

THE IMPORTANCE OF COGNITIVE METAPHOR IN THE LANGUAGE

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Abstract: The research article investigates the significance of checking metaphors in a cognitive manner. The definition of metaphor is explained in the beginning. The second part focuses on cognitive metaphors, with examples and implication. In the next part the derivation of the cognitive metaphor is explored, adding researcher's theory about it. Also, one of the most essential features of the article that clarifies the importance of the cognitive metaphor is conveyed. Moreover, methods checking metaphors in a cognitive way are counted and defined. The conclusion outlines the necessity of checking cognitive metaphor and advocates for more attention to metaphor use as well as future research in this area.

Key words: Metaphor, Cognitive metaphor, Linguistic analysis, Figurative thought, Idioms, Derivation of metaphor, Methods, Successful metaphor checking.

Introduction: Metaphors are figures of speech that use language to make a comparison between two things that are seemingly unrelated. They are often used to make abstract concepts more concrete or to convey complex ideas in a more accessible way. Metaphors can be found in many different forms of communication, including literature, poetry, advertising, and everyday conversation [7]. Some examples of metaphors include "life is a journey," "love is a rose," and "the world is a stage." Metaphors can be powerful tools for communication, as they can evoke emotional responses and help people to understand complex ideas more easily. One of the types of it is a cognitive metaphor [5].

According to cognitive metaphor theory, metaphors are not just a stylistic device in language, but rather a fundamental part of how we think and understand the world around us. For example, we often use spatial metaphors when discussing

time, such as "the future is ahead of us" and "the past is behind us." These metaphors help us conceptualize time as a physical entity that we can move through. The cognitive metaphor theory has been applied to various fields, including psychology, neuroscience, and education. It has been used to better understand how people learn and process information, as well as to develop more effective teaching strategies. The theory has also been used to study how individuals with different cognitive abilities or cultural backgrounds may use different metaphors to understand abstract concepts [9]-[3]. Cognitive metaphor theory provides a framework for understanding how our experiences and perceptions shape our thinking and understanding of abstract concepts, and how language and communication are rooted in our physical experiences.

In the 1950s and 60s, linguists such as Roman Jakobson and Max Black studied the role of metaphor in language and communication. In the 1970s, George Lakoff and Mark Johnson developed the theory of conceptual metaphor, which posits that abstract concepts are understood through metaphorical mappings from more concrete domains. Lakoff and Johnson's theory was influential in a number of fields, including philosophy, psychology, and cognitive science. It inspired research into embodied cognition, which suggests that our bodily experiences shape our understanding of abstract concepts [4]. For example, the metaphorical concept of "up" as good and "down" as bad may be grounded in our experience of being upright and standing tall when we feel confident or successful.

There are many researchers who have contributed to the development of cognitive metaphor. Gerard Steen - developed the theory of linguistic metaphor, which focuses on the linguistic structures and conventions that enable metaphorical expression. There are many researchers who have contributed to the development of cognitive metaphor theory. Some of the most influential and well-known researchers include: **George Lakoff and Mark Johnson** – *“Developed the theory of conceptual metaphor, which posits that abstract concepts are understood through metaphorical mappings from more concrete domains.”* **Zoltán Kövecses** – *“Developed the theory of cultural metaphor, which suggests that metaphors are*

not just individual cognitive constructs but also cultural artifacts that shape how we think and communicate.” **Ray Gibbs** – *“Developed the theory of embodied metaphor, which suggests that our bodily experiences and interactions with the physical world play a crucial role in shaping our understanding of abstract concepts.”* **Gerard Steen** – *“Developed the theory of linguistic metaphor, which focuses on the linguistic structures and conventions that enable metaphorical expression.”* **Elena Semino** – *“Developed the theory of discursive metaphor, which explores the role of metaphor in shaping social and political discourse.”*

Examples of cognitive metaphor: Cognitive metaphor is important in language because it allows us to understand and communicate about abstract concepts through concrete, more familiar concepts. Metaphors help us to make sense of complex or unfamiliar ideas by linking them to concepts that we already understand [12]. For example, we often talk about time as if it were a physical object that we can move through, such as "I'm running out of time" or "We have a long way to go." These expressions use spatial metaphors to help us understand and communicate about time, which is an abstract concept.

Metaphors also shape the way we think about and perceive the world around us. For example, the metaphor of "seeing is believing" suggests that we rely on visual evidence to form our beliefs, while the metaphor of "the mind is a machine" suggests that our cognitive processes are like the workings of a mechanical device. Furthermore, metaphors are not just individual cognitive constructs but also cultural artifacts that shape how we think and communicate. For example, different cultures may use different metaphors to understand and talk about the same concept, reflecting differences in cultural values and beliefs. Cognitive metaphor plays an important role in language and communication by allowing us to understand and express abstract concepts through concrete, familiar ones. It also shapes the way we think and perceive the world around us, and reflects cultural values and beliefs [2].

Sure, here are some examples of cognitive metaphors: **Time is money** - *this metaphor suggests that time is a limited resource that can be wasted or invested.*

Love is a rose - *this metaphor compares the abstract concept of love to the concrete, familiar concept of a rose, which is associated with beauty, fragility, and thorns.* **Ideas are food** - *this metaphor suggests that we need to "digest" ideas and make them a part of us in order to understand and use them effectively.* **The mind is a container** - *this metaphor suggests that our minds can hold and organize information, similar to how a container holds and organizes physical objects.* **Happiness is up** - *this metaphor suggests that happiness is associated with being in a high or elevated position, while sadness is associated with being low or down.* Metaphors are all around us and are used constantly in our everyday language and communication [1].

The need to check metaphors in a cognitive direction: To foster a more fair and inclusive vision of the world, it is critical to limit the usage of cognitive metaphors. We can challenge prevalent viewpoints and promote a more holistic and linked understanding of the world by doing so. There is a need to check metaphors in cognitive direction for several reasons:

Understanding language and thought: Metaphors play a critical role in shaping our language and thought. By analyzing the cognitive direction of metaphors, we can gain insights into how we understand and think about abstract concepts, and how our cultural, social, and linguistic background influences our thinking.

Communication: Metaphors are essential to communication, allowing us to express abstract or complex concepts in a more accessible and familiar form. By analyzing the cognitive direction of metaphors, we can better understand how to communicate effectively across different audiences and cultures [6].

Education: Metaphors are often used in education to help students learn and understand complex or abstract concepts. By analyzing the cognitive direction of metaphors used in education, we can ensure that the metaphors used are appropriate and effective.

Marketing and advertising: Metaphors are often used in marketing and advertising to sell products and services. By analyzing the cognitive direction of

metaphors used in marketing and advertising, we can understand how they influence our decision-making and purchasing behavior.

In conclusion, checking the cognitive direction of metaphors is important for understanding language and thought, effective communication, education, marketing and advertising, and cognitive and neurological research. By studying metaphors, we can gain insights into how our brains process language and thought, and how we can communicate more effectively with others [8].

Methods for checking metaphors in a cognitive direction: There are several methods for checking metaphors in cognitive direction, including:

Metaphor identification - This involves identifying the metaphors used in a particular language or discourse. This can be done by analyzing the linguistic structures and conventions that enable metaphorical expression, such as the use of certain words or phrases [11].

Corpus analysis - This involves analyzing large collections of texts or speech to identify patterns of metaphor use. Corpus analysis can reveal the frequency and distribution of particular metaphors across different domains or contexts.

Cognitive experiments - This involves conducting experiments to test the cognitive effects of different metaphors. For example, researchers might ask participants to read passages of text containing different metaphors and then assess their understanding and recall of the content.

Metaphor elicitation - This involves asking participants to generate their own metaphors to describe particular concepts or experiences. This can provide insight into how people understand and conceptualize abstract concepts.

Neural imaging - This involves using brain imaging techniques, such as fMRI (functional magnetic resonance imaging) to study the neural activity associated with metaphorical processing. This can help to identify the cognitive and neural mechanisms involved in metaphorical thinking.

These methods can be used individually or in combination to investigate the cognitive direction of metaphors. By studying the cognitive effects and neural mechanisms of metaphors, researchers can gain a deeper understanding of how

metaphorical thinking and language shape our cognitive processes and communication [10].

Conclusion: In order to promote a more inclusive and equitable comprehension of the world, it is essential to prevent metaphors from being cognitive. Environmental and social injustice can be perpetuated through the use of metaphors that are cognitive. Researchers such as Lakoff, Johnson, and Kovecses have highlighted the significance of metaphors in shaping our thought processes and worldviews [1]. They contend that metaphors are not merely linguistic expressions, but rather fundamental modes of thought and experience. Consequently, it is essential to pay close attention to the metaphors we employ and any implicit assumptions they may contain. Cognitive metaphor is a powerful tool that we use to make sense of abstract concepts and to understand complex ideas by mapping them onto more familiar and concrete domains. Metaphors are pervasive in our everyday language and thought, and they help us to conceptualize and communicate complex ideas in a more accessible way.

However, it is important to note that metaphors can be both helpful and limiting in our understanding of the world. While they can provide us with new insights and perspectives, they can also create biases and misunderstandings if they are overused or misapplied. It is therefore important to be aware of the metaphors we use and to critically evaluate their usefulness and validity in different contexts. The study of cognitive metaphor has helped us to gain a deeper understanding of how we use language and thought to make sense of the world, and it has important implications for fields such as education, communication, and psychology.

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