

CONCEPTUAL METAPHORS IN GEORGE ORWELL'S NOVEL NAMED "ANIMAL FARM"

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Abstract. This article examines the role of conceptual metaphors in literature with particular reference to George Orwell's novel *Animal Farm*. The aim of the study is to identify and analyze different types of metaphors used in the novel and to explain their cognitive and literary functions. The article is based on the theoretical framework of cognitive linguistics developed by George Lakoff and Mark Johnson. It focuses on three main types of conceptual metaphors: orientational, structural, and ontological metaphors. The practical part of the study analyzes selected metaphorical expressions from "*Animal Farm*", showing how metaphors are used to represent power, manipulation, hope, and rebellion. The study confirms that metaphor plays a crucial role in enhancing expressiveness, deepening interpretation, and influencing the reader's understanding of social and political reality.

Keywords: metaphor, conceptual metaphor, cognitive linguistics, oriental metaphors, structural metaphors, ontological metaphors, manipulation.

Аннотация. В статье рассматривается роль концептуальной метафоры в художественной литературе на материале романа Джорджа Оруэлла "Скотный двор".

Цель исследования заключается в выявлении и анализе основных типов метафор, используемых в произведении, а также в определении их когнитивных и художественных функций. Теоретической основой исследования послужили труды представителей когнитивной лингвистики, прежде всего Джорджа Лакоффа и Марка Джонсона. В статье рассматриваются три основных типа концептуальных метафор: ориентационные, структурные и онтологические. Практическая часть исследования включает анализ метафорических выражений из романа "Скотный двор", демонстрирующих, каким образом метафоры используются для репрезентации власти, угнетения, манипуляции, надежды и бунта. Исследование подтверждает, что метафора играет ключевую роль в усилении выразительности художественного текста и в формировании читательского восприятия социально-политической реальности.

Ключевые слова: метафора, концептуальная метафора, когнитивная лингвистика, ориентационные метафоры, структурные метафоры, онтологические метафоры, манипуляция.

Annotatsiya. Mazkur maqolada Jorj Oruellning "Molxona" romanida qo'llanilgan konseptual metaforalar kognitiv lingvistika nuqtai nazaridan tahlil qilinadi. Tadqiqotning asosiy maqsadi asarda uchraydigan metaforalarning turlarini aniqlash va ularning badiiy va ma'naviy ahamiyatini o'rganishdan iborat. Tadqiqotning nazariy asosini J.Lakoff va M.Johnson tomonidan ishlab chiqilgan konseptual metafora nazariyasi tashkil qiladi. Maqolada oriental, strukturaviy va ontologik metaforalar tahlil qilinadi va ularning asar mazmunini ochib berishdagi o'rnini

ko'rsatib beriladi. Tadqiqotning amaliy natijalari esa, metaforalar yordamida jamiyat va hokimiyatdagi tengsizlik, ongni boshqarish va xalqni qo'zg'atishdagi o'rnini isbotlab bergan.

Maqola metaforalarning ijtimoiy-siyosiy voqelikni talqin qilish va asarning badiiy ta'sir kuchini oshirishda muhim ahamiyatga ega ekanligini tasdiqlaydi.

***Kalit so'zlar:** metafora, konseptual metafora, oriental metafora, ontologik metafora, strukturaviy metafora, kognitiv lingvistika.*

Introduction

Metaphor is one of the most fascinating and powerful tools in human language. It allows us to describe one thing in terms of another, turning abstract ideas into vivid images. Unlike a simile it does not use words "like" or "as". Aristotle noted the power of metaphor in poetry and rhetoric, remarking that mastering metaphor "is the greatest thing by far and a sign of genius". Modern scholars George Lakoff and Mark Johnson famously define metaphor as "understanding and experiencing one kind of thing in terms of another". In other words, they are a powerful tool in literature, advertising (media) and everyday speech to make descriptions more impactful and sensitive. For example, we might call someone "a shining star" (comparing a person to a bright object) or say "the classroom was a zoo" (comparing chaos to wild animals) to paint an obvious picture. Lakoff & Johnson emphasize that metaphors are essential cognitive mechanisms that shape how we think: they "permeate the way we think, speak and even act". In short, a metaphor names something by invoking something else, revealing hidden similarities and highlighting one concept through another.

Types of conceptual metaphors

Cognitive linguists classify metaphors into three broad types. Each operates in a familiar way.

1. **Orientational metaphors.** These are based on spatial directions (up/down, in/out, front/back) to describe feelings or states. For example, we say people feel "up" when happy or "down" when sad (happy is up, sad is down). In everyday speech we hear "speak up" for louder speech or "I'm feeling down", illustrating how we literally talk about emotions and quantities in terms of space.

2. **Structural metaphors.** These map one complex concept onto another, often more concrete, concept. For example, the idea that an argument is "war", so that we talk about "attacking" a point, "defending" a position, or "winning" an argument. Likewise, we often treat time as a resource: when we say "I'm almost out of time" or "wasting time," we are using a concrete concept (money or energy) to understand time. Another famous structural metaphor is "life as a journey"- people speak of "finding their path" or reaching a "crossroads." These metaphors give abstract ideas like arguments, time, or life a familiar structure, making them easier to reason about.

3. **Ontological metaphors.** These treat abstract experiences as things or entities, giving form to the intangible. A classic example is people are animals: saying "Peter is a lion" highlights courage, as Lakoff notes.

Similarly, calling someone “heart of stone” treats the abstract concept of emotion as an object, vividly suggesting coldness or hard-heartedness. By giving shape or agency to abstract concepts, ontological metaphors make them concrete and relatable.

Metaphors in literature and everyday language

Metaphors animate both literature and everyday language, creating vivid images that stay in mind. In literature, metaphors play an even deeper role. They give emotional power and beauty to writing or speech. When Shakespeare wrote, “All the world’s a stage, and all the men and women merely players,” he didn’t just compare life to theater — he revealed a truth about human experience, where each person has a role, a beginning, and an end. In Shakespeare’s famous line, “All the world’s a stage”, life is compared to theater, reminding us that people play different roles over time. Therefore, our everyday conversation is also full of such examples. We often say “time is money” to remind ourselves that time is valuable and limited, or talk about “breaking the ice” to mean easing social tension.

Metaphors also play a crucial role in literature as well as in communication. They help us learn and remember: Aristotle observed that metaphors make language more “pleasant” and memorable, creating insight by analogy. Cognitive research confirms that metaphorical frames can even influence our judgments and reasoning. As one scholar puts it, that “we literally cannot communicate or understand the world and the reality around us without metaphors”.

Analysis of conceptual metaphors in Animal Farm

Examples for structural metaphors:

1. “Remove man from the scene, and the root cause of hunger and overwork is abolished forever”, - structural metaphor. Man stands for exploitation and capitalism. The author connects human oppression with hunger and hard labor, making the idea of social inequality more visual, obvious and concrete.

2. “He could turn black into white”, - structural metaphor. It shows how words can distort the truth. “Black” means falsehood and “white” means truth.

3. “Whatever goes upon two legs is an enemy; whatever goes upon four legs is a friend”, - structural metaphor, mapping political ideology onto physical form. Two legs symbolize humans and four legs symbolize the working class or animals.

4. “We pigs are brainworkers”, - structural metaphor, where society is described as a body.

Pigs represent the brain, and the other animals represent muscles or hands, showing division of labor and control.

5. “The storm of protest broke out”, - structural metaphor, which compares protest to a storm. It shows anger and chaos, as if the animals’ emotions were a natural force.

6. “The windmill had ceased to exist”, - structural metaphor. The windmill stands for hope and progress, so its destruction symbolizes the failure of dreams and revolution.

7. “The seeds of rebellion were already sown”, - structural metaphor. Here metaphor compares political ideas to seeds. Just like plants, rebellion begins small and grows over time.

Examples for ontological metaphors:

1. “He was a brilliant talker”. Here, language becomes a metaphor for power. It’s ontological, because “talking” is treated as a tool of control.

2. “Our labour tills the soil, our labour gives us more than bare skin”, - Ontological metaphor. The word “labour” is personified. Work is described as a living force that gives life and sustains the workers.

3. “The harness from our back shall rust forever”, - ontological metaphor. The “harness” stands for oppression, and its “rusting” represents freedom and the decay of slavery.

4. “The walls were beginning to melt”, - ontological metaphor, showing the breakdown of order and the loss of reality. The walls “melting” symbolize the confusion among animals.

5. “Their hearts were full of tears”, - is an ontological metaphor, giving sadness a physical form. Tears inside the heart show deep emotional pain.

6. “The air was heavy with the smell of blood.” This ontological metaphor gives violence to a physical atmosphere. The “air” is filled with the “smell of blood,” meaning tension and fear dominate everything.

7. “The chains of slavery were broken,” - ontological metaphor, where “chains” symbolize oppression. Breaking them means freedom — a very common metaphor for liberation.

8. “A cry of horror burst from all the animals.” Here, emotion is treated as a physical explosion — an ontological metaphor that shows collective fear and shock.

9. “The farm became a world of its own.” An ontological metaphor, where the farm is described as a separate universe, symbolizing isolation and a self-contained dictatorship.

Examples for orientational metaphors:

1. “Beasts of England... the golden future”, - ontological and orientational metaphor. The “golden future” makes hope tangible, giving it color and shape. “Golden” means bright, pure, and valuable — something to look forward to.

2. “Their hearts swelled with pride”, - orientational metaphor. Here emotions are expressed through direction — the heart “swells” upward when proud or happy.

3. “The truest happiness lay in working hard.” This orientational metaphor connects happiness to direction — “lay” implies that true happiness is rooted or grounded in effort and labor.

Conclusion

Metaphors are powerful tools. They link different domains, enrich language, and ground abstract thought in concrete experience. Their importance in literature is incredible: they help readers to understand complex ideas, make language more interesting and allow writers to convey ideas with greater depth and emotional impact. Whether in poetry or casual speech, metaphors shape our view of reality and give color and expressiveness to our words. It helps people to make interesting and impactful conversations.

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