

The Usage of Metaphors in Economic Discourse

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Abstract: *This article is devoted to the usage and utilization of metaphors in economic contexts. And here some of the literary works and scientific texts are analyzed. As regard , this work examines the use of metaphor in an economic text based on the material of English and Uzbek texts.*

Keywords: *economic phenomena, expressive linguistic, conceptual metaphor, scientific style.*

At present, interest in economics is increasing from various groups of world societies around the globe. So, many people start doing small and medium-sized businesses. When it comes to business, economic relations between people and countries of the world come to mind, which are carried out through communication using language, either orally or in writing. Undoubtedly, these relations are faced with problems called economic phenomena, which led to the search for their solution by people through economic texts [4,43].

As you know, an economic text is a scientific text belonging to a scientific style. As a rule, in such a functional style, imagery and artistry are usually absent, which is reflected in the language of literary works [11,418]. However, although on the one hand, expression and imagery apparently characterize only fiction, on the other hand, it can be said that latent emotionality and a kind of expressiveness are also very typical for a scientific text. Such characteristics stem from the emergence of the use of metaphors in scientific texts, namely in economic ones as one of the expressive linguistic means in the process of human thinking in order to communicate with the environment.

The spread of this linguistic phenomenon in an economic text attracts the interest of researchers, who consider metaphor a way of expressing new ideas, a weapon of thought and a form of scientific thought. Most works raise the question of the impact of the use of metaphors in such texts in almost all languages of the world. So, this work examines the use of metaphor in an economic text based on the material of English and Uzbek texts. The object of the research is metaphors used in all genres of economic texts (books, magazines, newspapers) [2,241].

The subject of the research is the analysis of examples taken from various economic texts in both languages on the material of various topics in economics.

The purpose of this study is: 1) to identify the reasons and peculiarities of the use of certain types of metaphors used by many experts in economics and other writers as journalists in economic texts with their different genres and with different objects 2) clarification of the influence of this linguistic phenomenon (metaphor) on the process of such a genre texts as scientific, related to the journalistic scientific style. The material of the research is economic texts on various topics, devoted to economic phenomena, taken from various scientific works of this sector [13, 91].

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The theoretical main research is represented by the work of various scientists engaged in research on metaphors in literary texts, that is, in prose and poetry, and the impact of language on society (Zabolotsky N.A., Minsky M., Nikitina S.E., Kudrova I., Oparina E.O., Ivin A.A., Telia V.N., Sklyarevskaya G.N., Arisotel, Arutyunova N.D., Lakoff J., Johnson M., Maslova V.A., Khakhalova S.A. , and etc.); works of researchers who wrote about the use of metaphors in economic texts and its influence on the development of science (Suleimanova A.K., Nelmi G.P., Streletskaya I.V., Novakovskaya E.V., Likun M., Kashirina N.A. , Borodulina N.Yu., Gulyaeva E.A., Borodulina N.Yu., Kolomeitseva E.M., Voyakina E.Yu.). These works show the functions of metaphor with some of its types in the economic text, which began to be used as economic terminology [1, 1249]

Thus, the use of a metaphor in such a text has certain functions, which consist in decorating speech, giving its expressiveness and emotionality. In the second chapter, the economic text is defined as scientific, showing that it is part of the scientific styles, and will get acquainted with the type of text to which the economic text belongs, which consists of two genres of texts [12,43].

This article discusses some of the metaphors used in the economic text, and playing certain functions.

Since ancient times, scientists have been interested in the metaphor as the phenomenon of language. The study of this linguistic phenomenon has changed in dependencies from fortunes scientific worldview [10,103]. Conceptual theory put at the center of research person, connected the understanding of metaphor with mental processes that accompany generation and perception speech, so she drew the attention of many thinkers - from Aristotle to Rousseau and Hegel and further to Cassirer E., Ortega y Gasset X. and many others [5,104]. The metaphor is written lots of works. It has different definitions for both the thoughts and opinions of linguistic schools to which they belong. Aristotle defines metaphor as a way of rethinking word meanings based on similarity. She, according to him, gives the possibility and the right, "speaking of reality, to connect with impossible for him ", who said that making good metaphors means noticing similarities Telia notes that in our time, interest in metaphor increased. She became the subject of research by specialists from various areas of linguistics. In addition, the study of metaphor has taken over other areas [3,137].

And also according to Telia, the metaphor is universal tool of thinking and knowledge of the world in all areas of activity. Thanks to her, the language isa constantly changing system that creates new meanings at all significant levels of the linguistic structure. According to the theoretical material we have collected on metaphor, consider, the word metaphor comes from Greek (μεταφορά - "transfer"), it is usually is defined as a turn of speech containing a hidden assimilation, figurative convergence of words based on their figurative values " [9,102], and traditionally it is a trope or a figure of speech attached to one class of objects (objects, persons, phenomena, actions or signs), but designating another, similar to this, class of objects, or a single object, for example: Wolf, oak and club, snake, lion, rag, etc. in relation to a person; sharp, dumb – oh Trail is the use of the word in a figurative sense properties of the human mind, etc [14,138]. More broadly the term "metaphor" also refers to other types of figurative meanings of the word [8, 68]. Along with him, this path - this is the use of a word denoting a certain class objects, phenomena, action or signs, for characterization or nomination of another similar to the given one, class of objects or an individual [6,18].

Moreover, metaphor is a trope based on the principle similarities. Which is based on the ability of the word to doubling or multiplying in nominative speech, i.e.

designating function. It is also called the use words in a secondary meaning associated with the primary the principle of similarity. Among these definitions of metaphor is also a trope, the transfer of properties one object (phenomenon) on another on the basis of a feature, common for both compared members, for example: waves and bronze of muscles [7, 340]. As can be seen from the above, it is observed that these

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definitions do not differ from each other in concept metaphors, that is, each of them gives her the same idea values.

All these theories are united claim that metaphor is based on interaction two conceptual spaces are, firstly, the space reflected by the metaphor (it is called differently: Purpose, temor or tonic), and secondly, space, which carries a metaphorical description (it is called transport or source) [11, 417]. So way, from a huge number of definitions of the concept metaphors, and in our understanding, a metaphor is the use of a word or expression in a figurative sense on based on similarities.

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