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THE USE OF ANTHROPOMORPHIC METAPHORS IN POPULAR SCIENCE DISCOURSE

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Abstract

This article discusses the expression of anthropomorphic metaphors in popular science texts, the study of metaphors by famous linguists, their determination of the place and role of metaphors in language, their great influence on the development of scientific concepts in this regard, as well as the linguistic, sociolinguistic, and cognitive features of metaphors in literary texts, and the effective use of anthropomorphic metaphors in journalistic, and even scientific and official speech styles.

Keywords: Literary text, journalistic text, popular science text, journalistic speech, mass media, anthropomorphic metaphor.

Introduction

In contemporary linguistics, due to the central place occupied by the anthropomorphic approach to language, great attention is being paid to the study of anthropomorphic metaphors in connection with various speech situations. This

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is because metaphors possess vividness, imagery, expressiveness, and emotionality, which helps to achieve influence rather than merely conveying information, which is one of the main functions of speech.

Literature Review

In the new stage of Uzbek linguistics, a number of scientific studies related to metaphor have emerged. In particular, the scientific observations and the scientific conclusions derived from them by linguists such as G. Qobuljonova, A. Xo‘jamqulov, D. Xudayberganova, Sh. Maxmaraimova, D. Rustamova, and A. Yuldashev¹ show that studying the Uzbek language based on the theory of metaphor is of great importance.

The scientific study of metaphor began with Aristotle and was later continued by his followers through his works. N.D. Arutyunova, M. Johnson, J. Lakoff, A. Richards, M. Black, and other famous linguists continued to study metaphor, determining its place and role in language, and greatly influencing the development of scientific concepts in this area.

The most common manifestation of anthropomorphic metaphors is the human body parts. Especially *the head, eye, hand, foot, and others*. The explanatory dictionary of the Uzbek language also provides various meanings of the word **BOSH** (head), most of which are based on metaphorical transfer. **BOSH** is the upper, anterior (in humans, animals) part of the body above the neck; skull. *Bosh kosasi* (cranium/skull - anat.). *Bosh miya* (brain). Proverb. *O‘zbek oyim boshi bilan keliniga rizolik bildirib, “barakalla!” deb qo‘ydi.* (Uzbek Oyim nodded her head to her daughter-in-law, giving consent, and said, "well done!"). Human organs and other phenomena associated with them can later lead to transfer. For

¹ Қобулжонов Г.К. Метафоранинг системавий-лингвистик талқини: Филол. фан. номз. ... дисс. – Тошкент: 2000. – Б.33; Хўжамқулов А. Ўзбек тилида метафоранинг таснифланишига доир / Ўзбекистон Республикаси мустақиллигининг 20 йиллигига бағишлаб чиқарилган илмий мақолалар тўплами. Лингвист. 2-китоб. – Тошкент: Академнашр, 2011. – Б.85–88; Худайберганова Д.С. Ўзбек тилидаги бадий матнларнинг антропоморфик талқини: Филол. фан. д-ри. ... дисс. – Тошкент: 2015, – Б. 64-74; Махмараймова Ш. Оламнинг миллий лисоний тасвирида теоморфик метафоранинг когнитив аспекти: Филол. фан. номз. ... дисс. – Қарши, 2018. – Б. 90-93; Рустамова Д. Метафорик эвфемизация: Филол. фан. д-ри. ... дисс. – Андижон, 2013. – Б. 104-108; Юлдашев А. Идиоматик қўшма сўзларнинг лингвокогнитив аспекти (инглиз ва ўзбек тиллари мисолида): Филол. фан. фал. д-ри. ... дисс. автореф.– Тошкент, 2017. – 47 б.



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example, *ko'z* (eye) initially denoted the human organ of sight, and subsequently began to express other similar objects found in nature. *Uzukning ko'zi* (the eye/setting of a ring), *ignaning ko'zi* (the eye of a needle), *buloqning ko'zi* (the eye/source of a spring), and others.

Metaphors have mainly been studied through literary texts. To fully demonstrate anthropomorphic metaphors and their specific characteristics, it is necessary to conduct a linguistic, sociolinguistic, and linguacultural analysis of texts from various styles.

Furthermore, studying the use of comparative anthropomorphic metaphors allows for a better understanding of it.

The comparison is based on the natural level of the animal, where it resembles uniform or work attire, or the actions of people in any profession or social status.

²While this is an example of the expression of anthropomorphic metaphors in literary texts, it is also necessary to form certain ideas about how metaphors are used in other speech situations, including journalistic speech.

Metaphor is used in various functional forms of speech. Studies mainly focus on the linguistic, sociolinguistic, and cognitive features of metaphors in literary texts. In fact, anthropomorphic metaphors are used effectively in journalistic, and even scientific and official speech styles. For example, when studying anthropomorphic metaphors in the headlines of Russian and American newspapers, highly developed models of conceptual vectors such as anxiety, aggression, and deviation from the natural order of things (illness, etc.) are manifested. In particular, in Russian linguistics, E.S. Abramova³ emphasizes that anthropomorphic metaphors in the speech of modern Russian mass media reflect the path of social changes, and spiritual, moral, and ideological searches that have occurred in Russian society over the years. She also understands mass media speech as a socio-regulatory mechanism that manages public consciousness by creating and reproducing socially significant meanings and evaluations in the mass media, as well as the socially prioritized principles of understanding and interpreting socially significant meanings in the mass media.

²Ю.М. Александрова, Ю.В. Горшунов Антропоморфные метафоры, отражающие профессиональную и социальную специфику жизни человека // Серия Гуманитарные науки –М. 2017. С-22

³ http://www.rusnauka.com/17_PMN_2014/Philologia/9_172101.doc.htm



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The newspapers "*Jamiyat*" (Society) and "*Ma'rifat*" (Enlightenment) hold special significance as serious, intellectual, and authoritative scientific and educational periodicals aimed at understanding the cultural and spiritual-moral foundations of society, its present day, and its role in the history of human civilization.

Analysis and Results

In the Uzbek mass media, journalists and bloggers also use metaphors to ensure their ideas are quickly understood and have an effective impact. The use of anthropomorphic metaphors is frequently observed, especially in newspaper headlines. For example, an article was published in the "*Jamiyat*" (Society) newspaper with the headline: "Bugunning gapi: matbuot yashaydi"⁴ (Today's Talk: The Press Lives) (*Jamiyat*, November 26, 2020). Here, the verb "yashamoq" (to live) is, of course, a figurative meaning taken in relation to a human. A metaphor is also used in the opening sentence of the article: "Matbuotning kuchi, zalvori haqida ko'p o'ylayman" (I think a lot about the power, the weight of the press). In this sentence, the word "kuch" (power) also, of course, refers back to the spiritual strength found in a human.

The article in the "*Ma'rifat*" (Enlightenment) newspaper titled "**Viloyat axborot-resurs markazlari o'gaymi?**"⁵ (Are the Regional Information-Resource Centers Step-Children/Alienated?) also carries a metaphorical meaning. This figuratively-used word originally expresses a characteristic typical of humans, but it can be observed creating an anthropomorphic metaphor in the language of mass media.

Such analyses of journalistic texts need to be carried out on a wider scale, because if metaphors are studied only on the basis of literary texts, a one-sided conclusion might be reached. Studying their use in scientific, and even official texts, allows for the full demonstration of the sociolinguistic essence of anthropomorphic metaphors. As a result, the scientific concepts about the figurative meanings of words and the scope of metaphor usage expand.

⁴ <https://www.bong.uz/zhamiyat/1373-1373>

⁵ <https://bit.ly/3lmXPnG>



In general, the speaker is well aware that anthropomorphic metaphors are an active linguistic tool in society and that they can make any communication on various topics conducted by members of society effective and fruitful, and therefore uses them productively. Researching the linguistic, stylistic, sociolinguistic, and pragmatic functions performed by anthropomorphic metaphors in scientific texts serves to develop the scientific language. Special attention must be paid to the study of metaphors in a scientific context within Uzbek linguistics.

Anthropomorphic metaphors are also used in scientific texts. This type of text is characterized by the presence of general scientific terms, and often, the author uses various metaphors to simplify the understanding of a specific term. In our research, this is expressed through the analysis of anthropomorphic metaphors. For example, energy can drop very quickly and suddenly at any time, as no one can predict the behavior of the weather, and the author uses this. Anthropomorphic metaphor: *“Buyuk Britaniyada elektr narxi yerga urildi”* (Electricity prices in Great Britain hit the ground). *“Energiya taqchilligi hammani tashvishga solib qo‘ydi”* (The energy shortage worried everyone). When a metaphorical word enters the text, it increases interest and usually decorates the speech emotionally. It is evident that the use of anthropomorphic metaphors is very common in popular science texts. Using such methods in popular science texts not only simplifies the text but also makes the content accurate, interesting, and attention-grabbing for the reader. The use of anthropomorphic metaphors helps the reader to visualize things related to the fields of *“energy,” “economy,” and “cosmos.”*

Metaphor is a word or expression used in a figurative sense, a value based on the implicit comparison of an object with some other object based on a shared characteristic. Thus, it is important to compare one of the most common methods used in popular science texts based on the text itself. Through comparisons, a scientific term is introduced: *“bugungi kunda ularning rolini osmon jismlari da‘vo qilmoqda”* (today, celestial bodies are claiming their role). In such scientific texts, imitation and similarities are often used: *“olamning tug‘ilishi”* (the birth of the universe), *“qora tuynuklar hamma narsani yutadi”* (black holes

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swallow everything), “*reaktor nafas oladi*” (the reactor breathes). Also, the personification taken on by the described objects has the appearance of a real human: “*koinot – ona*” (the cosmos - mother). Metaphor creates the opportunity to use analogies and comparisons in popular science texts to popularize the truth about complex modern phenomena. For example, in one of the famous scientific books, figurative comparisons are used to help the reader visualize. Metaphor is a universal phenomenon. Its main goal is to help perceive things more easily. According to A.P. Chudinov, the metaphors in the texts under review are often not a random collection of entirely autonomous elements but are additional textual markers within the same mechanism, characterized by a strong textual and strong system.⁶

Conclusion/Recommendations

There are many approaches in world linguistics regarding the function and classification of metaphors. However, the most essential function of metaphors, particularly anthropomorphic metaphors, is to express the speaker's abstract (scientific, popular science, or scientific-artistic) speech in a comprehensible and impactful form.

Currently, anthropomorphic metaphors are only evaluated as the figurative use of names of human body parts. In fact, all things that belong to and are exclusive to humans – specifically, all body parts, actions, states, feelings, and emotions – when transferred to other objects, constitute the linguistic, sociolinguistic relationship, and syntactic phenomenon known as anthropomorphic metaphors.

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