

THE ROLE OF METAPHORS IN OUR COGNITION

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Abstract

This article extends the analysis of meaning-making in communication by introducing the concept of framing. Drawing on interdisciplinary traditions from sociology, artificial intelligence, semantics, and linguistics, it conceptualizes a frame as a structured portion of background knowledge related to a specific area of the environment. Frames guide communication, shape behavioral expectations, support inferences, and are closely linked to particular lexical and grammatical choices.

Keywords: Framing; Frame; Communication; Conceptual Metaphor Theory; Metaphor; Context; Discourse; Meaning-making; Cognitive Linguistics.

Introduction

Абстракт: Данная статья расширяет анализ смысло образования в коммуникации, вводя понятие фрейминга. Опираясь на междисциплинарные подходы социологии, искусственного интеллекта, семантики и лингвистики, фрейм рассматривается как структурированная часть фоновых знаний, связанная с определённой областью окружающей среды.

Ключевые слова: Фрейминг; Фрейм; Коммуникация; Теория концептуальной метафоры; Метафора; Контекст; Дискурс; Смыслообразование; Когнитивная лингвистика

We continue to analyze by adding the notion “framing”. The notions of “frame” and “framing” have been used in a variety of fields, including in classical sociology studies, artificial intelligence, and semance. Despite inevitabilities, differences between fields, a ‘frame’ is usually defined as a portion of history information:

- relating to a certain area of the environment,
- creating communication and behavior standards and inferences;
- appearing to be associated to specific language lexical and grammatical choices.

Entman offers an overarching concept of framing that attempts to reconcile the various uses of the word in various disciplines in relation to communication.¹

¹ Semino E. Demjen Z. The Routledge Handbook of Metaphor and Language. -London, 2017. P.385



Metaphors, according to Lakoff and Johnson's conceptual theory of metaphor, are first and foremost seen as mappings (or collections of correspondences) through various realms of conceptual structure.²

Under this metaphor, criticizing an opponent's ideas corresponds to criticizing another individual with a gun or physical violence, and so on. Linguists point out that the source domain chosen highlights certain elements of the target domain while concealing others.

However, in the original version of Conceptual Metaphor Theory (CMT), both linguists use the term 'context' very loosely to refer to the pieces of logical structure used in metaphorical mappings. As a result, domains were assigned to a broad range of concepts and styles of experiences, including, but not limited to, life, death, time, love, and so on.

Subsequent developments of the theory have explicitly problematized both the choice of level of conceptual structure involved in mappings and the process of labelling both conceptual structures and conceptual metaphors³.

As a result, terms like 'scenes' and 'frames' were coined to describe more nuanced conceptual structures comprising representations of specific circumstances.

The frame notion is used to capture a subdomain structure such that a domain can subsume multiple frames, such as the body domain, which contains frames such as workout, ingestion, and others.

Dancygier and Sweetser use the concept of frame in this way, claiming that only a "multilevel model of analysis" can adequately account for figurative vocabulary.⁴

A large volume of discourse-based work has examined the reliability of evidence. To comprehend the implications of metaphorical terms preferences and patterns on conceptual effect, personalities, ideologies, social experiences, and so on.

Both studies aim to focus on language as a research topic in and of itself, as well as subjects in various contexts of debate from which textual information is derived, such as education, legislation, and health care. Many studies in this line of research use the concept of 'framing' to describe how metaphor choices affect people's perspectives and attitudes on particular topics in specific contexts.

The emphasis here is on framing as a mechanism that involves the use of language to reflect on and encourage various forms of thinking and reasoning about things. Such attention to the precise use of metaphor in language has resulted in a number of significant insights and developments, especially in the areas of: what is included in the consequences of the framing, how much mental complexity is considered in relation to metaphors and framing, and how linguistic choices and patterns are positioned in metaphor and framing statements.

Among the framing effects of various metaphors, Ritchie and colleagues have illustrated the relevance of evaluations, feelings, and perceptual simulations in a series of studies.

More broadly, defining "framing" as a useful shared metaphor among researchers from various disciplines, but he also notes that it is described differently by different researchers, and the

2 Lakoff G. and Johnson M. *Metaphors We Live By*. -Chicago, 2006. P.301

3 Guo S. *Metaphor Studies from the Perspective of Critical Discourse Analysis*. -Finland, 2013. P.475

4 Dancygier B. and Sweetser E. *Perception and metaphor*. -Philadelphia, 2014. P.67



relationship between framing as a process and various types of conceptual structures is frequently ambiguous.

Mussolff notices the inadequacy of the general notion of a conceptual discourse domain approaches Metaphor Analysis. He proposes the more specific notion of “scenario” as a “specific sub-domain category”, which he defines as: a set of assumptions made by competent members of a discourse community about “typical” aspects of a source-situation, for example, its participants and their roles, the “dramatic” storylines and outcomes, and conventional evaluations of whether they count as successful or unsuccessful, normal or abnormal, permissible or illegitimate.⁵

For example, how some metaphoric uses in press data misuse various concrete scenarios from the vast metaphysical realm of *marriage*, such as *end-of-honeymoon* and *adultery*. Indeed, the scenarios are derived from discourse data and serve as a “forum for connecting the conceptual side of metaphor to its use patterns in socially situated discourse”. As a result, metaphor’s framing power is especially important in fields like healthcare, where the option of different definitions of disease can have both positive and negative consequences for people who are already vulnerable.

The focus here is on the possible implications for people with different (assumed) framings, with the aim of developing guidance or suggestions on what language should or should not be used. Use of war-related metaphors for cancer in particular has been criticized in scholarly essays such as “illness as metaphor”, as well as media articles and academic papers that deal specifically with healthcare communication methods and training.

Kate Granger, a consultant geriatrician with advanced cancer, wrote in the UK Guardian newspaper in 2014 that she found the “wartime rhetoric about cancer uncomfortable and upsetting to hear”, particularly as someone who will never ‘win her fight’ with this disease. Granger pointed out one of the main potential shortcomings of the “battle” metaphor when she said “*I refuse to believe my death will be because I didn't battle hard enough*”⁶. There is indeed increasing awareness among healthcare professionals and policymakers of the potential negative consequences of war-related metaphors for cancer, especially for patients. For example, recent policy documents on cancer care in the UK avoid references to “battles”, “wars”, and “fights” in favour of the metaphor of cancer as the patient’s “journey”, with different treatment and care plans referred to as “pathways”⁷.

On the other hand, there is also some evidence that metaphors do not work in the same way for all, and that even war-related metaphors can inspire others. As we discussed earlier, issues of metaphor classification and generalization are still critical from this practical perspective. A number of significant metaphorical expressions are criticized particularly (fight, battle and war) and terms such as “military metaphor” and “martial metaphor” are used to refer to the problematic general metaphor. The use of systematic evidence to support such a metaphor is uncommon.

5 Tay D. Metaphor in Psychotherapy. -Philadelphia, 2008. P.28

6 Thomas C. A Woman's Guide to Living with Heart Disease. -USA., 2017. P.243

7 The National Health Service. Cancer Reform Strategy and the Cancer Strategy for England. England, 2018



We deal specifically and systematically with certain topics in this section of the course work that demonstrate a multi-level approach to metaphor and framing that can contribute to evidence-based cancer communication recommendations.

Since there is evidence that metaphors may play a significant and potentially beneficial role in people's relationships with cancer, the language effect of metaphors on cancer provides an important case study for our purposes. On the other hand, there is significant controversy especially about the use of war based metaphors for this disease.

Overall, our research reveals that cancer patients listed in our data are utilizing a broad variety of metaphors to discuss various aspects of their experiences including metaphors related to machinery, sports, animals, fairground rides, and so on⁸. The most frequent patterns, however, involve violence-related metaphors (including cancer as a “battle”, “fight”, etc.) and journey-related metaphors,

For ex: (“cancer journey”, cancer as a “hard road”).

1. It's sad that anyone, but especially younger people like yourself, find themselves with this *battle* to *fight*.
2. I feel such a failure that I am not *winning* this *battle*.
3. But the emotional side of cancer and of BC (breast cancer) in particular is the real *killer-it strangles* and shocks your soul.
4. I am new to the forum and wanted to know if there are any other younger bowel cancer *fighters* amongst us.
5. Also it allows me to leave a record for my family, showing them how much I love them and how much I am *fighting* to stay with them for as long as possible.
6. Your words though have given me a bit more of my *fighting* spirit back. I am ready to *kick* some cancer *butt!* Following Lakoff and Johnson, phrases such as these appeared to be perceived as realizations of philosophical concepts concerning Conflict as the root domain.
7. Nevertheless, in our evidence (not seen here) the word “fight” is used only once by a patient to refer to the presence of disease, and even the usage of “combat” in Examples 1 and 2 has strong military connections.

References

1. Beauty RE, et al. Brain networks underlying novel metaphor production. *Brain and Cognition* 111 (2017) 163–17
2. Merriam Webster dictionary; (since 1828)
3. Lakoff and Johnson's *Metaphors We Live By* (1980)
4. Vyvyan Evans and Melania Green, ‘Cognitive linguistics’ (299-311)

Metaphor examples:

- 1) In the pink of health (noun)- you are in excellent physical condition.
Ex: Caroline looks in the pink of health after her holiday.
- 2) Look the picture of health (noun) - to look extremely healthy

⁸ Demjén Z. Demmen J. *Applied Linguistics*. -England, 2018. P.45



Ex: Nice to see you again Mr. Brown, I must say you look the picture of health.

1) Clean bill of health. (noun) If a person has a clean bill of health, they have a report of certificate declaring that their health is satisfactory.

Ex: All candidates for the position must produce a clean bill of health.

2) Look the picture of health. - to look extremely healthy.

Proverbs

1) Early to bed, and early to rise, makes a man healthy, wealthy and wise

It is much better for you to go to bed early and to get up early in the morning.

2) Health is better than wealth.

It is better to be in good health than to be a rich.

Idioms by categories

1) Full of beans

A person who is full of beans is lively, active and healthy.

Ex: He may be getting old but he is still full of beans.

2) In bad shape

A person who is in the bad shape is in poor physical condition.

Ex: I really am in bad shape, I must do more exercises

3) Back on your feet

If you are back on your feet, after an illness or an accident, you are physically healthy again.

Ex: my grandmother had a bad flu' but she is back on her feet again

4) Back into shape

To get yourself

