



METAPHOR IN THE LAKOFF'S TRADITION. TYPES OF CONCEPTUAL METAPHOR

Crossref Doi : <https://doi.org/10.37547/iqro-volume04-issue01-15>

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Annotation

As the title suggests this thesis deals with is the area of conceptual metaphor. Nowadays, the theory of conceptual metaphor is something well established. Works and researches dealing with this topic abound but there is still much to discover. The article presented is therefore only a small piece of the jigsaw puzzle that will shed some light on the phenomenon of conceptual metaphor. The approach to metaphor adopted in this thesis is the one that forwarded by Lakoff and Johnson in their piece of work *Metaphors We Live By*. That is why this thesis was inspired by their work; it is convenient to define metaphor in their terms. According to authors claim that the essence of metaphor is realizing and experiencing one kind of thing with the help of another. We tried to rewrite this statement as this kind: metaphor is knowing and experiencing one thing in terms of nominative idea.

Key words

metaphor, cognitive linguistics, conceptual metaphor, conceptual blending, target domain.

Аннотация

Как следует из названия, этот тезис касается области концептуальной метафоры. В настоящее время теория концептуальной метафоры является чем-то устоявшимся. Работ и исследований, посвященных этой теме, предостаточно, но еще многое предстоит открыть. Таким образом, представленная статья является лишь небольшим кусочком мозаики, которая проливает некоторый свет на феномен концептуальной метафоры. Подход к метафоре, принятый в этой диссертации, был предложен Лакоффом и Джонсоном в их работе «Метафоры, которыми мы живем». Вот почему этот тезис был вдохновлен их работой; в их терминах удобно определять метафору. По мнению авторов, суть метафоры заключается в осознании и переживании одного вида вещей с помощью другого. Мы попытались переписать это утверждение в таком виде: метафора есть знание и переживание чего-то одного в терминах номинативной идеи.



Ключевые слова

метафора, когнитивная лингвистика, концептуальная метафора, концептуальное смешение, целевая область.

Metaphor was believed as the biggest rhetorical tool based on comparison of the two things (occasions). It was regarded as a device of speech, which added some cultural value to it. In linguistics, the study of metaphor was concentrated on its verbal speech. In Stylistics, conceptual metaphor is considered a commonplace, a stylistic thing of language; in lexicology, it's considered as a way of the semantic development and change of a word. I.R. Galperin defines conceptual metaphor as the power of realizing two verbal meanings simultaneously (Galperin, 1981).

Conceptual metaphor is regarded as a cognitive thing, a way of thinking and one of the processes of mortal ideas, a specific way of conceptualizing information grounded on the internal process of analogy and knowledge transfer from one abstract field into real life. The theory of conceptual metaphor was first used by G. Lakoff and M. Johnson in their well-known book "Metaphors We Live By". According to R. Langacker — disciplines are inescapably cognitive realities internal gestures, emblematic spaces, generalities or abstract complexes.

According to G. Lakoff, the word *mind* is structured in terms of the nominative idea *Machine*, the concrete word— *Love* is structured in terms of the nominative idea — *trip*, in summarizing conceptual metaphor— *The Mind is Machine*, — *Love is Journey*.

Kövecses Z. claims that the well known target domains for nature include disciplines relating to the people, clothes, things, meals and jobs. The most common target- disciplines include similar abstract orders as *Emotion, Morality, Thought, Human Being Relationship*.

Types of conceptual metaphor.

One of the vital problems of metaphor theory is conceptual Metaphor typology. There are several groups of the types of metaphor. G. Lakoff and M. Johnson distinguish four types:

- **Structural metaphor** refers to the tropical and more organizational association of one conception in terms of another. In this case, the source domains provide fabrics for the target domains.

He tried to break down all my arguments.

- **Orientation metaphors** — structures all system of generalities with the help of one another and classified with some words like up- down. (Happy is Up, Sad is Down);

I'm cheering up

That revealed my secrets

- **Ontological metaphors** relates to "ways of viewing events, conditioning, emotions, as realities and substances". In other words, this is a type of metaphor in which commodity accurate is projected onto something abstract



• **Ontological metaphor** refers to communication and classifies whenever the addresser inserts his internal ideas,(passions, studies,etc.) into words, expressions, rulings,etc. in his message to the addressee who also excerpts them from these verbal forms.

Our exploration has shown that conceptual metaphors fulfil colorful functions to attract the reader 's attention, to evaluate the described event, to provide fresh, sometimes a veritably detailed image, to put the author 's vision of the situation, etc. As has formerly been mentioned, conceptual metaphor is character; it's presented as a model imparting circumlocutions and associations between different conceptual ideas and structuring a range of further specific metaphors.

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