

## **Cognitive Metaphors and Their Implications**

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**Abstract:** This article devoted to the fundamental views deals with cognitive metaphor that has recently undergone a thorough examination. This science regards metaphor not as a linguistic phenomenon but as a mental one that establishes link between language and mind in the form of understanding new notions. The interaction of new and previous experience can generate three main types of metaphors: structural metaphors, oncological metaphors, orientational metaphors.

The classification of metaphors complemented with examples is presented below along with some controversial cases of determining the type of metaphor.

**Keywords:** Conceptualisation, metaphorization, cognitive metaphor, cognitive linguistics, structural metaphors, oncological metaphors, orientational metaphors.

### **INTRODUCTION**

In recent decades, linguists have been interested in various cognitive structures and the mechanisms that control these structures, which has led to the emergence of a science such as cognitive linguistics, which examines language in terms of how it is used by humans to carry out their cognitive activities.

In the Western philosophical tradition, Aristotle is often situated as the first commentator on the nature of metaphor, writing in the *Poetics*, "A 'metaphorical term' involves the transferred use of a term that properly belongs to something else," and elsewhere in the *Rhetoric* he says that metaphors make learning pleasant; "To learn easily is naturally pleasant to all people, and words signify something, so whatever words create knowledge in us are the pleasantest." Aristotle's writings on metaphor constitute a "substitution view" of metaphor, wherein a metaphor is simply a decorative word or phrase substituted for a more ordinary one. This has been sometimes called the "Traditional View of Metaphor" and at other times the "Classical Theory of Metaphor". Later in the first century A.D., the Roman rhetorician Quintilian builds upon Aristotle's earlier work of metaphor by focusing more on the comparative function of metaphorical language. In his work *Institutio Oratoria*, Quintilian states, "In totum autem metaphora brevior est similitudo" or "on the whole, metaphor is a shorter form of simile". Other philosophers throughout history have lent their perspectives to the discussion of metaphor as well. Modern interpretations of these early theories have also been intensely debated. Janet Soskice, Professor of Philosophical Theology at the University of Cambridge, writes in summary that "it is certain that we shall taste the freshness of their insights only if we free them from the obligation to answer questions that were never theirs to ask". George Lakoff and Mark Johnson, although originally taking a hard-line interpretation of these early authors later concede that Aristotle was working within a different

philosophical framework from what we engage with today and that critical interpretations should take this in to account.[1]

Science focuses on the problem of categorizing the surrounding world, which relies on metaphor as a mental but linguistic phenomenon. The cognitive theory of metaphor is based on the idea that language units called metaphors simply reflect mental processes, and the meaning of metaphor words and phrases "is not the decoration of ideas, but the verbal expression of conceptual metaphors that are stored in a person's conceptual system and regulate his perception." appears. , mentality and activity".

A person who has direct experience of interacting with a world full of objects, ideas, concepts, summarizes it in the process of metaphorization, when it was previously collected imagines new concepts in terms of concepts and categories known to him due to experience. For example, the adjective broad, which is used literally to talk about spatial dimensions in phrases such as a broad road or a broad river, can be used metaphorically with a shift to the field of social relations (broad public), law (broad powers), geology (broad fraction). and others.

The process of metaphorization refers to the interrelationship of two knowledge structures, namely, the cognitive source domain and the target domain, as a result of which metaphorical mapping occurs. Such mapping occurs at the level of sentence and text meaning, thereby informing our perception of the world. According to Antonina Kartashova, the cognitive structure, that is, our knowledge of the world, shows that there are many situations in which time is directly related to the money spent on it, for example. time wages, taxi fares, etc. Below are some examples of metaphorical mappings that show the relationship between the source domain MONEY and the destination domain TIME.

This gadget will save you hours.

I've invested a lot of time in her.[2]

- 1) Metaphors act as a transition from the familiar to the unknown, so that compared to target domains, source domains are usually more specific, comprehensible through direct experience, and easier to use without connection
- 2) The areas associated with the metaphor are asymmetrical and unequal: there is a LOVE JOURNEY metaphor, but no opposite metaphor.
- 3) As a rule, metaphor emphasizes certain aspects of comparison, for example. The metaphor "TIME IS MONEY" emphasizes the function of money, but not the size of a note;
- 4) Metaphors operate at different levels of precision, some even higher, one more general, and others more specific. A more universal symbol that allows them to appear in different languages and cultures, whereas lower-level metaphors are culturally presupposed.

Cognitive metaphors are not just a means of rethoric: they are powerful tools that helps to perceive the world around us and form our understanding techniques.

By to place the abstract concepts to the precise field, cognitive metaphors not also give a chance to know the complex ideas, senses and experiences but also aid to recognise a point of knowledge. Let's come into the cognitive metaphors and explore their effects to the thinking.

### **1. Understanding Through Analogies**

Metaphors serve as a bridge between known and unknown, allowing us to realize abstract theories certainly in parallel. For instance, describing time as a river flowing steadily captures the intuitive sense of temporal progression and the irreversibility of moments slipping away. "Life is chess" also makes a way for us to manage the complexity of problems and feelings by definite scenarios that we might relate to.

## 2. Construal of Abstract Concepts

Cognitive metaphors play crucial role to analyse abstract ideas a point of exact subject. Through forming ideas in metaphorical language, we able to complete them with experiential characters that make more accessible and relatable. For example, describing white colour as good and black one as bad explain vertical spatial metaphor that known in language as well as cognition, affecting our sensitive experiences and judgements

## 3. Shaping Perceptions and Beliefs

Metaphors are not just decorations for linguistics: they actively outline our beliefs, processes of making decision, apprehension. Consider the metaphor "time is money," which frames time as a limited source to be spent wisely. This metaphorical forming influences our attitudes to the time management, productivity, and the valuation of temporal experiences. Similarly, conceptual metaphors like "ideas are food" or "arguments are buildings" shape how we evaluate the quality, sustenance, and structure of intellectual discourse.

## 4. Cultural Influence and Cognitive Frameworks

Metaphors are deeply rooted in cultural stories and cognitive structure that shape our worldview and social attitudes. Cultural metaphor not only explicate shared beliefs and values but also continues cultural norms and ideologies. As an example, the metaphor of "body as a temple" in distinct religious and cultural contexts underscores the sanctity of the human body and the moral imperative to treat it with reverence and care.

## 5. Evolution of Metaphorical Expressions

Metaphors evolve over time, reflecting societal changes, technological advancements, and shifting paradigms in thought. As language adapts to new contexts and experiences, metaphors undergo transformations to accommodate emerging metaphoric expressions. The metaphorical language of social media, for instance, introduces novel metaphors like "friendship is a click away" or "memes are contagious," reflecting the digital landscape and virtual interactions of the contemporary world.

In summary, cognitive metaphors illuminate the power of figurative language to form our cognition, communication, and understanding of the world. By uncovering the metaphorical basis of language and thought, we realise the complex ways in which metaphors affect our perceptions, beliefs, and behaviors. As we navigate the rich tapestry of metaphorical expressions that color our linguistic landscape, let us embrace metaphorical consciousness as a gateway to deeper understanding, creative expression, and nuanced understanding of the human experience.

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