



## METAPHOR IN NEWSPAPER DISCOURSE IN THE LIGHT OF COGNITIVE LINGUISTICS AND LINGUOCULTUROLOGY

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Having shifted the structural paradigm, the anthropocentric one has enabled to carry out complex investigations studying language from different angles, from the perspective of the human and his activities. In other words, the linguistic means are studied on the basis of the assumptions of the modern trends such as Psycholinguistics, Discourse Analysis, Linguocognitive and Linguocultural Studies. Thus, the present article is aimed at revealing metaphors in newspaper discourse and their classification in the light of Cognitive linguistics and Linguoculturology.

Referring to the different scholars, we can outline the following interpretation of Linguoculturology: it is a complex and interdisciplinary study of the linguistic means which embody cultural and ethnical specificity. Cultural specificity and ethnic peculiarities are reflected both linguistically in the notional component of language unit and non-linguistically through its deep semantics. In this way, Linguoculturology is the discipline which by the use of systematic methods investigates the language units (linguoculturemes) that embody store and transfer culture and are usually revealed in discourse. [Ashurova 2012, Воробьев 2006, Красных 2002, Телия 1999]

Among all types of culturally specific means, however, metaphor is of paramount importance. It is worth noting, that there are two approaches to its investigation: metaphor as a linguistic mechanism, and metaphor as a cognitive principle. The first mentioned approach presumes metaphor as a stylistic (rhetoric) device that is used for achieving poetic imagination and consequently making an aesthetic impact on the readers. In this case metaphor is the property of the language.

The second approach has initially been put forth by American linguists G. Lakoff and M. Johnson in their work “Metaphors We Live By”. Having introduced the notion of conceptual metaphor they highlighted that it is “pervasive in everyday life, not just in language, but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature” [Lakoff, Jonson 1980: 4]. In this way, we enlarge our conceptual system by acquiring the concepts through the conceptual metaphor. Thus, conceptual metaphor enabled scholars to study it not only as a stylistic device, but also as a phenomenon through which language and cognition are interrelated.

According to the theory conceptual metaphor is the cognitive process between two frames (structures of knowledge) – the source domain and the target domain. The source domain is the structure of already acquired notions whereas the target domain represents the new concepts that are going to be acquired. The acquisition of new concepts is realized through metaphorical mapping that transfers some of the elements from the source domain to the target domain. In other words, the source domain serves as a basement for the target domain, i.e. the new knowledge is acquired in comparison with the old one. As a matter of fact, some of the elements, and consequently some of the features, of the source and target domain implicitly coincide with each other. This coincidence was termed as invariance.

The assumption about the cognitive nature of metaphor and its cultural value goes back to the Aristotle’s times; the philosopher claimed that metaphor is a conversion of the



name from one kind to another by analogy [Аристотель 1927: 39]. Sh. Bally explains the metaphor as a way to compare substantial objects with the abstract ones by expressing the comparison within one sign [Балли 1961: 221]. Joining these views V.A. Maslova considers metaphor as a powerful tool for cognizing the abstract notions, which are more complicated in nature. The cognition is based on the comparison of the new (abstract) concepts with the old (concrete) ones. She adds that metaphor reflects fundamental cultural values as it embodies the nationally and culturally specific world outlook. [Маслова 2001: 90-91]. G. Lakoff highlights the fact that conceptual metaphor is an integral part of the cultural paradigm possessed by the native speaker [Lakoff 1993:210]. Thus, the acquisition of the new concepts is an effective means of enlarging the conceptsphere of the native speaker and consequently widening the national world picture.

There distinguished three types of conceptual metaphors: structural, ontological and orientational metaphors. Structural metaphor presupposes the acquisition of the concepts of the target domain by their systematic organization through the comparison with the everyday activities. Ontological metaphor is the way we perceive abstract notions by outlining their shapes in the space, or by personification. Finally, the orientational metaphor organizes the whole system of concepts with respect to one another. That is to say, the concepts of the target domain are organized according to our experience of spatial orientation. [Lakoff, Jonson 1980]

Conceptual metaphor is of frequent use in political discourse. Newspapers as one of its types present a great number of examples. It may probably be connected with the assumption that a person tends to react not so to objective reality as to the cognitive representations of the reality in his mind. Since the cognitive frames (knowledge structure) are usually formed by the means of metaphor, so it may be an effective tool to

exert influence on the addressee and as a result on his actions [Будаев, Чудинов 2008:51]. In this way, by revealing source domain through metaphorical representation we may reveal the attitude of the addresser towards the issue being discussed.

To better understanding the political nature of conceptual metaphors and their functions in newspaper discourse, let us consider some of the examples taken from the Guardian newspaper:

*Europe moves to end passport-free travel in migrant row*

*European nations moved to reverse decades of unfettered travel across the continent when a majority of EU governments agreed the need to reinstate national passport controls amid fears of a **flood of immigrants** fleeing the upheaval in North Africa.*

*Thousands of Bulgarians and Romanians 'plan to **flood UK** in 2014' as employment restrictions relax*

*Hordes of Romanians and Bulgarians are already preparing to **head for Britain** in search of work, according to a Mail on Sunday investigation.*

*The **immigration invasion** that never was No Extra flights, empty seats – the lack of stampeding Bulgarians and Romanians shows the rightwing hysteria for what it was.*

The metaphorical expressions: **flood of immigrants, to flood UK, to head for Britain, immigration invasion** conceptually link with the image of invaders that form the structural metaphor –IMMIGRANTS ARE INVADERS. Indeed, the immigration has become a sensitive topic for the British nowadays; as a consequence, their arrival is compared with invasion or even with the natural disasters. By using these metaphorical expressions the editors form a respective image in this way influencing the public opinion. Thus, the conceptual metaphor works towards cognition forming a certain concept in the readers' conceptsphere through the image of INVADER.



The examples bellow represent metaphors connected with the electing process (The Guardian Newspaper):

*German **election**: Angela Merkel secures historic third **win***

*The Israeli Prime Minister, Binyamin Netanyahu, has declared a '**great victory**' for his Likud party, as his **rival** Isaac Herzog refused to concede **defeat**. With more than 90% of the vote countered, Likud has scored what many are calling an **emphatic victory**, but Herzog said he was still focused on forming 'a socially- minded government' for Israel.*

*Abbas **wins landslide victory***

*Mahmoud Abbas today began his work as Yasser Arafat's successor after **winning a landslide victory** in the Palestinian presidential **election**. [...]Final results announced today gave Mr Abbas 62% of the vote. His nearest **rival**, Mustafa Barghouti, had 19% of the vote and **conceded defeat**.*

In the above given extracts the phrases: **win an election, great victory, rival, defeat, emphatic victory, conceded defeat, win landscape victory** enable us to presume another conceptual metaphor that has been found to be of frequent usage in newspaper discourse ELECTION IS FIGHT. It has become a long lasting tradition for newspaper editors to associate the electing process with the FIGHT and the candidates for the post with the rivals. As in any fight one wins and another loses so in any election one gains the victory and others get defeated.

It is worth noting that metaphors made their own way in highlighting economic issues either. The economic metaphor has been widely investigated by the Western scholar. Hence, McClockey claims that economics is metaphorical in nature. In his manual "The Rhetoric of Economics" he claims that metaphor is the most frequent rhetoric that expends the essence of economic thinking – "to say that markets are represented by supply and demand 'curve' is no less than metaphor, than to say that the west wing is 'the breath of autumn' being [McCluckey, 1983: 502]. Another scholar C. Bicchieri

points out that there is a strong correlation between circulation and distribution of the goods and the body part. So, he presumes the circulation money originated from the circulation of blood in the body [Bicchieri, 1988]. Another assumption proposed is that the economic system is metaphorically compared with the living organisms [Marshall, 1920:56]. As the latest one the economic system grows, changes and decays. Having conducted a research, W. Ormerod comes to the conclusion that the conception of economy as a piece of machinery in the XIX century was an outcome of the parallel advances in the natural science achieved at that time, consequently, leading to the shaping the views about the world in general and about economy in particular [Ormerod, 1997]. Thus, metaphors in economic content of newspaper discourse are created for the sake of understanding complicated economic theories and economic phenomenon and in this way being more persuasive for the potential readers.

Some of the economic metaphors due to their frequent usage turned out to be well-established in the humans' conceptsphere and, consequently, became cliché-like. Here are some of them:

*There are three closely interrelated sources of instability in the present system: the volatility of **international capital flows, bubbles in stock market prices** and exchange rate instability. In a typical crisis, **inflows of foreign capital** and **booms in share prices feed oneach other** and put upward pressure on exchange rates.*

The passage illustrates several types of metaphor in the economic context. The first is the ontological metaphor – CAPITAL IS A RIVER, the expressions like '*international capital flow*', '*inflows of foreign capital*' conceptually link them to the stream of the river. The other subtype of ontological metaphor is personification – PRICE IS A HUMAN can be found in the expression '*share prices feed on each other*'. Another ontological metaphor is PRICES ARE BUBBLES that hints to the instability in the



stock market. Finally, the last expression 'booms in share prices' is of the orientational type –BOOM IS UP.

However, some of the metaphorical expressions in the economic context are unique. They are created to form a certain concept in the conceptual frame of the addressee; therefore, they tend to be of a high sense of imagination. The next examples demonstrate it:

- a. *Vodafone boosted by weak pound but struggling in **mature markets***
- b. *Obama puts housing at the **heart of economy***
- c. ***Markets' nerve** on fears of end to quantitative easing*
- d. *[...]There is still a great need to address the plight of Kenya's poor people, as agriculture remains the **backbone of the economy**. [...]*
- e. *Europe: Zapatero tries urgent **remedy for Spain's economy***
- f. *A growing **headache** for the Chinese economy*

In the examples listed above the ontological metaphor –ECONOMY IS A HUMAN BEING was used. Thus, in the first example the expression 'mature market' denotes 'developed market', that conceptually links them to the milestone in human life process consequently forming the target domain STAGES OF ECONOMIC SYSTEM and the source domain STAGES OF HUMAN BEING. In the next three examples the

expressions 'heart of economy', 'markets' nerve', 'backbone of the economy' denote 'vital part of economy', 'the most sensitive part of the market', 'a support for the economy' reflect the structure of economic system forming the target domain THE STRUCTURE OF ECONOMIC SYSTEM and the source domain THE STRUCTURE OF PHYSICAL BODY. Finally, in the last two examples the expressions 'remedy for economy' and 'headache for economy' refer to the human's state forming the target domain THE CONDITION OF ECONOMY and the source domain THE CONDITION OF THE HUMAN ORGANISM.

Thus, in the article we have examined metaphor which is not only a stylistic device but also a complex cognitive process for cognizing the world and designating new concepts. It has been found that metaphor is closely connected with culture as a tool serving for widening the conceptual world picture. The conceptual metaphorisation in newspaper discourse is a two- fold process. It, on the one hand, is used to invoke certain concepts in the readers' conceptual frame, while, on the other, is used as the form of unique expressions aiming at creating new concepts and images for the sake of provoking certain pragmatic effect. Having charged pragmatically, conceptual metaphor, as a result, is of frequent usage in politic, social and economic content.

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*Хожеев А. Газета дискурсидаги метафоранинг когнитив ва лингвокультурологик жиҳатлари. Мақола газета матнидаги турли хил типдаги метафораларни когнитив ва лингвокультурологик жиҳатдан тадқиқ этилган. Хусусан, мақолада газета матни аниқ прагматик интенцияларни воқелантирувчи турли концептуал метафораларга бой эканлиги аниқланган.*

*Хожеев А. Когнитивный и лингвокультурологический аспекты метафоры в газетном дискурсе. В статье рассматривается функционирование различных типов метафоры в газетном дискурсе в свете новых направлений лингвистики. Установлено, что в газетном дискурсе функционируют различные типы концептуальных метафор, выполняющих определенную прагматическую функцию.*

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