



SOME FEATURES, USAGE AND FORMATION OF COGNITIVE METAPHOR

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Abstract: *Use of cognitive metaphor likely stemmed from shared human experiences as people began to deal with numerous abstract concepts. Language may have initially only been needed to indicate and describe physical elements and the environment around people. This article describes about some these kinds of features, usage and formation of cognitive metaphor.*

Key words: *metaphor, cognitive metaphor, theory, cognitive theory, conventionalized Metaphors.*

A way in which someone uses a concrete or physical idea to better understand abstract ideas is referred to as a cognitive metaphor. It is a particular type of metaphor that goes beyond literary or poetic use, and extends into practical, every day considerations. A common example of a cognitive metaphor is the idea of "up" and "down" being used to indicate the quantity of something. When the cost of a product, which is a quantitative value, increases, it is said to "go up" or to "rise." These types of concepts are quite common and are found among a number of different cultures. Cognitive metaphor theory refers to the overall concept of this idea, and the way in which people as a whole use figurative language and comparisons. A metaphor is a direct comparison between two different things, such as "Her eyes were pools of dark water reflecting the night sky" or "He is an angry bear, first thing in the morning." Rather than stating that one thing is like another, the two objects are directly related to each other. Though a cognitive metaphor functions in much the same way, rather than acting merely as an expression, it is a tool for better understanding the world. One concept, which is abstract or theoretical, is compared directly to another concept that is real or physical in nature. This allows someone to more easily create a frame of reference by which the abstract idea can be fully understood. Metaphors are more than just a rhetorical stylistic device in literary works. They determine people's everyday lives and thinking more than one might think. What appears to be everyday language turns out to be more metaphorical than one assumes at first glance. But metaphors are not only used unconsciously in everyday language, but they are also used specifically in political discourses and in advertising, where they unfold their full effectiveness. In cognitive linguistics, conceptual metaphor, or cognitive



metaphor, refers to the understanding of one idea, or conceptual domain, in terms of another. An example of this is the understanding of quantity in terms of directionality ("the price of peace is rising") or the understanding of time in terms of money ("I spent time at work today"). During the last decades linguists have been showing interest in various cognitive structures and mechanisms operating these structures, which consequently resulted in the rise of such science as cognitive linguistics, which examines language in the view of its usage by the human to carry out his cognitive activity. The science focuses on the problem of the surrounding world categorization which heavily relies on metaphor as a mental but not linguistic phenomenon. The cognitive theory of metaphor is manifested in the idea that language units that are called metaphors merely reflect mental processes and meanings of metaphorical words and expressions are "are not decoration of thoughts but verbal representation of conceptual metaphors kept in the notional system of a human being and organizing his perception, mentality and activity". George Lakoff and Mark Johnson started their work in 1980 *Metaphors We Live By* very well received. They found that metaphors are not only a means of rhetoric, but rather determine everyday language and thus also thought and action. They justify this in the fact that the concepts that structure everyday thinking and acting are largely metaphorical, which means that metaphors unconsciously structure thinking. Unconsciously used metaphors in everyday language are described by Lakoff and Johnson as "*conventionalized Metaphors*". Furthermore, the metaphorical concepts are primarily culture-dependent, since phenomena can be conceptualized differently by different cultures. Another essential aspect of cognitive metaphor theory is that the origin of metaphors lies largely in the physical experiences of man. For example, the concept "being awake is up / sleeping is down" illustrates how we structure language based on our physical experience. This is how metaphorical expressions such as "Stand up" are created. *on. awake on.*" or "He *Sank* into a deep sleep.". In addition to physical experiences, emotional, mental and cultural experiences also play a role. Thus, the metaphorical concepts can also give rise to "idioms" and "lexicalized fixed word combinations", which can also be found equally in everyday language use. Lakoff and Johnson's classification of conceptual metaphors is based on various aspects of metaphorization of a human's notional system, namely structuring one concept in terms of another, forming a system of concepts with respect to another system and classifying abstract substances by means of imparting them with clear outlines in space. However, it should be pointed out that the criteria of metaphors classification are provided by



the authors in a general way and if individual cases of metaphORIZATION are analyzed more thoroughly, they can be claimed to belong to several types according to this classification.

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