THE ORIGIN AND EVOLUTION OF METAPHOR: FROM ANCIENT RHETORIC TO THE COGNITIVE LINGUISTICS

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Annotatsiya: *Joriy maqolada metaforaning qadimgi ritorikadan kognitiv tilshunoslikkacha kelib chiqishi va evolyutsiyasi muhokama qilinadi. Tadqiqot nutqning ayni vaqtida ma'no ko'chirishning ushbu turini qanday shakllanishi va "metafora" ning paydo bo'lishiga qanday omillar sabab bo'lishi va yordam berishi tavsifini o'z ichiga oladi.*

Аннотация: *В данной статье рассматривается происхождение и эволюция метафоры от античной риторики до когнитивной лингвистики. Исследование охватывает описание того, как формируется этот тип передачи смысла в самом времени речи и какие факторы вызывают и способствуют возникновению «метафоры».*

Abstract: *The current article discusses the origin and evolution of metaphor from ancient rhetoric to cognitive linguistics. The study covers the description of how to form this type of transfer of meaning in the very time of speech and which factors to cause and contribute to originate 'the metaphor'.*

Kalit so'zlar: *metafora tushunchasi, lingvistik mexanizm, analogiya, metaforaning o'sishi, ma'no ko'chishi, ritorik an'analar*

Ключевые слова: *понятие метафоры, языковой механизм, аналогия, эволюция метафоры, передача смысла, риторические традиции*

Key words: *the concept of metaphor, linguistic mechanism, analogy, evolution of metaphor, transfer of meaning, rhetorical traditions*

Introduction.

Although words are neytral with their own meanings outside of the speech, their meanings are expressed figuratively in order to give stylistic content to the context.The names of things, events, signs, properties, actions, states in existence can also be used as the names of other things, events, signs, properties, actions, states according to a certain basis. The main reason why one word can be used in the place of another is because they are related and have some physical or internal similarity. For example, the 'fire' word can express the meaning of 'hatred' because of the their both uncontrolled and destructive nature. The use of words in a figurative sense is called a transfer of meaning. There are several types based on the type of similarity such as metaphor, metonymy, synecdoche, hyperbole, litotes, specialization. The most used one among them is metaphor in both oral and written speech

Literature review

Firstly, a great Greek philosopher Aristotle researched the 'metaphor' theory. He said 'Perhaps universal history is the history of a few metaphors' in his 'Poetics'. Aristotle considered metaphor as a powerful tool for persuasion and stylistic embellishment in rhetoric. He defined it as 'the transfer of a name from an object to which it properly belongs to another object'. Indeed, in Greek metaphor means to carry over. Aristotle emphasizes that the foundation of metaphor lies in the perceived similarity between the source domain (the concept from which the name is borrowed) and the target domain (the concept to which the name is applied).Aristotle identifies four types of metaphors based on the relationship between the source and target domains:

* From genus to species (e.g., 'Here stands my ship' – ship as a kind of vehicle)

* From species to genus (e.g., 'Truly, ten thousand good deeds has Odysseus wrought' – good deeds as a type of accomplishment)

* From species to species (e.g., 'He drew off his life with the bronze' – drawing off life as similar to drawing off liquid)

* From analogy (e.g., 'The cup of life' – life compared to a cup filled with experiences)

In the 20th century, a shift in perspective emerged, viewing metaphor not just as a literary device but as a fundamental cognitive process shaping how we understand and experience the world.

George Lakoff and Mark Johnson (1980s): With their seminal work 'Metaphors We Live By,' they proposed the conceptual metaphor theory, suggesting that metaphors are not just linguistic expressions but reflect underlying conceptual structures in our minds. They argued that we use metaphors to understand abstract concepts in terms of more concrete experiences. For example, the metaphor 'ARGUMENT IS WAR' structures our understanding of arguments using concepts from warfare.

An european scientist, Helene Schumacher's research has significantly advanced the field of metaphor studies, offering valuable insights into the cognitive processes, cultural influence and cross linguistic variations that shape metaphorical thinking. She comtributed notably with her valuable work 'Cross- linguistic evidence for conceptual metaphors'. She has conducted extensive research on metaphors across various languages , investigating both universal patterns and language-specific variations in metaphorical thinking. Her research investigates how children acquire and use metaphors. Schumacher delves into the cognitive processes involved in metaphor comprehension, exploring how metaphors can shape our understanding of abstract concepts.

Methodology

The concept of metaphor has captivated thinkers and scholars for centuries, evolving from a figure of speech in classical rhetoric to a fundamental principle shaping human thought and language. In the Middle ages philophers explored the allergorical and symbolic aspects of metaphor, often associating it with religious and mystical interpretations. As mentioned, metaphor is one of the most used four 'master tropes'.

For example:

* Literature and poetry: Creating vivid imagery, symbolism, and emotional depth.

* Everyday language: Enhancing communication, expressing abstract ideas, and fostering creativity.

* Advertising and marketing: Building brand identity, influencing consumer perceptions, and evoking emotions.

* Science and technology: Explaining complex concepts, generating new ideas, and promoting scientific understanding.

* Education and learning: Facilitating comprehension, engagement, and knowledge transfer.

As proposed by Lakoff and Johnson, metaphors arise from our innate ability to understand one conceptual domain (the target domain) in terms of another (the source domain). This mapping allows us to structure abstract or unfamiliar concepts using more concrete and familiar experiences.Our physical embodiment and interactions with the world provide a rich source of metaphorical concepts. Sensory experiences, spatial relationships, and bodily actions often serve as the foundation for understanding abstract ideas. For example, the metaphor 'TIME IS MONEY' reflects our experience of time as a limited resource that needs to be managed and spent wisely, similar to money. Here is some linguistic mechanisms that contribute to the metaphor:

* Analogy: Metaphors often emerge from analogical reasoning, where we recognize similarities between two seemingly different domains. This allows us to transfer knowledge and understanding from the source domain to the target domain.

* Conceptual blending: This process involves combining elements from different conceptual domains to create new meanings and understandings. For instance, the metaphor 'LIFE IS A JOURNEY' blends concepts from the domains of life and travel, suggesting that life is a path with challenges, destinations, and experiences along the way.

* Linguistic creativity: Our ability to manipulate language and experiment with novel expressions plays a crucial role in generating metaphors.

This includes using figurative language, wordplay, and unconventional combinations of words to evoke new meanings.

Conclusion

The understanding of metaphor has undergone a remarkable transformation throughout history. From its origins in classical rhetoric to its central role in cognitive linguistics, metaphor continues to be a captivating subject of study. It reveals the intricate interplay between language, thought, and human experience, shaping our understanding of the world and ourselves.The origin of metaphors is a multifaceted phenomenon, rooted in our cognitive abilities, linguistic resources, and the social and cultural contexts that shape our experiences. By harnessing analogy, conceptual blending, and linguistic creativity, we can bridge the gap between abstract concepts and concrete experiences, enriching our understanding of the world and fueling imaginative expression.

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