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## Research Article

# THE USE OF ANTHROPOMORPHIC METAPHORS IN JOURNALISTIC DISCOURSE AND TEXTS

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## ABSTRACT

the article analyzes the possibilities of using metaphors when expressing thoughts in the media, including on electronic websites, in social networks, and in the speech of bloggers in connection with the manifestation of new semantic and expressive facets of metaphors, cognitive and pragmatic study of such metaphors in Uzbek and world languages. linguistics.

## KEYWORDS

Cognitive-pragmatic analysis, blogger's speech, journalism, methods of migration of meanings, migration of meanings based on similarity, positive network, media, journalistic text, discourse, linguistic analysis.

## INTRODUCTION

Cognitive linguistics refers to metaphor as a cognitive mechanism that structurally organizes human thought and experience. Accordingly, metaphor is considered as an element that finds its vivid expression in language and speech, determines the thought process, behavior, and scientific knowledge. In particular, J. Lakoff believes that metaphor is not a purely linguistic

phenomenon, but a factor of conceptualizing the world and evidence of thinking.

ESKubryakova writes that "Cognitive science is a science that studies the reflection and storage of knowledge within the framework of perception, classification, evaluation and understanding of the world ."

It is known that modern publications on the theory and practice of studying cognitive metaphors are based on the classic study "Metaphors by which we live" by J. Lakoff and M. Johnson .

If Yu.S. Stepanov evaluates metaphor as a fundamental feature of language , Ortega-i-Gasset calls metaphor a tool of thought that "helps us reach the outermost regions of the conceptual scale. "

The birth of a metaphor is related to the conceptual system of language owners, which is verbalized only in language, their standard perception of the world, evaluation system. Therefore, metaphor is a unique model of the science of inference, the promotion of hypotheses.

Man's use of metaphor to collect experience is an important victory of human thinking (J. Lakoff) . Even rational thinking relies to some extent on metaphorical models. J. Lakoff himself says about this : "...instead of understanding metaphor as an activity, it is a kind of word that belongs to a separate speech (a writer or a writer), to express an idea, especially , is seen as a way of expressing a lofty opinion. That is why many people believe that it is possible to express an idea without a metaphor. However, these metaphors "infiltrate" and occupy the whole everyday life, except for the passive, inactive consciousness, and our usual conceptual systems of thinking and acting form the basis of the nature of metaphors.

NDArutyunova says that metaphor is to perceive, feel and convey the individuality (uniqueness) of a concrete object or event .

Metaphor is a deep-seated implicit process of creating an analogy between two things, a strategy by which a familiar situation or understood essence is superimposed on another unfamiliar situation in order to make it understandable. It is a way of seeing something that looks like something else, moving through a complex of direct, cross-situationally associative concepts.

The path to metaphorization is from the concrete to the abstract, from the material to the spiritual. Metaphor facilitates the understanding of the abstract, it is a universal tool for thinking and knowing the world.

Metaphor is one of the main criteria for knowing the world, and there is no doubt that metaphor is the most appropriate and effective tool for representation of acquired knowledge. And this modern linguistics point of view in terms of metaphor to know in progress to be considered the main mental operation permission gives \_

make it necessary to examine it, that is, the metaphor, in a cognitive direction. In particular, in 1967, M.Osborn states that human concepts of existence tend to be metaphorically associated, and unwanted symbols are placed below the spatial axis belonging to the class of directed metaphors according to the theory of conceptual metaphor.

G. Bateson describes the metaphor as the logic (logic) that embodies the essence of the whole living world ( metaphor - eto logic, na kotoroy postroyen ves mir jivogo ) and metaphor is the "connecting pattern" ("syvazuyushchiy pattern") that contains the secrets of the Great Truth. ") .

Metaphor as an ideal phenomenon is called "conceptual metaphor" and "cognitive metaphor" in cognitive linguistics. That is, giving such a name to a metaphor is explained by determining that it is a reality at the neural or conceptual level . This approach refers to the two-level activity of the brain.

Cognitive metaphor as a mechanism is related to the processes occurring at the level of activation of neural connections (level of neurophysiological activity in the language of neuropsychology), while conceptual metaphor refers to the level of understanding, reasoning, and conclusion of human thinking (J. Lakoff and his followers). The locus of cognitive metaphor is the neurophysiological substrate of the brain. The locus of conceptual metaphor is mental activity and the process of conceptual thinking.

Metaphor is first born in the intellectual process, then it moves to practical, that is, speech activity (NDArutyunova, VNTelia, Ye.O.Oparina, later O.Yu.Buynova). In particular, NDArutyunova emphasizes that cognitive metaphor is manifested as a functional type among linguistic metaphors: nominative (transfer of name), figurative identification (transition of descriptive meaning to predicate), generalizable

(generaliziruyushchaya) metaphors . The main task of cognitive metaphor is to create a new meaning. In this regard, NDArutyunova distinguishes the following features of cognitive metaphor: 1) metaphorization of predicate meaning of symbolic words; 2) formation of new meanings and concepts during metaphorical transfer; 3) the role of the tool of knowledge (epistemological role). Thus, cognitive metaphor is a metaphorical transfer in the scope of predicate words with the formation of new meanings; secondly, the cognitive metaphor is the result of the above migration (in which the cognitive metaphor is understood as an old sign secondary filled with a new content).

VNTelia's views are also consistent with NDArutyunova's, who also considers cognitive metaphor to be a linguistic metaphor. In particular, he includes such types as identifying (or indicative), predicative, evaluative, emotive (evaluative-expressive) and figurative among the tasks performed by metaphors. The scientist believes that some of them create a new meaning and show a cognitive character, and he calls them cognitive .

According to the above, two mutually associative terms have appeared in linguistics indicating the cognitive function of metaphor: "cognitive function of metaphor" (migration based on similarity) → "cognitive metaphor" (scientific metaphor) → "conceptual metaphor" . Such a nature is also typical of theomorphic metaphor: entering into an associative relationship with other metaphors, it can directly affect both their constructive and conceptual world . More



precisely, it can exist in their system, and even more precisely, it acts as a superstructure in their formation. In particular, the theomorphic metaphor studied in the system of zoomorphic and anthropomorphic metaphors, which is considered fundamental, has the power to explain the reasons for the emergence of these two, but also a number of other types of metaphors.

We would like to justify our opinion with the following. The essence that metaphors are meant to convey does not yield uniform results, depending on the analytical capacity of thought. However, the linguist scientist ANBaranov, who studied cognitive and "atomistic" semantics, believes that it is impossible to equate the image of the internal form of the metaphor with the analytical review of its purpose and place of formation. At this point, it is necessary to pay attention not to the analytical analysis of the metaphor, but to the "trigger" leading to the corresponding image - a sign directed to a specific association.

The technique of progressing and understanding the meaning and essence of the form according to the sign goes back to the human knowledge about the existing forms in the world - cognitive categories. So, in this regard, the semantic definition of linguistic units is literally cognitive in nature, and the semantic explanation manifests a cognitive metaphor in itself:

Information attacks : "bomb" How much "bomb" is the "evidence" itself?

....you don't need to be an expert in pedagogy and methodology or a scientist in any field to

understand that most of the cases presented as "evidence" against RTM are actually just information attacks - you just need "digital literacy", which is considered an important skill for the 21st century. The only question is: who is behind this attack, whose author is behind unknown channels, and what is the purpose? Detectives Queen Agatha Christie with in other words, "from this who interested?" (Ma'rifat) \_

The author of "Dalil". this the assignment until done he is a student another texts and assignments through the Nobel Prize what is about to understanding have to be \_ or did not understand, or "from the point of view escaped" was \_ Or education \_ Russian in the language and another in languages take to go classes for "Uzbek \_ language" to the textbook Murad Nazarov about text what was included was "chewed" too.

One can find unique examples of metaphors in the presidential speeches: "First of all, you, dear ones, education of the field all passionate employees the whole nation holiday — Teacher and coaches day from the bottom of my heart sincere blessed i will go

This Happy holidays \_ you, the hard worker to teachers in our hearts and minds has been high respect and good wishes word with complete expression reach it is difficult, of course. Because you guys in the world the most priceless wealth and eternal inheritance create it \_ to our people, sprout and grow coming young to our generation inconvenient deliver on the way really devotion showing work doing without great people. This is

huge wealth is intelligence and science , this immortal \_ inheritance is good is education .

Therefore \_ today yours to your honor expressing noble our wishes , bow and our thanks whole of our country infinite respect and respect symbol as acceptance you ca n't

In our country last \_ in years science and \_ education field state of politics priority direction to convert focused on the family a child from birth from , perfection to his age to reach until him each bilaterally that supports , in life worthy place to find service who does whole and continuously system is being created . Examples may also have linguistic and cultural significance.

In terms of semantics, the linguocultural approach helps to solve the problem of determining the laws of metaphorical modeling of the world picture in the political discourses of different countries. On the one hand , there are many studies political of metaphors general universal features reflection makes \_ " Modern public information tools already to himself special interdiscourse organize is enough , then differences separate ... languages only superficial is something . Modern events discussion in doing the world the press one instantly someone said successful expression takes , it publications and in languages distributed .. We to the world very similar \_ way let's see ( or watch to do offer we do ) publicist in the texts artistic painter there are many words Occurs : Current study in the year the most modern demand and standards based on organize done new Uzbekistan university initial students own to the bosom acceptance did \_

Such update in processes of our mentors to work , to life relationship and responsibility fundamentally changed their \_ \_ constant looking for news striving living , progressive education technologies and methods thorough mastering going , hiech undoubtedly , the solution doer importance occupation is doing

Today's intense time to us how complicated tasks that he is eating sheep all of us see and know we are standing them solution reach and good to our goals reach , the world scale competitive to be for our people , first of all , our youth science , enlightenment and spirituality , development achievements with q uralization need \_

The same that's it on purpose education content complete \_ update for our country scientists , experienced pedagogues and foreign experts wide attraction did without , National The curriculum is created step by step to practice app is being done .

Modern textbooks Create according to initial to the results achieved and current for the first time in a year one million more than initial class our students new textbooks according to education is taking

Today's in the day higher education system new quality to the stage lifting , in the field there is problems eliminate our universities \_ education and science major \_ to the centers rotate according to started big our work fast continue let's continue it is necessary

Education of the field again one important function is active citizenship position have was ,



Motherland \_ and people interests strictly protection do it comfortable , modern , spacious thinking young people generation from forming consists of That's why « Continuously education in the system social sciences study \_ order and principles concept". work exit and him to practice current reach objective to necessity I think it is spinning .

In our society the garden educator , school teachers , university professors \_ and scientific and creative intellectuals today we are striving Third of the Renaissance four support recognized as a pillar we are doing From this come out of them respect increase , in particular , the teacher and of teachers value , honor and g' ururini recovery is difficult and honorable work material and spiritual encourage according to started our work of course new to the step we will raise

Human organs and other related phenomena can cause displacement later. For example, the eye first began to represent the human organ of vision, and then other similar objects found in nature. Eye of the ring, eye of the needle, eye of the spring, etc. Until this research in the Uzbek language dedicated to the study of anthropomorphism, scientific texts have hardly been analyzed. Mainly learned through literary texts. In order to fully reveal the anthropomorphic metaphors and their specific features, it is necessary to analyze the texts of different styles from the linguistic, sociolinguistic, and linguistic-cultural points of view. In addition, learning to use comparative anthropomorphic metaphors will allow you to better understand it.

Anthropomorphic metaphor. This is a metaphor created on the basis of the name of a person and the objects belonging to him (body part, clothes), lexemes such as leg, hand, mouth, tongue, tooth, ear, forehead, collar metaphorical transfer of meaning .

Yu.M. Alexandrova, Yu.V. Gorschunovlar notes that a distinctive feature of J. Darrell's works is the ability to give vivid descriptions of animals, using the specific features of depicting people by simulating the animal kingdom to human society. The comparison is based on the natural color of the animal , and it resembles the same or work clothes or habits similar to the usual actions of people of any profession or social status . If this is an example of the expression of anthropomorphic metaphors in artistic texts, it is necessary to form certain ideas about how metaphors are used in other speech situations, including journalistic speeches.

Metaphor is used in various functional forms of speech. Linguistic, sociolinguistic, and cognitive features of metaphors in artistic texts are mainly studied in research. In fact, anthropomorphic metaphors are effectively used in journalistic, even scientific and official speech styles. For example, when anthropomorphic metaphors are studied in the headlines of Russian and American newspapers, the most developed model of conceptual vectors of anxiety, aggression, deviation from the natural order of things (disease, etc.) appear. In particular, Ye.S. Abramova in Russian linguistics emphasizes that anthropomorphic metaphors reflect the way of social changes, spiritual, moral and ideological

research in the Russian society over the past years. Also, media discourse, socially prioritized principles of understanding and interpreting socially significant meanings in mass media, and social-consciousness that governs public consciousness by creating and reproducing socially significant meanings and evaluations in mass media. understands as a regulatory mechanism.

This study is focused on the understanding of the movement of dominant meanings and their linguistic nature in the context of changing social consciousness under the influence of internal and external factors in the process of understanding the cultural space of Russian society.

In her doctoral dissertation, G. Nasrullayeva emphasizes that metaphors should be studied in scientific as well as journalistic texts in addition to artistic texts. The scientist is a serious, intellectual and prestigious scientific and educational periodical aimed at understanding the cultural and spiritual and moral foundations of society, its present day and its role in the history of human civilization in the modern socio-cultural context, "Jamiyat", "Marifat" newspapers emphasizes that it is of special importance as publications .

In the Uzbek mass media, journalists and bloggers use metaphors to make their ideas quickly understood and effectively influenced by readers. The use of anthropomorphic metaphors is especially common in newspaper headlines. For example, the newspaper "Jamiyat" published an article under the title "Today's talk: the press

lives" (Jamiyat, November 26, 2020). In this case, the verb "to live" is, of course, a figurative meaning taken in relation to a person. Metaphor is used in the first sentence of the article, " I will talk about the power and influence of the press". The word "power" in this sentence , of course, goes back to the meaning of spiritual power in a person.

Again, the same article uses the metaphorical meaning of the word "to die", which is the opposite of the verb to live. It is true that dying is not unique to Jesus, but the lexeme used in the following sentence represents a biological phenomenon characteristic of people, which can be included among anthropomorphic metaphors : while some people are eagerly waiting for the "funeral" of many publications , President Shavkat Mirziyoyev in his address to teachers and intellectuals on September 30 of this year emphasized that the importance and place of newspapers is incomparable, and we were very happy about that.

"Enlightenment" newspaper's "Provincial information-resource centers ogy? named article also acquires a metaphorical meaning, this figurative word originally expresses a characteristic characteristic of people, but it can be observed that it creates an anthropomorphic metaphor in the language of mass media.

It is necessary to carry out such analyzes on journalistic texts on a larger scale, because if metaphors are studied only on the basis of artistic texts, one can come to a one-sided conclusion. allows. As a result, the scope of scientific ideas



about the figurative meanings of words, the scope of use of metaphors expands.

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