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Economic Metaphors as the Tools for Delivering Message to the Community

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***Abstract:** This article is devoted to the explanation of the metaphor and their usage in the economic context. And also this work proposes a framework of metaphorical terms in the sphere of economics, in the context of sending a message of delicate to the circle of economists.*

***Key words:** cognitive metaphors, valuable commodity, thesaurus, cultural values.*

J. Lakoff, a well-known representative of cognitive linguistics, and M. Johnson, a famous philosopher, interpret metaphors as follows: "Metaphors permeate not only everyday life, not only language, but also our thinking and activities. Our everyday conceptual system is also inherently metaphorical. J. Lakoff and M. Johnson analyzed the cognitive metaphors of time is money, time is a limited reserve, and time is a valuable commodity in the thesaurus of Uzbek speakers (For example: I spent a lot of time on this work; My time is running out; Idle things steal time) indicate that a number of cognitive metaphors are cognitive-semantic universals.

In research, metaphors are defined as universals of consciousness. Modern psychologists try to connect seeing the world based on metaphors with human genesis and culture. It is assumed that language has a metaphorical nature, and protocommunication is carried out at the level of metaphors.

Metaphor is a universal phenomenon in language, which is characteristic of all languages. Its universality is manifested in space and time, the structure of language and its functions. The metaphor reflects the fundamental cultural values, because it is based on the national-cultural outlook.

"Metaphor is an active agent in the occurrence of derivative meaning. It is noted in linguistics that the origin of the derived meaning is based on the fact that the referents of the derived meaning are similar to each other. According to prof. M. Mirtojyev, this can be clearly imagined when analyzed according to the differential-semantic method. For example, the verb "ulamoq" has the lexical meaning - sememe "to tie the ends together". It again acquired the derivative meaning "to add to the end" - semema. There is a similarity between the movement they express. That is, the emergence of a derivative meaning is a metaphor.[6]

According to some experts, "metaphor is a shortened form of simile." According to prof. M. Mirtojyev, "this opinion is correct." "For example, in the Uzbek language, oidium, which damages vines, is represented by the derived meaning of the word ash. It would be more accurate to call it a shortened form of the "disease like ash" simile. In this place, the subject of the simile was dropped, only the gray standard of the simile device retained its entire meaning, and a reduced form of the simile - a metaphor - appeared. That is, it can be shown as some form of metaphor.

When comparing linguistic and cultural units or translating them from one language to another, it is necessary to take into account the specific features of the culture of that time, in particular, the folk oral creativity. For example, in Shakespeare's play "King Lear", when Edgan, who introduced himself to Lear as Tom the Afghan, was telling him the "history of the past", the comparative units used in his speech were used in Russian and Uzbek languages. adequately translated using appropriate linguistic means: ...hog in sloth, fox in stealth, wolf in greediness, dog in madness, lion in prayer - KL, 105 ...был я свиньёй по лености, лисой по хитрости, волком по жадности, псом по ярости, львом по хищности – КЛ, 539 // ...yalqovlikda cho'chqa, makkorlikda kal, so'qtoylikda bo'ri, badjahllikda it, vahshiylikda arslon edim – QL, 429. – QL, 429. their ability to animate the same behavior made it possible to accurately translate them into material, or rather, to replace them with ready-made equivalents. Since in the Uzbek translation, cunning is animated not by the traditional "fox", but by the image of "bald", in this case, the period characteristic of the original is correctly created. At present, artistic comparison of cunning and deceit to the character of a fox has become traditional, but in the Uzbek literature of the past, in particular, in folk art, this character was compared to "bald foxes" would be killed." [2]

Metaphors also serve as a means of creating an image of sweetness. For example, in the Uzbek linguistic culture, to express sweetness, "gozichogim", "botalogim", "salim", "chirogim", "oppogim", "jonginam", "dombog' im", "şekerim", "bitanem", "kuzum", "yavrum", "hayatim", "ruhum" in the Turkish language culture, "golubchik", "kotik", "zayka", "zolotoy" in the Russian language culture, "baby" in the English language culture ", "honey", "dove", "frog", "sweet heart" are widely used.

According to N.D. Arutyunova, lies and truth are combined in a metaphor... A metaphor is not only a shortened simile, but also a shortened contrast.

Metaphors, like similes, can be divided into static and individual-author metaphors. Static metaphors include the world is a theater, the world is a book, love is fire, time is money, etc. is an example.

In the widespread use of metaphors by the speaker, as much as the semantic aspects of the metaphor are important, so are its structural features.

L.T. Eloeva suggests studying metaphors structurally in two ways:

- 1) single metaphor;
- 2) Compound metaphor.

When distinguishing a single metaphor, the scientist focuses on the fact that the metaphor consists of one word. In the case of compound metaphors, it is based on the fact that the metaphor consists of two or more components.[4]

The structural feature of a metaphor is that it is impossible to choose one structure for it. A metaphor can be a word, an expression, a text, a symbol. However, the essence of the metaphor is determined not only by the external structure, but also by the internal and external interrelationship.

During the observations, we witnessed that economic metaphors in English and Uzbek languages have a different structure.

For example, in English, not only two- and three-component sentence structures, but also phrases in general, covering economic topics, are widely used in the English world. For example: *as poor as a church mouse; as poor as a dog; to be moth-eaten; to be vermin-eaten; to have only a shirt on one's back; to live from hand to mouth; put your money where your mouth is; to go through hard times; until fall into poverty; to go through hell; to be hard up; money does not grow on*

trees; to be wealthy; to be affluent; to be loaded; to be rolling in money; until be flush with money; to be on easy street; to be a sugar-daddy; to be filthy rich to be stinking rich; to be lousy with money..

A characteristic feature of two-component economic metaphors is that they are composed of two independent units. In English: windfall profit, debt crisis, feeling green, talking heads, sticky fingers, personal capital, opportunity cost, sucking economy, financial repression, economy is thirsty, economy is straving, nurturing an economy, economy is biting, an economic boom we found it permissible to enter. That's why the is and an units in these metaphors are auxiliary and article, and are usually not used independently. The observations showed that most of the economic metaphors in the Uzbek language are attributive adjectives, and a certain part of them are relative. Economic metaphors in the form of adjectives: rising block tariffs, shrinking ears, smaller stairs, talking heads, national economy, proceeds of crime, free market, smart metropolis, closed economy, investment thirst, digital economy, securities, safe payment, fiscal purpose, economic growth, economic crisis, retail trade, local budget, open currency, black market, foreign trade, active stock, life insurance, shadow economy. Economic metaphors in the form of an indicative compound: devaluation of money, breaking of currency, devaluation of assets, growth of currency, flexibility of the market, the heart of global economy– the heart of global economy; the backbone of the economy.

All in all, economic metaphors have a structurally diverse structure, among which two-component economic metaphors are actively used. It should be noted that metaphors are always relevant, because each person has his own imagination and fantasy, and this is the starting point for the development of metaphors.

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