

COGNITIVE PECULIARITIES OF METAPHORS IN ENGLISH AND AZERBAIJANI PUBLICISTIC TEXTS

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Summary

The article discusses metaphor, metaphorical transfer and pragmatic features in English and Azerbaijani publications.

The article states that in cognitive linguistics, they have increasingly resorted to metaphors in recent years. This type of metaphor, often mentioned in stylistic and rhetoric, appears as a result of complex mental processes that are the focus of cognitive linguistics. In all cases, metaphorism is creativity. The transfer of our language in the vocabulary includes both mental and physical subjects. Metaphorical transfers refer to mental transfers and are abstract in nature.

The transfer mechanism is such that the sign of one of the two objects close to each other is transferred to the other. In this process, of course, at first glance, a logical discrepancy catches the eye, despite the fact that there is a very strong logic in this illogicality.

In political and journalistic styles, there are many metaphors of this kind, in which, despite the preservation of imagery, metaphoricity has practically disappeared. In theoretical linguistics, these metaphors are called erased. In order for them to appear, they should be widely developed and activated in the appropriate language. Metaphorical erasure is the next process. The result is the creation of new shades of meaning in these tokens.

Keywords: metaphor, transference, cognitive, sign, concept.

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1. Introduction

Nouns and verbs among the parts of speech seem to be richer in this aspect. As for adjectives, it should be noted that they, too, as one of the types of metaphor, are very active in journalistic and artistic styles.

This article also discusses cognitive theories of metaphor. According to the Cognitive theory of metaphor, our thinking has metaphorical properties and, accordingly, our entire speech, i.e. any of its styles – both everyday, scientific, artistic and even journalistic – has a metaphorical property. Considering that metaphor is a fundamental and natural means of linguistic influence, we will bring to the viewer the normal and positive attitude of the speaker / author to the topic, witnessing how the effect in question simultaneously stimulates him (the audience) to the desired reaction or action to hide reality. The latter type of influence is actually called manipulation.

It is concluded that metaphors in English and Azerbaijani have similar features and perform the same pragmatic function.

2. The main text

Recently, cognitive linguistics has increasingly resorted to metaphors. This type of metaphor, often mentioned in style and rhetoric, appears as a result of complex mental processes that are the focus of cognitive linguistics. In all cases, metaphorism is creativity. Unlike other types of creativity, metaphorical creativity is based on objects and phenomena opposed to each other. The fact is that this type of creativity is associated with the establishment of relations between different concepts; the sign of one is transferred to another. The original meaning of the term “metaphor” is associated with it, that is, being an ancient Greek word, it means transfer (Popov, 2007:100).

The transfer of our language in the vocabulary includes both mental and physical items. Metaphorical transfers refer to mental transfers and are abstract in nature. As mentioned above, metaphorical transfers are possible between semantic concepts. The transfer mechanism is such that the sign of one of the two objects close to each other is transferred to the other. In this process, of course, at first glance, a logical discrepancy catches the eye, despite the fact that there is a very strong logic in this illogicality. For example:

“If you look at the amount of tax payments, state-owned companies take the first place. Among private companies, oil consortia are among the first in terms of the size of the tax rate. They also sometimes try to take advantage of gaps in tax legislation. In general, large companies also experience serious shortcomings that should not be allowed. As the Ministry of Taxes F.Mammadov said: “We have not been able to find the appropriate parameters for more than ten years, according to which we could determine the list of exemplary taxpayers”. (Baku News, 2016) It is known that “space” refers to certain nouns that are associated with the meaning of weakness, the weakening of some part of the subject. The unification of tax laws according to this concept and the transfer of one of their features to another is associated with the inclusion of this lexeme in a new semantic sphere. The object or phenomenon to which the attribute was transferred acquires a new semantic connotation. In this case, the transfer is made between two objects and their two signs. As a result, a semantic connection, an association, is determined between the space token and the law token. In the modern era, there are many metaphors, for example, “emptiness”, which is on the verge of losing its image. These lexemes are much weaker in terms of the degree of metaphor, and this feature of them has already reached the limit of extinction. Another example:

“For example, in world practice, if a party does not participate in any political process within two years after its creation, it is automatically closed. We will take this into account when creating a new legal framework. Some of our parties are not fulfilling their functions. And they turn into a trading base. Then someone buys a registered political party in Azerbaijan in the 90s, others do something with it. Litigation has already begun in some parties. One side claims that the name and seal of the party belong to it, while the other claims that they belong to it. We will regulate all this by law” (New Azerbaijan, January 27, 2016).

A linking verb refers to specific things. In our example, this lexeme denotes the termination of the parties. In political and journalistic styles, there are many metaphors of this kind, in which, despite the preservation of imagery, metaphoricality has practically disappeared. In theoretical linguistics, these metaphors are called erased. In order for them to appear, they should be widely developed and activated in the appropriate language. Metaphorical erasure is the next process. The result is the creation of new shades of meaning in these tokens.

In modern English publicistic texts, such metaphorical models are also often found. For example: *“Several of Mr.Erdogan’s predecessors called for a stronger presidency to tame*

the military. Upon becoming prime minister in 2003, Mr. Erdogan managed to place civilian oversight over military expenditures and gutted the generals' hold on the National Security Council. In part because of these moves, the European Union opened negotiations for Turkish accession in 2005" (*The New York Times*, April 13, 2017).

As you can see, the verbs to tame, to open in the metaphorical combinations "to tame military" and "to open negotiations" actually acquired a new semantic connotation by transferring attributes to various objects and phenomena.

The nouns and verbs among the parts of speech seem to be richer in this aspect. As for adjectives, it should be noted that they, too, as one of the types of metaphor, are very active in journalistic and artistic styles. Let's review them:

1. Related to nouns (The Seed of Discord)

"In this regard, he stated that cooperation and mutual respect for various values are very important today. In particular, he stressed the importance of dialogue between religions and cultures in the current conditions, when religion is so exploited and presented as the main threat, when some of the interested groups are trying to sow the seed of discord among the peoples" (*New Azerbaijan*, January 27, 2016). Seed is a biological concept, its combination with the word "discord" denotes political and social content. In other words, this token acquires a new shade of meaning.

In English:

"But if voters choose "no", Mr. Erdogan won't be deterred. Turkey's president is a fighter and he will go to any lengths to get what he wants. In the face of a defeat at the ballot box, he is likely to amp up his war against the Kurds, making him seem like an embattled defender of the nation. This move would also help him win support from nationalist voters who don't normally back him. It also looks possible that if he is denied further power by way of constitutional amendment, he will seek it by extending the state of emergency – maybe even indefinitely" (*The New York Times*, April 13, 2017:5).

In this example, the noun "fighter" and the noun phrase "face of a defeat" by transferring the properties of living-inanimate creatures acquire a new semantic connotation and create a semantic association.

2. Related to adjectives (Healthy).

"The first deputy head of the executive power of Sumgayit, Faig Karimov, noted that such educational events should be carried out in order to form the religious views of the population in healthy conditions, to prevent the influence of radical people on young people and to ensure the education of our religious figures in this direction" (*New Azerbaijan*, January 27, 2016). Healthy, first of all refers to living beings, but by transferring this word to a geometric concept, it transforms the metaphorical content.

In English:

"Reached by telephone, several said they were uncomfortable that anyone with an internet connection could tune into their classroom discussions. To avoid the camera's stare, they sometimes congregate in a blind spot near the front of the classroom, they said.

"Who knows if there are any psychopaths watching?" asked Li Li, a junior. The school did not respond to a request for comment" (*The New York Times*, April 27, 2017:3)

Although the adjective "blind" expresses the properties of living beings, however, by transferring it to the noun "spot" in this example, it acquires metaphorical content. In general, the translation of the metaphorical combination will be "a dark place".

3. Related to verbs (Export).

“Deputy Chairman of the State Committee for Work with Religious Entities Siyavush Heydarov stressed the importance of valuing our history and learning from the tragedies of the past. Stating how Azerbaijan exports its highest values – multiculturalism and tolerance to the whole world today, he informed the participants of the round table that he intends to hold large-scale and numerous events within the framework of the “Year of Multiculturalism”. He noted that he is confident that such commemorative events will help people build their future through the prism of the past” (New Azerbaijan, January 27, 2016).

In English:

“An American official and a United Nations expert on Tuesday joined European Union officials in expressing grave concern about the law, which was rushed through Parliament by the government of Prime Minister Viktor Orban.

Tens of thousands of protesters poured into the streets of Budapest on Sunday to urge President Janos Ader not to sign the law, but on Monday he did just that” (12).

In this example, the verb “pour” is transferred to living beings – protesters rallied on the streets of Budapest, which led to the acquisition of new semantic shades and, consequently, the formation of a metaphorical content (mass rallying).

According to the Cognitive theory of metaphor, our thinking has metaphorical properties and, accordingly, all our speech, i.e. any of styles – both everyday, and scientific, and artistic, and even journalistic – has a metaphorical property. If we take into account that metaphor is the main and natural means of linguistic influence, we will witness how, bringing to the audience a normal and positive attitude of the speaker / author to the subject, this influence simultaneously prompts it (the audience) to the desired reaction or action in order to hide reality . The last type of influence is actually called manipulation. As noted above, the function of language impact is more clearly manifested in today's global media. Accordingly, the impact potential of the metaphor is used precisely in this style, and this is revealed by readers/viewers/listeners.

These types of metaphors are not yet included in the lexicographic system of the language, because they are new and have not acquired this status. Therefore, conceptual and author's metaphors differ from each other in their characteristics. Metaphors are not just a form of expression, but they also have the property of being informative and are aimed at a specific goal. The cognitive approach to them is not limited only to stereotypical conditions, but also covers the mental sphere. This approach to the problem contributes to the complex expression of the features of metaphors. Here I would like to emphasize one more point: the author's metaphors have more effective properties compared to erased metaphors.

In the literary language , metaphors have the following tasks:

1. Allows you to express thoughts concisely. There is conciseness in the meaning of any metaphor; it briefly names a phenomenon. This process associatively conveys to the recipient ideas that can express even several microtexts;

2. Creates conditions for the emotional perception of thought;

3. Prepares the ground for the expansion of the semantic structure of the word and serves as a new nomination;

4. Gives color to the language and saves it from inappropriate repetitions;

5. Increases the aesthetic value of the century;

6. Appropriately designed metaphors increase the attractiveness both in prose and poetry, as well as in journalistic texts, etc.

As you can see, in texts that are constructed completely from the point of view of language and theme, metaphors are given a special place. Depending on the purpose of constructing a journalistic text, the appeal to metaphors may be different. Consider them.

1. The journalistic text may be informative in nature. At the same time, the author's position may be relatively neutral. In this case, there may not be a serious demand for metaphors;

2. If the author conveys information for special purposes, it means that he also has a goal that forms a thought, there is no doubt that the appeal to metaphors should be more than in a neutral position;

3. The purpose of a journalistic text is sometimes the formation of a new thought, in which case, due to the knowledge of languages or the special abilities of the author, any number of metaphors can be used;

4. A journalistic text can be instructive. The coefficient of metaphoricity in such texts may decrease;

5. A journalistic text may have the character of a bundle, whereas the functional coefficient of a metaphor depends on the author, and the exact limitations for them cannot be considered scientifically justified.

Speaking about the effectiveness of metaphors, Arnold refers to R. Jakobson – his term “the effect of deceived expectations”, which, in his opinion, can take place “in any field of art and in any direction, and in language at any level” (*Arnold, 1990:70*). Metaphors in contexts represent cognitive surprise, shock and create a strong resonance. This is due to its novelty and surprise (*Davidson, 1990:173-193*).

Metaphors, which are evaluated by the aforementioned authors as new, unexpected information, excite a specific orientation reflex. According to the two-phase concept of the orientation reflex, at the first stage, the novelty of the metaphor causes involuntary physiological shocks (emotional shock), and at the second stage, the shock-therapeutic effect of novelty is cognitive in nature. In this way, a person gets into the essence of the objects and objects that he is aiming at. The more novelty there is in a metaphor, the more unexpected it will be for the listener or reader. In fact, metaphors, on the one hand, create conditions for the emergence of a semantic paradox. We are talking about focusing objects and phenomena that are distant from each other in life in a person's consciousness. In metaphorization, semantic synthesis is mental in nature and is a product of the human subconscious. The “deceived expectation effect” in the text is born at this moment.

In journalistic texts, as in other types of text, authorial and customary (commonly used) metaphors differ. Occasional (author's) metaphors, as already noted earlier, are not units of vocabulary, they are units introduced into the language and have a stylistic character. Unlike them:

1. The usual (commonly used) metaphors take place in the vocabulary system of the language;

2. They are distributed. For example: the eyes of a room, the eye of a fountain, the eyes of a family, etc.

3. The usual metaphors are actively used by society, they “live” in the language consciousness;

4. The usual metaphors have stylistic and rhetorical loads.

Note that the 4th feature mentioned above is also characteristic of occasional metaphors. The usual metaphors also differ in quality. As noted above, outdated and long-rooted metaphors in our language are divided into two types. Metaphors that have not lost touch with their semantic duplicates are considered active. Outdated or erased metaphors are metaphors once used in the language of some historical person, a talented person, and reviving signs of the historical period in which they originated. We don't feel metaphorical and emotional when we hear them. Speaking about the stylistic possibilities of metaphors in the modern period, special attention should be paid to the following factors:

1. The scope of their use. This is a very important condition, because the metaphors often used in the language are subsequently honed;
2. The presence of their degree of emotionality. Metaphors with rich emotional coloring are often resorted to;
3. The effect of surprise, causing an increased reaction;
4. Sounding as a new style of expression;
5. Availability of a version with synonymous meaning, etc.

By their content, metaphors have a feature of evaluation. In fact, their appearance is mainly due to this nuance. Journalistic texts are relatively small in size, so the author's attitude to the described subject or phenomenon manifests itself quickly. It does not depend on whether the attitude is positive or negative, but on the degree of their metaphorical assessment.

In modern linguistics, the relationship of concept and metaphor is considered; we believe that this concept should be clarified. A concept is a semantic unit that has a universal subject code. As close as the concept and the word are to each other, they are so different. This can be summarized as follows:

1. If all concepts are words, then not all words are concepts; the point of their divergence determines their independence;
2. Concepts have national-mental features, not all words have such a feature;
3. The concept is an element of consciousness, and, having cultural characteristics, it materializes in the language. It is virtual and has social content;
4. One of the most important features of the concept is its ability to be expressed in linguistic units.

In modern English journalism there are also many examples proving the peripheral nature of metaphors. For example:

“The commonplace explanation in the Western media is that Mr. Putin himself is deeply corrupt – indeed, that he sits at the epicenter of Russia’s corrupt edifice. This may be so. But as someone who has spent his life in the Balkans (and therefore knows a thing about corruption), I have learned that being corrupt is hardly a reason not to declare a war on corruption; on the contrary, it could be an incentive, because there is nothing that corrupt politicians hate more than other people’s corruption. The reason for Mr. Putin’s reluctance, then, is more complicated” (The New York Times, 2016).

3. Conclusion

In this example, the seismic-geographical term “epicenter” in the phrase “epicenter of Russia’s corrupt edifice” conceptually has the meaning of the core. We are witnessing a new peripheral meaning in the concept of “the epicenter of the Russian corruption structure”, formed on the basis of this meaning. In this context, the semantic base of the term “epicenter” lies in the seismic-geographical concept. And in the example that we present, the term “epicenter” performs a metaphorical function.

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