

PAPER

LINGUOCOGNITIVE ANALYSIS OF THE PROCESS OF METAPHORIZATION IN NEWSPAPER TEXT

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Abstract

Metaphors are widely used in the press today as one of the lexical and stylistic tools, their importance is especially in attracting the audience and accelerating the acquisition of new ideas and new concepts. Their use is closely related to the structural structure of the newspaper text and its approach to spiritual or economic phenomena. This article analyzes the importance of identifying the linguostylistic functions of metaphors in newspaper texts, understanding their position and impact in social, political or economic reality.

Key words: metaphor, cognitive metaphor, newspaper discourse, metaphorical model, sports, news, economics, military, lexical and stylistic means.

Introduction

In recent years, linguocognitive mechanisms underlying the functioning of linguistic units have been actively studied. The linguocognitive approach allows us to view spatial semantics as a linguistic representation of the model of the world that exists in the minds of native speakers. In the field of linguistics, metaphors are a widely studied linguistic phenomenon among the means of expression of language, and due to their strong influence on communication and expression of thought, there is a growing need to study them based on anthropocentric approaches using modern analytical methods. Due to the fact that metaphor has become a phenomenal tool in the linguistic landscape of the world, the issue of studying its philosophical and theoretical foundations from a linguocognitive, linguoculturological, pragmatic, semantic, and psycholinguistic point of view is on the agenda. Therefore, identifying the linguistic features of metaphor is considered one of the important factors ensuring the development of the field.

Literature Analysis and Methodology

When expanding the topic of cognitive metaphor in media texts, it is appropriate to first define “cognitive metaphor” in terms of understanding. According to D. Lakoff and M. Johnson, metaphors are intended to systematize our thinking, activity, and perception, that is, to make newspaper texts easier to

understand. That is, as a result of projection and through the “language game the complexity of understanding the essence and meaning of the initially intended idea emerges. Cognitive metaphor theory researchers emphasize that cognitive metaphor encompasses thinking and communication and is not simply an “embellishment” added to the ordinary as depicted in classical rhetoric. Second, it is a cognitive phenomenon – a form of thinking that is present in the cognitive structure and is further understood through abstract objects.

For example, a concessive or cognitive metaphor such as “Life is a Journey” uses a metaphorical expression to compare a vague concept such as “life” with a concrete concept such as “journey.” In his work “The Story of Cognitive Metaphor Theory,” A.N. Baranov analyzes how thought is reflected in speech. Thus, the author presents the image of language to students through the creation of a metaphor. Language, unlike other human actions, reflects perception, thinking and memory, therefore it plays a very important role in the manifestation of cognitive processes. E.S. Kubryakova analyzes the cognitive metaphor not in isolation, but as part of the field of human thinking.

Results

The newspaper, which initially appeared as a means of satisfying people's need for communication, has evolved into not only a source of information, but also a source of its own language

and discourse. The cognitive metaphor in newspaper speech demonstrates the skill and unique style of each journalist. Their work is further shaped by the emotional expressive means in newspaper texts. On the one hand, a cognitive metaphor reflects the objective world and our knowledge about it, on the other hand, it expresses the individual and unique world of the author of the article. Cognitive metaphors, which have an axiological potential, objectify the realities of the world. Thanks to the cognitive metaphor in the newspaper text, any complex event can be presented in a relatively simple, understandable way for the addressee, a new understanding becomes familiar, and the concept occurs as a concrete thing. Cognitive metaphor is an important integral part of the newspaper, because it allows the newspaper article to be understandable, effective, and most importantly, to affect the reader. Of course, in the newspaper, cognitive metaphor works as an oratorical, coherent and moving event that meets all the criteria for writing newspaper articles.

The media, especially periodicals, are full of information about events such as coups, wars, terrorist attacks, accidents, and natural disasters, the main scenarios of which are associated with violence and loss of life. But even news from relatively "quiet" areas of life – art, science, theater, economics – is presented as a war story, because in this case the events being covered take on a more acute form and therefore the level of impact on the reader increases when they are framed by war scenarios. Analysis of newspaper texts shows that authors widely use metaphor, especially military metaphor.

Discussion and Suggestions

According to K.A. Dolinin, a feeling expressed directly in words is under the control of the mind and therefore loses its intensity. A lively and intense feeling should be expressed mainly indirectly. In general, incomplete sentences perform the function of economy, contribute to the brevity of the story, its clarity and expressiveness, and at the same time perform a separate function. Its essence lies in the socio-psychological characteristics of speech.

In modern linguistics, great attention is paid to the study of the expressiveness of speech, which is considered one of the main features of its communicative direction. For this reason, the problem of using expressive means in speech, the most universal of which is metaphor, attracts the attention of scientists. As is known, metaphor is actively used as a linguistic phenomenon in oral and written speech. For this reason, it is considered one of the main methods of creating vivid images in newspaper texts. It is known that various linguistic means are widely used in the media to give the text visually and expressiveness, in particular, metaphor is the most suitable means for achieving this goal. Modern English is devoted to the study of metaphor in the text of mass media, especially in business news. Its relevance is determined by the fact that it is reflected in the constantly changing realities of life, especially in the latest business texts in the media.

The term "media text" is understood in a broad sense and includes various media products, such as newspaper articles, editorial texts in print and electronic publications, radio broadcasts, Internet advertising, etc. The main type of media text considered in this work is news texts. The mass media are a powerful tool for influencing the audience and shaping public opinion, and therefore metaphor in news texts performs several functions: it enhances the emotional impact on the addressee, adapts the news text to the average reader, and also allows the necessary information to be presented as figuratively and concisely as possible. Metaphor is widely used as a method of influencing the mind, imposing certain subjective assessments, establishing the necessary associative connections, and mitigating the audience's unwanted reaction to certain

information. From the point of view of verbal representation, metaphor is expressed by words, word combinations, and figures of speech. Along with lexical and semantic repetitions and inverse constructions, metaphor is an integral means of forming subjective assessments of certain information by the audience in the media.

Conclusion

Based on the examples given above, we can conclude that cognitive metaphor is widespread in mass media texts, especially in articles devoted to economics. Metaphors of this kind are considered a factor that has completely taken over our lives at the present time and affects not only language, but also human thinking and actions in everyday life. Cognitive metaphors are gaining importance in today's newspaper discourse. Cognitive metaphors in newspapers have an emotional impact on the reader, making the texts more understandable and accessible, and also giving emotional color to events. As a result of the interpretation of cognitive metaphors in the language of economics, we are convinced that certain concepts are actively used in this area. In addition, cognitive metaphors make the text of an economic article more expressive. Therefore, it is necessary to study cognitive metaphors in the texts of the mass media, just as it is necessary to study them as an artistic means in literature.

Newspaper is an important sphere of language activity, which reflects modern linguistic processes. The rubricated nature of newspapers is characterized not only by the presentation of important information, but also by the significant emotional impact on the reader. The audience for newspaper texts is a mass audience with a variety of interests, levels of awareness, intelligence, culture, and life experience.

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