

LINGUOCOGNITIVE CHARACTERISTICS OF METAPHOR AND METANIMY AS LITERARY IMAGERY DEVICES OF LANGUAGE

Shamsiyeva Sevara Ruslanovna

(Foundational doctoral student of BSU)

Email: s.r.shamsiyeva@buxdu.uz

Annotation: This article will help us to get detailed information about the linguocognitive features of metaphor and metonymy. Metonymic and metaphorical units specific to linguistics are analyzed in the article. In addition, the following article highlights the specific aspects and meanings of "metaphor" and "metonymy" in the processes of culture and understanding. The presented theories are illustrated by relevant examples.

Keywords: metonymy, metaphor, metonymic units, metaphorical units, linguoculturalism, **linguocognitive** features, linguistic culture.

INTRODUCTION

Language is a versatile tool that goes beyond simple communication; It is no exaggeration to say that it acts as a direct door to understanding the complex processes of human perception. In this complex area of language, metaphor and metonymy also stand out as two key cognitive processes that shape the way we perceive, interpret, and express our thoughts. In this article, we consider the linguocognitive features of metaphor and metonymy and try to shed light on its unexplored features and mechanisms, cognitive foundations, and widespread presence in everyday communication. At this point, it is very appropriate to note that language and culture are inextricably linked, "language is a cultural fact, a component of the culture we inherit, and at the same time a weapon. Folk culture is verbalized through language, it activates the basic concepts of language culture and expresses them in the form of symbols, i.e. through words".¹

Metaphor is derived from the Greek word "metaphora" which means "to transfer", it is a figure of speech that involves an implicit comparison between two unrelated concepts or areas. Unlike literal language, which conveys information directly, metaphor works through analogical thinking, making connections between different domains to bring abstract ideas to life.

Conceptual mapping: At the heart of metaphor lies conceptual mapping, which is a cognitive process in which elements of one conceptual domain (the source domain) are mapped to another domain (the target domain). This mapping facilitates the transfer of attributes, providing a deeper understanding of the target domain from the perspective of the source domain.

Embodied cognition: Metaphors are often based on embodied experiences, tapping into emotional and perceptual domains to convey abstract concepts. For example, phrases like "time is money" or "love is a journey" evoke emotional experiences to explain complex ideas, thereby grounding abstract concepts in tangible experiences.

¹ Воробьев В.В. Лингвокультурология. Теория и методы. –М., 1997

Creativity and expressiveness: metaphors enable speakers to convey nuances of meaning, evoke images, and evoke emotional responses, thereby enriching communication and fostering creativity in language use. Its flexibility allows it to create new expressions and reinterpret familiar concepts that reflect the dynamic nature of human thought.

Metonymy, derived from the Greek word metonymy, meaning "change of name," works through the association of closely related concepts in which one object is replaced by another based on contiguity or contextual relevance. Unlike metaphor, which relies on conceptual similarity, metonymy uses contextual associations to convey meaning.

Context and context dependence: Metonymy develops on the principle of contiguity, where the substitution of one term for another is based on spatial, temporal or conceptual proximity. For example, using "White House" to refer to "the crown" to represent the government is an example of metonymic substitutions based on contextual associations.

Conceptual Shifts: Metonymy often involves conceptual shifts, where attributes or properties associated with one object are attributed to another due to their contextual relationship. This dynamic process allows complex ideas to be distilled and facilitates effective communication through the use of common knowledge and contextual cues.

Pragmatic functions: Metonymy serves various pragmatic functions in speech, such as facilitating reference, enhancing coherence, and conveying social meaning. Metonymy simplifies communication by using contextual cues and common knowledge, allowing speakers to convey meaning concisely and effectively.

RESULTS AND DISCUSSION

Now let's discuss the relationships we have learned below. "Metaphor is a literary concept that uses a characteristic of another object to explain something or an action," defines John Stephen.²

- 1 Relationship of external similarity.
- 2 Relationship relationship.
- 3 Whole and part relationship.
- 4 The relationship of similarity in the task.

In the method of metaphor, the transfer of names is based on the relative similarity between things and events, and their color, shape, movement takes the name of the second such object. In this way, a common symbol concept is preserved for the transfer of meaning. For example, the meaning of the word "black intention" is changing. If it was a black pen, it would have its own meaning, and since black color is likened to the evil intention inside, the meaning is moving in a metaphorical way. In particular, Aristotle used this term in a broad sense. The philosopher expresses the following opinion in his work "Rhetoric": "Metaphor has a high degree of accuracy, pleasantness and charm of grace, its appropriate use embellishes speech".³

The metaphor is more like:

1. Human body parts (arms, legs, face, lips, teeth, shoulders).
2. Clothes and any part of them (collar, hem).
3. A part of animals, birds and insects (wing, tail, beak, horn).
4. Plant and its part (root, vein).
5. Weapons (spear, knife).

² Stylistics of the Uzbek language. T.: Teacher, 1983, - B. 246

³ UzME. The first volume. Tashkent, 2000



For example: The house at the foot of the mountain. Our house is by the river. Metonymy comes from the words "meta"-again, "anoma"-name, and the transfer of meaning that occurs due to the transfer of the name of one of the objects and events to another is metonymy. External and internal similarities are not taken into account for such a transfer of meaning, but the interdependence of word meanings is taken into account. Accordingly, it is divided into the following relations.

1. Place according to the constant connection in the word organization (city, organization).

2. The relationship between the author and his work.

For example, I read Navoi.

3. It can be connected with other events.

4. Effect cause relationship

Children are the guardians of the house

5. A continent for its own content

Have a cup

6. A symbol with a symbolic meaning

They swore allegiance to the flag.

7. Part relationship for all.

Protect your team's net.

8. All for the part.

Wash the car. (reference to the body).

9. The tool you use.

This is the best brush in Paris. (Reference to the artist).

For example, you turn nineteen today.

Metonymy, as you know, is a type of transfer of meaning in relation to communication is considered This type of transfer of meaning is similar to the previous ones. If the meaning moves from the surface, it is metonymy.

CONCLUSION

Metaphor and metonymy, although different in their mechanisms, have a common goal of enriching communication and facilitating cognitive understanding. While metaphor fosters analogical thinking and creativity by making connections between different domains, metonymy relies on contextual associations and pragmatic considerations to effectively convey meaning. Together, these linguistic phenomena highlight the complex interplay between language and cognition, illuminating the complexity of human thought and expression.

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