


# INDIAN

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ONLINE CONFERENCE



## THE THEORY OF RECENT SCIENTIFIC RESEARCH IN THE FIELD OF PEDAGOGY



 2025 YEAR

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INDIA INTERNATIONAL SCIENTIFIC ONLINE CONFERENCE  
THE THEORY OF RECENT SCIENTIFIC RESEARCH IN THE FIELD OF PEDAGOGY





# THE THEORY OF RECENT SCIENTIFIC RESEARCH IN THE FIELD OF PEDAGOGY

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## MAPPING GOODNESS: A VIRTUAL SEMANTIC ANALYSIS OF MORAL CONCEPTS IN ENGLISH AND UZBEK PROVERBS.

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**Abstract:** *This thesis explores how the concept of moral goodness is expressed in English and Uzbek proverbs through a visual semantic analysis. Using theories from frame semantics and cultural linguistics, key virtues such as honesty, kindness, and generosity are identified and mapped to reveal their conceptual structures. The study compares over 100 proverbs from both languages, showing cultural similarities and differences in how goodness is framed. Uzbek proverbs often reflect Islamic and collectivist values, while English ones lean toward individualistic and pragmatic views. Visual semantic maps are used to illustrate these patterns and highlight the cultural framing of moral concepts.*

**Keywords:** *proverbs, semantics, goodness, conceptual metaphor, visual semantic mapping, English language, Uzbek language, moral values, cognitive linguistics, cultural linguistics.*

### INTRODUCTION

Proverbs are concise expressions of cultural wisdom and moral values. They reflect how societies define and promote virtues such as honesty, kindness, and generosity. This thesis examines how the concept of moral goodness is expressed in English and Uzbek proverbs, using a visual semantic approach to identify and compare key moral concepts. By applying frame semantics and cultural linguistics, the study reveals how different cultures linguistically structure and prioritize moral values. While English proverbs often reflect individualistic and practical reasoning, Uzbek proverbs are deeply influenced by Islamic ethics and collectivist ideals. Through semantic mapping, the research visualizes the relationships among these virtues, offering insight into the shared and culturally specific ways goodness is understood in both languages. This comparative analysis contributes to a deeper understanding of how morality is framed in language and enhances cross-cultural perspectives on ethics and communication.

Main body. Proverbs serve as fundamental expressions of cultural and moral values, offering insight into how societies conceptualize virtues such as honesty, kindness, generosity, and humility. As linguistic reflections of collective wisdom, proverbs not only mirror the moral framework of a culture but also serve as vehicles for transmitting these values across generations. The concept of goodness, encompassing both personal and social virtues, is a central theme in proverbs, yet its semantic framing can vary significantly between languages and cultures. Frame semantics, a theory in cognitive linguistics, suggests that words and expressions are shaped by underlying cultural frames and cognitive structures.<sup>12</sup> In this context, English proverbs often frame goodness in

<sup>12</sup> Fillmore, C. J. (1982). Frame semantics. In *The Linguistic Society of Korea, Linguistics in the Morning Calm* (pp. 111-137). Seoul: Hanshin Publishing.



individualistic terms, focusing on personal responsibility and practical wisdom<sup>13</sup>. For example, the proverb "Honesty is the best policy" emphasizes personal ethical choice.<sup>14</sup> Conversely, Uzbek proverbs are influenced by Islamic ethics and collectivist values, often highlighting communal responsibility and social harmony. The proverb "Yaxshilik qil, qaytmasa ham izsiz ketmaydi" ("Do good; even if it doesn't return, it won't be lost") emphasizes altruism and the moral duty to help others, even when no immediate benefit is expected.<sup>15</sup> Through visual semantic mapping, this research aims to reveal how goodness is conceptualized and expressed in both English and Uzbek proverbs, uncovering the cognitive and cultural frameworks that shape moral language.<sup>16</sup>

Conceptual metaphors play a crucial role in how abstract moral concepts like goodness are understood and expressed in language. Metaphors are not just stylistic elements but fundamental structures that shape human thought and reasoning. In both English and Uzbek proverbs, goodness is often framed through metaphors related to light and growth, symbolizing purity, clarity, and the flourishing of virtuous actions<sup>17</sup>. For instance, in English, proverbs such as "A good deed is its own reward" or "The fruit of your labor is sweet" use metaphors of fruit-bearing and reward to convey the idea that goodness leads to natural, positive outcomes. These metaphors evoke an image of goodness as a product that, like a fruit, can be harvested, consumed, and enjoyed.<sup>18</sup>

Similarly, Uzbek proverbs employ metaphors related to growth and light to emphasize the long-term benefits of virtuous actions. Proverbs like "Yaxshilik qilishdan qochma, boshqalar uchun nur bo'lg'in" ("Do not avoid doing good; be a light for others") use the metaphor of light to symbolize how goodness not only benefits the individual but illuminates the lives of others.<sup>19</sup> Mavlyuda Ibragimovna Gadoeva explores the relationship between metaphor and morality in her research, highlighting how proverbs often frame goodness as a source of social harmony and spiritual fulfillment.<sup>20</sup> She argues that in Uzbek proverbs, goodness is rarely framed as an isolated or individualistic concept; rather, it is linked to broader social and cosmic order. For example, "Ishda halol bo'l, ko'nglingda tozalik bo'lsin" ("Be honest in your work, and your heart will be pure") connects goodness to internal purity and external integrity.<sup>21</sup>

Furthermore, Gadoeva (2018) discusses how metaphors like water and seed in Uzbek proverbs encapsulate the nurturing aspects of goodness, where acts of kindness are compared to planting seeds that grow into positive outcomes for both the individual and society.<sup>22</sup> The metaphor of water is similarly central to Uzbek thinking, symbolizing purity, sustenance, and the universal flow of goodness. For instance, "Suv kabi bo'l, toza va sermazmun" ("Be like water—pure and meaningful") frames goodness as an essential, life-sustaining force that benefits all around it (Gadoeva, 2018). These metaphors provide a

<sup>13</sup> Cambridge Dictionary. (n.d.). "Metaphor". Retrieved from <https://dictionary.cambridge.org/>

<sup>14</sup> Lakoff, G. (1987). *Women, Fire, and Dangerous Things: What Categories Reveal About the Mind*. Chicago: University of Chicago Press.

<sup>15</sup> Abdullaev, A. (2019). *O'zbek maqollari va ularning ijtimoiy-ma'naviy mazmuni*. Tashkent: Fan.

<sup>16</sup> Kövecses, Z. (2010). *Metaphor: A practical introduction* (2nd ed.). Oxford University Press.

<sup>17</sup> SpringerLink. (n.d.). "Metaphor in Cognitive Linguistics". Retrieved from <https://link.springer.com/>

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deep cultural understanding of goodness as an interconnected, ever-flowing process, contrasting with more individualistic metaphors seen in English, where goodness is often framed in terms of personal achievement and reciprocity.<sup>23</sup>

In both languages, metaphors of light, growth, and nurturing contribute to a shared understanding of goodness, yet they are adapted to reflect the cultural contexts and moral priorities of each society. The use of visual semantic mapping can highlight these conceptual metaphors<sup>24</sup>, offering a clearer representation of the interconnectedness of moral virtues across both English and Uzbek proverbs, while also shedding light on the cultural specificity of their framing.

Conclusion. In conclusion, the visual semantic analysis of proverbs expressing goodness in both English and Uzbek reveals the central role of metaphors in shaping moral understanding. The metaphors of light, growth, and nurturing found in both languages highlight the interconnectedness of goodness, though they are culturally adapted to reflect differing societal values. By comparing these conceptual metaphors, we can better appreciate how language encodes moral concepts and how these ideals are framed within specific cultural contexts. This study emphasizes the importance of visual semantic mapping in unveiling the shared and unique ways in which goodness is represented, offering insights into the underlying structures of moral thought across languages.

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