizing with the ancient idea that metaphor brings emotions and confusion to speech, and therefore is unsuitable for serious scientific or philosophical conversation, D. Davidson says that "metaphor is often found not only in literary works, but also in science, philosophy and jurisprudence, it is effective in praise and insult, plea and promise, description and prescription." N.D. Harutyunova also argues that the ability of metaphor, manifested in capturing and creating similarities between very different individuals and classes of objects, plays a huge role in both practical and theoretical thinking. Metaphor can serve as an instrument of scientific search. Researchers also discuss issues such as the relationship between literal and metaphorical meaning. D. Davidson holds the position that metaphor reports nothing but its literal meaning. N. Goodman, on the contrary, believes that metaphor replaces outdated "natural" categories with new ones, allows us to see the problem in a different light, providing us with new facts and new worlds. At the same time, many theorists deny the existence of a sharp border between literal and metaphorical word usage. We will consider other relevant theories and concepts of metaphor in the part devoted to the main approaches to the study of this phenomenon. In general, we can say that early views on metaphor compared to ideas put forward in the 20th century are restrictive. Following most modern researchers, it should be agreed that metaphor is not the result of replacing words. The meaning of a

metaphorized word or contexts is not its literal meaning. It is not difficult to notice that the metaphorized word gives the described object or phenomenon various characteristics, therefore, gives it a rich meaning. Rethinking the concept of "metaphor" is very important for revealing the meaning of this language phenomenon.

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