



ЧЕЛЯБИНСКИЙ ГОСУДАРСТВЕННЫЙ
ИНСТИТУТ КУЛЬТУРЫ

**ONLINE
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**"INNOVATIVE
ACHIEVEMENTS
IN SCIENCE 2023 "**

**INTERNATIONAL SCIENTIFIC-ONLINE
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"INNOVATIVE ACHIEVEMENTS IN SCIENCE 2023"



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"INNOVATIVE ACHIEVEMENTS IN SCIENCE 2023"

ROLE OF METAPHORS IN SOCIAL LIFE

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Annotation: *In this thesis, we will give some information about metaphors we use in our everyday life and famous scholars' opinions on it.*

Keywords: *metaphor, rhetorical device, language toolbox, literal meanings*

Metaphor is an essential literary device that enables writers to express complex ideas and concepts. For centuries, metaphor has played a significant role in shaping human language and communication. This thesis explores the significance of metaphor in literary works and how it has evolved through time. In addition, it discusses the opinions of famous scholars about the role of metaphor in the literary world.

A Metaphor is a figure of speech that describes something by saying it is something else, often to create a comparison or association between two seemingly unrelated things. It is a way of expressing ideas or emotions through indirect or imaginative language, rather than using direct statements or descriptions. For example, "Life is a journey" is a metaphor that compares the experience of living to the act of traveling from one place to another.

Famous scholars have had varying opinions on metaphors. Aristotle, for instance, believed that metaphors were the key to understanding abstract concepts. He also believed that metaphors allowed people to connect with complex ideas more easily. Plato, on the other hand, believed that metaphors were dangerous because they could be used to manipulate people by appealing to their emotions instead of their reason.

Famous modern scholars have varying opinions about the use of metaphors in language. While some argue that metaphors serve as a useful tool to communicate complex ideas, others caution against their overuse, warning that they can be manipulative and misleading.

In more recent times, scholars such as Lakoff and Johnson have argued that metaphors are not just linguistic devices but are fundamental to our understanding of the world. They contend that metaphors shape the way we think and perceive reality. For example, the metaphor of "argument as war" shapes the way we approach debates and disagreements.

Lakoff and Johnson argue that metaphors structure our thoughts and language and that we use metaphors to understand abstract concepts in terms of more



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concrete, physical experiences. Similarly, Mead believes that language and symbol systems, including metaphor, are critical in social interaction and the sharing of meaning between individuals. Metaphors are not just rhetorical devices, but rather powerful tools that shape our perception of the world.

For instance, cognitive linguist George Lakoff has argued that metaphors are "omnipresent in everyday life, not just in language but in thought and action". According to Lakoff, metaphors allow us to use our understanding of one domain to reason about another, leading to new insights and understandings.

Simone de Beauvoir emphasized that metaphor enables writers to express abstract concepts that cannot be adequately explained by words. For example, the metaphor "the glass ceiling" effectively explains the concept of an invisible barrier that prevents women from advancing in their careers. Similarly, Richard Rorty argues that metaphors help writers to create new meanings that may not have existed before.

On the other hand, philosopher Max Black has warned that "metaphors can be exaggerated or misleading, and should be critically examined". Similarly, linguist Mark Turner has argued that metaphors can often be used manipulatively, leading people to adopt false beliefs or opinions.

A metaphor is a figure of speech that is used to describe anything by equating it with another thing. It can be defined as a way of speaking that goes beyond concrete and literal meanings. Metaphors are extensively used in all languages and cultures around the world.

The importance of metaphor in language cannot be overstated as it serves as a powerful tool for communication. It helps individuals to understand abstract concepts by using familiar and tangible objects. Metaphors also provide a means of expressing emotions and subjective experiences that might otherwise be difficult to articulate.

Metaphors help to create a visual representation of the meaning of words, which makes them more memorable and impactful. They play a significant role in literature and poetry, facilitating the reader's comprehension of the intended meaning of a piece.

Additionally, metaphors are employed in everyday conversation, by providing a way for individuals to express complex thoughts and ideas. The figurative nature of metaphors enables individuals to convey their thoughts creatively.

Metaphors are the cornerstone of language, representing a rhetorical device used to equate a concept with another object. By moving beyond concrete and literal meanings, metaphors aid in creating a visual representation of language. This makes them critical tools in the communication process and their importance cannot be underestimated.



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Metaphors are essential in conveying complex ideas, especially abstract concepts, by drawing on similarities with objects that are tangible and familiar. They help emotions and subjective experiences that would have been difficult to articulate, enabling individuals to communicate. In literature and poetry, metaphors are often used to illustrate themes and the underlying meanings of a piece. This way readers can understand the message being conveyed more clearly.

In everyday conversation, metaphors prove thoughts and ideas. Figurative language conveys their points creatively which is more than plain language ultimately; comprehend how metaphors function in language to develop effective communication skills. Their use of metaphors, individuals can better express themselves and convey meaning more effortlessly.

Despite these different perspectives, it is clear that metaphor is a powerful tool in our language toolbox. Used effectively, it can allow us to communicate complex ideas with greater precision and impact. However, we must also be aware of its potential pitfalls, and use it judiciously.

In conclusion, metaphor is an essential literary device that facilitates communication and understanding of complex ideas. The opinions of famous scholars on the role of metaphor in literature highlight the importance of this device in shaping how we think about the world. In the end, it is clear that metaphors play a significant role in human language and communication.

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