



THE NATURE OF CONCEPTUAL METAPHOR AND ITS PLACE IN MODERN SCIENCE

Qodiriy Mahzuna Shavkataliyevna

teacher of the integrated English course N3, UzSWLU

***Abstract.** This article reviewed the functioning of conceptual metaphor in scientific-medical discourse. By using cognitive-pragmatic methodology the author seeks to trace the process of transition from special knowledge to ordinary. The relevance of the study is due to the problem categorization of the surrounding reality, which plays a key role in cognitive linguistics, in which the metaphor acts as manifestation of the analog capabilities of the human mind metaphor in modern cognitive science is defined as the main mental operation on conceptual structures (domains, frames, gestalts, mental spaces), as a way of knowing, categorization, conceptualization, evaluation and explanation of the world.*

***Key words:** conceptual metaphor, descriptive, integration, metaphorical modeling.*

Introduction . Metaphor is actively entering the life of modern man and found in almost all forms of communication. Last time there is a rise in interest in this concept, which has existed for more than two thousand years. The study of metaphor is addressed not only by linguists, but and philosophers and psychologists. The abundance of literature on metaphor, indicates that fundamental science is entering a new stage understanding of its essence.

Main part.

My teacher experience is structured by many operations, among which conceptual metaphors are highlighted. Conceptual Metaphor Theory is currently one of the promising studies. According to the creators of the theory of blending J. Faconnier and M. Turner, conceptual metaphor is the basic mental an operation that leads to the emergence of a new value, to the so-called conceptual compression. It

is the emergence of a person's ability to conceptual integration has become a decisive factor in emergence of language.

In linguistics, the study of metaphor is definitely a long time was fragmentary and applied in nature, it was usually considered as one of the expressive means of speech or ways of developing polysemy in language. However, the metaphor has attracted the attention of researchers since ancient times, starting with Aristotle, Cicero, Dionysius of Thrace, Quintilian.

The issues of cognitive linguistics are covered in works such as domestic researchers, including: N.D. Arutyunova, A.P. Babushkin, A.N. Baranov, N.A. Besedina, N.N. Boldyrev, N.Yu. Borodulina, E.V. Budaev, A.A. Zalevskaya, A.V. Zatsepin, E.V. Zatsepina, E.V. Kolotnina and other; and foreign researchers: L. Arcimavičienė, J. Cibilskienė, W. Croft, E. Dąbrowska, G. Fauconnier, A.E. Goldberg, G. Lakoff and others.

Since the main characteristic of metaphor is figurative meaning, from the point of view of classical theory, it seen as a stylistic figure or rhetorical trope. "For most people metaphor is a tool of poetic imagination and rhetorical excesses - part of some special, and not everyday language. Moreover, metaphor is usually seen as a linguistic characteristic that is more related to words than to thinking and activity" [Lakoff, Johnson 2008: 25].

To illustrate the mechanism of metaphorical transfer A. Gudavičius (A. Gudavičius) offers the following scheme (Fig. 1):

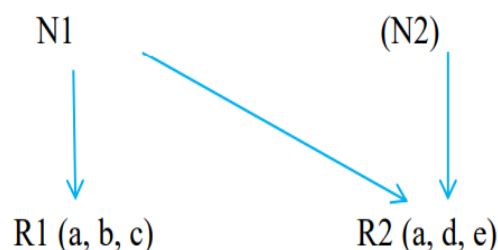


Figure 1 - Mechanism of metaphorical transfer by A. Gudavičius
(A. Gudavicius)

where N1, N2 are the objects of reality, and R1, R2 are their names. Due to a certain similarity of objects (common sema "a"), the name of the first (N1) is also used to name the second object (R2); as a rule, it already has its own name, therefore metaphorization is called a secondary nomination [Gudavičius 2009:114].

Thus, metaphor is considered an important means of linguistic expression, having an emotional coloring. This understanding of metaphor was leading until the middle of the twentieth century. In the 50-60s of the last century, scientists came to the conclusion that "it is impossible to solve the question of the effectiveness of metaphorical influence by linguistic methods proper, and therefore linguists are forced to turn to interdisciplinary , and thus drew attention to the peculiarities of human cognitive activity and his cognitive abilities.

A new direction was born in science – cognitive science, the object of study of which was cognition or "the process encompassing the acquisition, processing, storage and use of knowledge . In turn, cognitive linguistics appeared in linguistics, considering language as a "way of describing cognitive mechanisms".

According to A. Gudavicius, the essence of cognitive linguistics is that a person's linguistic abilities are inseparable from all other mental activity – perception, imagination, thinking, and metaphor is considered not as the main feature of using a specific poetic language, but as a way of thinking and cognition realized in language through metaphorical utterances [Gudavičius 2009: 125].

Understanding metaphor as a mental process, a way of knowing the surrounding world, played an important role in its study. According to N.D. Arutyunova, "the center of gravity in the study of metaphor has shifted: to the field of studying practical speech and to those areas that are addressed to thinking, cognition and consciousness, to conceptual systems and, finally, to artificial intelligence modeling. In metaphor, they began to see the key to understanding the foundations of thinking and the processes of creating not only a national-specific vision of the world, but also its universal image" [Arutyunova 1990: 5-6].

As a result, the traditional theory of metaphor faded into the background, giving way to cognitive theory. She, in turn, considers metaphor as "a linguistic,

conceptual, socio-cultural, mental, bodily phenomenon that exists at all these different levels simultaneously, and includes not only language, but also a conceptual system, as well as a socio-cultural structure, activity of the nervous system and body" [Kövecses 2005: 9].

In cognitive science, there is a general approach to the study of metaphor, but with a closer study, several directions are identified in the interpretation of this linguistic phenomenon. Among them are five directions:

- the theory of conceptual metaphor (теория концептуальной метафоры);
- descriptive theory of metaphor (дескрипторная теория метафоры);
- the theory of metaphorical modeling (теория метафорического моделирования)
- theory of conceptual integration (теория концептуальной интеграции);
- theory of primary metaphors (теория первичных метафор) .

The presented theories were chosen by us on the principle of "family resemblance". Thus, the first three theories originate from the theory of conceptual metaphor by J. Lakoff and M. Johnson, which is considered fundamental, but the descriptive theory and the theory of metaphorical modeling are being expanded and supplemented with new concepts and ideas.

The theory of conceptual integration and the theory of primary metaphors stand apart in the study of metaphor, their development goes parallel to the basic theory of Lakoff and Johnson. The unifying link between the selected theories is the concept of "metaphor", the vision of which has each researcher has his own.

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The book published by them in 1980 is *Metaphors We Live By* ("Metaphors we live by") it has become revolutionary. The authors developed a theory that finally systematized the description of metaphor as a cognitive mechanism. The main idea of this theory was that metaphor is not limited only to the sphere of language.

The processes of human thinking themselves are largely metaphorical.

Conclusion.

Metaphor is considered an important means of linguistic expression, with emotional coloring. The duality of the metaphor is revealed, representing figurative reflection of reality and the cognitive structure of a person.

The presented review of scientific concepts regarding conceptual metaphor allows us to state a significant contribution the above scientists in the formation and development of cognitive theory metaphor, which is based on the position of its mental nature and cognitive potential.

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