

ТИЛНИНГ ЛЕКСИК-СЕМАНТИК ТИЗИМИ,  
ҚИЁСИЙ ТИПОЛОГИК ИЗЛАНИШЛАР  
ВА АДАБИЁТШУНОСЛИК  
МУАММОЛАРИ

**МАТЕРИАЛЛАР  
ТЎПЛАМИ  
XII**



**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ ОЛИЙ ВА ЎРТА  
МАХСУС ТАЪЛИМ ВАЗИРЛИГИ**

**БУХОРО ДАВЛАТ УНИВЕРСИТЕТИ**

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ҚИЁСИЙ ТИПОЛОГИК ИЗЛАНИШЛАР ВА  
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## THE USAGE OF ENGLISH METAPHORS IN ECONOMIC DISCOURSE

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**Annotation;** *The purpose of this article is to examine the features of metaphor in economic discourse. Economy-related lexical units as well as structures typical for economic discourse have been actively utilized in individual and group communication. The article discusses samples of economic discourse selected from two British periodicals, the Financial Times and the Economist,*

**Key words:** metaphor, economic discourse, conceptual metaphor.

A number of studies on metaphor illustrate the complexity of this lingual phenomenon occurring in virtually any context due to its unique properties. Metaphor is actively involved in shaping the personal model of the world, plays a crucial role in the integration of verbal and sensory-shaped systems of a person. It is also an important element of categorization of the world, thinking and perception of metaphor economic discourse

We witness a growing interest in the study of metaphors in different types of discourse. The purpose of this article is to examine the features of metaphor in economic discourse. Economy-related lexical units as well as structures typical for economic discourse have been actively utilized in individual and group communication. The article discusses samples of economic discourse selected from two British periodicals , the Financial Times and the Economist, the samples under analysis are excerpts of economic discourse and reviews of the latest news.

Journalistic style being multifunctional and diverse in characteristics, occupies a special place among the styles of literary language. Journalistic texts can be of various subjects, as they are effective and in demand in various spheres of human activity -- politics, and education and health care and the economy.

Conveying information via the media means requires thorough reflection and appropriate logical presentation of ideas. the main function of journalistic

style is convincing a reader or a listener of the correctness of the argued point as well as triggering a desired response rather than providing a large volume of information. Except for logical arguments, the per locution of this style largely depends on emotional impact that facilitates achieving the above mentioned purpose. As far as economic discourse is concerned, its structuring, content and pragmatics are determined by the social acuity of the addressed economic problems.

Universal means of achieving the above mentioned goals is a metaphor. Traditionally metaphor is viewed mainly in terms of style and rhetoric as a means of creating imagery and emotional impact on the audience. However, since the publication of J. Lakoff, M. Johnson and their famous study [6], which was followed by a number of equally important works on cognitive science, metaphor as a cognitive phenomenon has turned into a dominant subject of consideration. Metaphoric mechanism is widely involved in the processes of conceptualization, formation of derivatives and secondary semantics, emergence of terms and structuring of discourse. Metaphors make information more compact and accessible, introduce elements of scientific knowledge to the audience distinguished by age and level of education.

Generally, metaphor is regarded as a means of secondary designation that arises on the basis of a close resemblance of the original object and the one denoted by the designation unit. The source object's portable values are responsible for the emergence of the word's figurative meaning [2]. Structural metaphors are divided into simple (represented by a lexical unit), and deployed, or common, which can be represented by a phrase, sentence or the whole text.

Let us consider metaphors used in economic discourse. We register the use of the so-called "dead" metaphor, that is a metaphor of imagery, figurative nature of which has been shaded (for example, the English expression "field of human knowledge") Ideally, dead metaphors of the original language should correspond to the equivalent dead metaphor in the language of translation. However, the image, which is based on metaphor, may be different in different languages.

Sometimes dead metaphors have no match in the target language, and then they are conveyed by neutral, non-metaphorical often descriptive expressions.

Metaphoric clichés are also rather common economic mass media discourse. These are metaphors that have partially lost their aesthetic component, and are increasingly used in a connotative function in order to provide a clearer, brighter, and more emotional expression of ideas. For instance, when we translate the English expression "to reduce expectations" into Uzbek we have to use expressive "kutiladigan narsalarni kamaytirish".

Economic discourse is marked by the use of specific sets of conceptual metaphors. Among the English metaphors frequently used ones are "bulls and

bears”, referring to the so-called “exchange slang”, “dead cat bounce” -- a sharp rise in the price of financial assets after its period of substantial decline.

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