

## **FUNCTIONS AND USAGE OF METAPHOR**

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**Annotation:** This thesis explores the classification of stylistic devices, focusing on lexical stylistic devices, particularly the metaphor. Metaphor, as a figure of speech, holds a central position in linguistic studies due to its pervasive use in both everyday language and literary texts. The paper examines its types, functions, and significance in various communicative contexts.

**Keywords:** Stylistic devices, metaphor, lexical stylistics, figurative language, comparative linguistics, literary analysis

Stylistics, as a branch of linguistics, studies the expressive means and stylistic devices used in language. Among these, lexical stylistic devices stand out for their ability to enhance the richness and emotional depth of communication. This article focuses on the metaphor, a key lexical stylistic device, highlighting its role in shaping meaning and its application across disciplines.

A metaphor is a figure of speech where a word or phrase is applied to an object or action to which it is not literally applicable, creating implicit comparisons. Aristotle described metaphors as giving "things a name that belongs to something else," signifying the ability of metaphor to bridge different conceptual domains.

### Classification of Metaphors

#### 1. Dead Metaphors

These are metaphors that have become so common that they are no longer recognized as figurative. Example: "Time is running out."

#### 2. Extended Metaphors

Extended metaphors are developed over several sentences or even an entire text, creating an overarching figurative framework.

#### 3. Mixed Metaphors

These combine elements of different metaphors, often leading to humorous or illogical results.

#### 4. Original Metaphors

These are created by the speaker or writer, often standing out for their novelty and imaginative power.

**Cognitive Function:** Facilitates understanding by linking unfamiliar concepts with familiar ones.

**Aesthetic Function:** Enhances the beauty of language, particularly in poetry and literature.<sup>1</sup> **Persuasive Function:** Used in rhetoric and advertising to influence thought and behavior.

Metaphors are a powerful tool in literature, capable of evoking emotions, painting vivid imagery, and shaping thematic narratives. In everyday communication, metaphors simplify complex ideas, making them accessible and engaging. Metaphors serve as a powerful linguistic and cognitive tool, fulfilling various functions in language, literature, and communication.<sup>2</sup> By comparing seemingly unrelated concepts, metaphors enhance understanding, expression, and creativity. Below are the key functions of metaphors:

Metaphors help us understand abstract or complex ideas by relating them to familiar concepts.<sup>3</sup> **Simplification:** They make difficult concepts easier to grasp by using everyday language.

Example: "***The brain is a computer***" simplifies the understanding of how the brain processes information.

**Structuring Thought:** Metaphors shape how we conceptualize the world. For instance, the metaphor "***Time is money***" influences how we value and manage time.

Metaphors evoke emotions and create a deeper connection with the audience.

**Eliciting Empathy:** By framing experiences in relatable ways, metaphors stir emotional responses.

Example: "***Her voice was a warm blanket on a cold night***" evokes comfort and affection. **Amplifying Impact:** They add emotional weight to arguments or descriptions, making them more memorable. In literature and art, metaphors enhance beauty, depth, and creativity. **Imagery Creation:** Metaphors paint vivid mental images, enriching the reader's experience.

Example: "***The stars were diamonds scattered across the night sky.***"

**Artistic Expression:** Poets and writers use metaphors to convey profound meanings in condensed forms.

Metaphors influence opinions and behavior by presenting arguments in an engaging way. **Rhetoric and Speeches:** Politicians and leaders use metaphors to inspire

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<sup>1</sup> Lakoff, G., & Johnson, M. (1980). *Metaphors We Live By*. University of Chicago Press

<sup>2</sup> Aristotle. *Poetics*. Translated by S.H. Butcher.

<sup>3</sup> Black, M. (1962). *Models and Metaphors: Studies in Language and Philosophy*. Cornell University Press.

and persuade. Example: “*We stand at a crossroads*” suggests a critical decision point, urging action.

Advertising: Metaphors create strong associations between products and desirable qualities. Example: “*Red Bull gives you wings*” metaphorically suggests energy and freedom. Metaphors enhance clarity and engagement in communication.

Relating to the Audience: They make communication relatable and accessible.

Example: “*Breaking the ice*” conveys the idea of overcoming initial awkwardness.

Encouraging Dialogue: Metaphors invite interpretation and discussion, fostering interaction.

### **Methodology**

The study employs a comparative analysis of metaphors across literary texts, advertisements, and everyday speech to understand their functions and effects. The **methodology of morphology** refers to the systematic processes and approaches used to study the structure, form, and patterns of words in a language. Morphology focuses on how words are formed, their internal structure (morphemes), and how they relate to other words within a linguistic system. The data is collected from classical and contemporary sources, categorized by type, and analyzed for their communicative purposes.

Steps:

1. Selection of texts (literary and non-literary). The selection of texts, both literary and non-literary, is crucial in linguistic or stylistic studies, as the choice influences the insights gained into morphology, syntax, semantics, or discourse. Below are some guidelines and considerations for selecting such texts, tailored for different research purposes.

2. Identification and categorization of metaphors. The identification and categorization of metaphors is a systematic process used in linguistics, literature, and cognitive studies to uncover how metaphorical language shapes meaning and thought. Below is a guide on how to approach this task.<sup>4</sup> Metaphors involve understanding one concept in terms of another (e.g., time is money). Identifying metaphors requires recognizing figurative rather than literal language.<sup>5</sup>

3. Analysis of metaphorical expressions for cognitive, aesthetic, and persuasive effects. The identification and categorization of metaphors is an essential part of analyzing language, as metaphors shape the way we understand abstract

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<sup>4</sup> Richards, I. A. (1936). *The Philosophy of Rhetoric*. Oxford University Press.

<sup>5</sup> Black, M. (1962). *Models and Metaphors: Studies in Language and Philosophy*. Cornell University Press

concepts, emotions, and experiences. Metaphor analysis is particularly significant in fields like linguistics, literature, cognitive science, and communication studies.

### **Conclusion**

Metaphors are a cornerstone of lexical stylistics, enriching language by linking abstract ideas with tangible experiences. Their ability to convey complex thoughts in accessible terms makes them indispensable in both artistic and practical contexts. Understanding metaphors provides deeper insights into human cognition and creativity. In summary metaphor is an efficient linguistic device that encapsulates broader concepts or experiences through vivid, familiar comparisons. It's widely used in literature, rhetoric, and everyday speech to simplify, evoke emotion, and communicate complex ideas effectively.

### **Bibliography**

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