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ANALYSES OF ENGLISH AND UZBEK METAPHORS IN ECONOMIC DISCOURSE

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Abstract: Today, in our world, the economic relationship between the countries is increasing. That's why science is looking for analyses to research the usage of metaphors in economic discourse. This article also describes revealing the kinds of metaphors in the economic context.

Keywords. imagery absent, economical text, human thinking, medium-sized businesses, economic phenomena, a weapon of thought

Introduction

At present, interest in economics is increasing from various groups of world societies around the globe. So, many people start doing small and medium-sized businesses. When it comes to business, economic relations between people and countries of the world come to mind, carried out through communication using language, either orally or in writing. Undoubtedly, these relations are faced with problems called economic phenomena, which led to the search for their solution by people through economic texts.

MAIN PART. As globally known, an economic text is a scientific text belonging to a scientific style. As a rule, in such a functional style, imagery and artistry are usually absent, reflected in literary works' language. However, although on the one hand, expression and imagery characterize only fiction, on the other hand, it can be said that latent emotionality and a kind of expressiveness are also very typical for a scientific text. Such characteristics stem from the emergence of metaphors in scientific texts, namely in economic ones as one of the expressive linguistic means in human thinking to communicate with the environment.

The spread of this linguistic phenomenon in an economic text attracts researchers' interest, who consider metaphor a way of expressing new ideas, a weapon of thought and a form of scientific thought. Most works raise the question of the impact of metaphors in such texts in almost all world languages. That's why this work examines the use of metaphor in an economic text based on the material of English and Uzbek texts. The research object is

metaphors used in all genres of economic texts in English and Uzbek languages (books, magazines, newspapers).

The research subject analyses example taken from various economic texts in both languages on various economics topics.

THE PURPOSE OF THIS STUDY is: 1) to identify the reasons and peculiarities of the use of certain types of metaphors used by many experts in economics and other writers as journalists in economical texts with their different genres and with different objects in English and Uzbek; 2) clarification of the influence of this linguistic phenomenon (metaphor) on the process of such a genre text as scientific, related to the journalistic, scientific style. The research material is economic texts in English and Uzbek on various topics, devoted to economic phenomena, taken from various scientific works of this sector.

The scientific novelty of this dissertation is determined by the fact that for the first time, the use of metaphor in the English economic text is considered in comparison with the Uzbek economic text, and familiarization with the functional and stylistic features of the metaphor in both languages in this branch. The theoretical significance of the study lies in the fact that, on the one hand, it reveals the specific function of metaphor as a tool for creating ornament and decoration and a way of emerging a linguistic picture of the world, in particular, the world of business, giving expressiveness and emotionality of economic speech. On the other hand, the metaphor clarifies and clarifies the

problems and phenomena related to the economy through English and Uzbek texts.

RESULTS AND DISCUSSION. The practical value of the next dissertation research will be in the possibility of 1) using the main findings in theoretical courses on the lexicology of the modern English language for students of philologists; 2) mastering the specifics of the scientific style through the economic text as a kind of linguistic material for students of philologists of the extra-linguistic environment; 3) compilation of teaching aids and dictionaries that limit metaphorical terms used in the economic field and teaching such terminology in which metaphors are used as an expressive means of expression in English and Uzbek texts.

Thus, using a metaphor in such a text has specific functions, consisting of decorating speech, giving its expressiveness and emotionality. In the second chapter, the economic text is defined as scientific, showing that it is part of the scientific styles, and will get acquainted with the type of text to which the economic text belongs, which consists of two genres of texts.

This chapter discusses some of the metaphors used in the economic text and playing certain functions. The third chapter shows the practical side of the work, which provides examples from various economic texts in English and Uzbek, written on various topics by experts in economics and other authors interested in economic problems in the world as journalists. So, the primary purpose of this chapter is the question of the emergence of the types of metaphors mentioned above

in the second chapter, examples on the material of English and Uzbek texts establish functions and features metaphors and their use in this type of texts in both languages.

Since ancient times, scientists have been interested in the metaphor as the phenomenon of language. The study of this linguistic phenomenon has changed in dependencies from fortunes scientific worldview. The conceptual theory put at the centre of the research person connected the understanding of metaphor with

mental processes that accompany generation and perception speech, so she drew the attention of many thinkers from Aristotle to Rousseau and Hegel and further to Cassirer E., Ortega y Gasset X. and many others. The metaphor is written in lots of works. Consistently, it has different definitions for both the thoughts and opinions of linguistic schools to which they belong. Aristotle defines metaphor as a way of rethinking word meanings based on similarity. She, according to him, gives the possibility and the right, "speaking of reality, to connect with impossible for him ", who said that making good metaphors means noticing similarities.[Aristotle, 1998: c.1099-1101]

Telia notes that in our time, interest in metaphor increased. She became the research subject by specialists from various linguistics areas [Telia V.N., 1988a: p.4-127]. The study of metaphor has also taken over other areas—knowledge as philosophy, logic, literary criticism, and fine arts theory. According to Telia, the metaphor is a universal tool of thinking and knowledge of the world in all activity areas. Language is a constantly changing system that creates new meanings at all significant linguistic structure levels. According to the theoretical material we have collected on metaphor, consider, the word metaphor comes from Greek (μεταφορά - "transfer"), it is usually is defined as a turn of speech containing hidden assimilation, figurative convergence of words based on their figurative values", and traditionally it is a trope or a figure of speech attached to one class of objects (objects, persons, phenomena, actions or signs), but designating another, similar to this, class of objects, or a single object, for example, Wolf, oak and club, snake, lion, rag, etc. Concerning a person; sharp, dumb – oh. The term "metaphor" also refers to other types of figurative meanings of the word. Along with him, this path -this is the use of a word denoting particular class objects, phenomena, action or signs for characterization or nomination of another similar to the given one, class of objects or an individual.

Moreover, metaphor is a trope based on the principle similarities, which is based on the

word's ability to doubling or multiplying in nominative speech, i.e. designating function. It is also called the use of words in a secondary meaning associated with the primary principle of similarity. Among these definitions of metaphor is also a trope, the transfer of properties of one object (phenomenon) on another based on a feature, common for both compared members, for example, waves and bronze of muscles. As can be seen from the above, it is observed that these definitions do not differ from each other in concept metaphors; that is, each of them gives her the same idea values, conceptual theories - from Nietzsche, then Richards, Black and Koestler to Lakoff and Johnson. All these theories are united claim that metaphor is based on interaction two conceptual spaces are, firstly, the space reflected by the metaphor (it is called differently: Purpose, temor or tonic), and secondly, space, which carries a metaphorical description (it is called transport or source). So why, from a considerable number of definitions of the concept metaphors, and in our understanding, a metaphor uses a word or expression in a figurative sense based on similarities. It should be emphasized that the various linguistic research on metaphor has indeed led to the emergence of different types of metaphors related to life areas of man.

According to Lakoff, the metaphor consists of the following types:

1. Artistic metaphor - this is a metaphor that figures artistic speech, which belongs to poetics. For example, The goal of the day is falling from the maples silhouettes of crimson hearts.

2. Language metaphor is a metaphor expressed in most of the nature of language. This linguistic phenomenon is a ready-made element of vocabulary. Everyone does not need such a metaphor to create, for example, Iron discipline, natural law, the dispute caught fire. Moreover, some researchers believe that linguistic metaphor has four types. She serves the so-called figurative name, displaying properties already existing realities, for example, Sleeve (rivers), sheet (paper), ocular Apple, ear sink.

Consequently, a nominative metaphor creates nicknames and nicknames individuals who can then turn into names own, for example, Box, Tick, Owl;

3. figurative metaphor is a metaphor in which instead of the abstract name put specific nouns, characterizing a specific subject and introduces into it semantic structure figurative (figurative) meaning, for example, Her eyes are cornflower blue - cornflowers are her eyes, her hair is pure gold;

4. a conceptual metaphor is a metaphor that applies alien signs to an object, i.e. properties and states of another class of objects, for example, Sharp conflict, howling wind, whispering trees; four) generalizing metaphor is a metaphor that erases the word's lexical meaning the boundaries between logical orders, such as soft mattress and soft sound, dead earth, and death will. This metaphor leads to generalizing concepts.

Such a metaphor can be based on the comparison, for example:

Important like a rooster. He looked boldly like a falcon. Rested like a donkey; Smart shartnomalar, 3D plan, aholi iste`mol kayfiyati are examples of Uzbek

5. syncretic linguistic metaphor is formed as a result of mixing sensory impressions (visual, auditory, olfactory and others.). for example, Light personality, big name, sweet voice, sharp pain, the aroma of novelty;

a) associative language metaphor is formed according to the principle associative links, and associations can be different. It has two varieties: a) feature built on associations representing objectively inherent subject signs, e.g., Maze reasoning (confused), knight (noble);

b) psychological formed on basis associations, having general psychological impression formed under the influence similar effects on the senses, for example: (cowardly person), dog cold (extreme), parrot (a person who has no opinion).

Moreover, in Uzbek linguistics, the term also appeared, relating to metaphor is a metaphorical model that is a metaphorical transfer mechanism and includes source area,

target area and base metaphorical rethinking. This metaphor is how it is explored metaphorical model representing concepts from various fields of knowledge. As shown above, the following diagram represents used types of metaphor in linguistics:

As a result, as shown above, there are many types of metaphors pervasive in the linguistic text, so of which conceptual metaphor and metaphorical model attracts our attention, on which we will rely when analyzing the question of the use of metaphors in the economic text. All types of metaphor that appear in the linguistic text are not used in vain in it. They play an essential role in performing specific functions in specific genres of texts, which are discussed below.

Metaphor functions:

The metaphor continues to stimulate scientific interest and remains the subject of many disciplines.

The description of the nature and function of metaphor reveals the broadest debatable space: From narrowly functionally directed graceful figure of speech to the primary mechanism of thinking and cognition. Metaphor is one of the main methods of cognition objects of reality, their names, consciousness artistic images, and new meanings, creating new meanings. Is according to Aristotle, makes the style distinctive and sublime. [Aristotle, 1998: p.1099]

The functions of a metaphor, according to Aristotle:

1. Speech revives.
2. Gives things visual and clarity.
3. Manages Feelings Through Emotional Transference, one expression to another.
4. Gives expression to things that don't have their titles. [Aristotle, 2000: s.154-182]

CONCLUSION. In conclusion, the results of the work are summed up and prospects for further research. The application presents tables and figures used types of metaphor in Russian and Arabic economic texts. In addition, it should be noted that the metaphor within a conceptual function also has the fact that it forms new concepts when designating non-

objective entities in scientific and everyday life spheres. Research by linguists J. Lakoff and Johnson M., metaphor is an essential means of representing and understanding reality [Lakoff J., Johnson M., 2004: p. 3-6]. Their work emphasizes the metaphor's conceptual function and its deep rootedness in consciousness and thinking person. From Lakoff's point of view, the metaphor is not is only a simple rhetorical mechanism decorating speech; it also considers a way of organizing our thoughts, formulating judgments, and structuring tongue. According to J. Lakoff, the metaphor facilitates the process of thinking, presenting us space within which you can master acquired abstract concepts. [there same: p.13] Thus, the analyzed material, according to the metaphor, allowed us to reveal what she is distributing in all speech designed to affect other people's emotion and imagination. You can include it in many means of thinking, along with judgments, analogy and others. It performs conceptual, nominative functions. In the end, and as we can see, a metaphor is a way of communications and rethinking, which the widely used in linguistic text.

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