

LINGUO-COGNITIVE STUDY OF CONCEPTUAL METAPHOR IN ENGLISH AND UZBEK MEDIA DISCOURSE

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Abstract. *This article analyzes the linguo-cognitive features of conceptual metaphors in English and Uzbek media discourse. Media texts play an important role in shaping social thinking, values, and ideological views, where metaphors function as central cognitive mechanisms. The study identifies major conceptual metaphors used in English and Uzbek mass media and provides a comparative analysis of their similarities and differences.*

Key words: *linguo-cognition, conceptual metaphor, media discourse, English language, Uzbek language, cognitive linguistics.*

Introduction

In modern linguistics, the cognitive approach focuses on studying language in close connection with human thinking. The theory of conceptual metaphor proposed by G. Lakoff and M. Johnson is of particular importance in revealing the cognitive processes underlying linguistic units. Media discourse, in turn, actively employs metaphors to interpret social reality, evaluate events, and influence public consciousness.

A comparative study of English and Uzbek media discourse makes it possible to identify metaphorical models shaped by different cultural and cognitive spaces.

Conceptual Metaphor and the Linguo-Cognitive Approach

A conceptual metaphor is a cognitive process through which abstract concepts are understood in terms of concrete experience. For example, the metaphor "time is money" is widely used in English and reflects the perception of time as an economic resource. In Uzbek, however, time is more often conceptualized as a blessing or a test.

The linguo-cognitive approach views metaphor not merely as a stylistic device but as a fundamental mechanism of human thought. In media discourse, metaphors serve to simplify information, enhance emotional impact, and reinforce particular ideological positions.

Conceptual Metaphors in English Media Discourse

The following metaphorical models are frequently found in English mass media:

- politics is war: fight for votes, political battle, campaign strategy;
- economy is a machine: economic engine, slow down, boost growth;
- disease metaphor: economic crisis, social virus.

These metaphors reflect values such as competition, speed, and efficiency prevalent in English-speaking societies [1, 382].

Conceptual Metaphors in Uzbek Media Discourse

A conceptual metaphor is not just a stylistic device but a cognitive mechanism through which people understand abstract concepts (politics, economy, society, life) in terms of concrete, familiar experiences (war, machines, family, journey).

Uzbek media texts tend to emphasize metaphors closely connected with national mentality and cultural values.

Society is a family: our people are one body and soul, children of the nation.

The metaphor “society is a family” means that society is understood and described as if it were a family. Instead of seeing citizens as separate individuals, they are viewed as close relatives who are emotionally, morally, and socially connected. Family is a central value in Uzbek culture. By using family-related metaphors, media texts:

- Appeal to deeply rooted cultural beliefs
- Present society as a moral and emotional community
- Promote respect, unity, and collective responsibility

This sentence means that all people in society are like members of one family. They are connected, care for each other, and share a common national identity.

State is a house: strong foundation, prosperity of our home;

The metaphor “state is a house” presents the state as a shared living space where all citizens live together. Just as a house provides shelter, safety, and comfort, the state is seen as something that:

- protects its people;
- gives stability;
- must be built and maintained collectively.

Calling the state “our home” emphasizes shared ownership and responsibility. Every citizen contributes to the well-being of this common home [2. 383].

Conceptual Mapping

1-table

House Domain	State Domain
House	State
Foundation	Constitution, laws, institutions
Walls and roof	Security and protection
Residents	Citizens
Maintenance	Governance and civic responsibility

The table illustrates a conceptual metaphor in which the state is understood as a house.

Elements of a house domain are mapped onto corresponding elements of the state domain, showing how abstract political concepts are explained through familiar, everyday experiences.

Function in Media Discourse

In Uzbek media discourse, this metaphor:

- promotes unity and cooperation,
- encourages citizens to protect and improve the state,
- highlights stability rather than conflict,
- reinforces loyalty and responsibility toward the country.

Cultural Significance

In Uzbek culture, the home (uy) is a sacred and valued place associated with security, tradition, and family honor. Describing the state as a house:

- makes abstract political ideas more understandable,
- appeals to emotional and cultural values,
- strengthens national identity.

This metaphor means that the state is like a home where everyone lives together. If the foundation is strong and people take care of it, the home—and the country—will be safe and prosperous.

Life is a journey: the path of development, a step toward the future.

These metaphors strengthen ideas of unity, stability, and spirituality within society.

Comparative Analysis

2-table

Aspect	English Media	Uzbek Media
Dominant Metaphors	War, Machine, Disease	Family, House, Journey
Core Values	Competition, efficiency	Unity, stability
Social Orientation	Individualistic	Collectivist
Political Framing	Conflict-based	Harmony-based

Conceptual metaphors in English and Uzbek media discourse differ in several aspects:

- English discourse predominantly uses metaphors based on individualism and competition;
- Uzbek discourse favors metaphors reflecting collectivism and social solidarity;
- English metaphors are often grounded in technological and mechanical imagery;
- Uzbek metaphors are more closely related to natural and spiritual concepts.

At the same time, due to the influence of globalization, certain universal metaphorical models can be observed in both discourses [3,211].

Conclusion

In conclusion, conceptual metaphors function as important linguo-cognitive tools in both English and Uzbek media discourse. They reflect not only linguistic expression but also societal thinking and cultural values. Comparative analysis helps reveal cognitive differences between the two languages and cultures and provides a valuable foundation for translation studies, discourse analysis, and intercultural communication.

References

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