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SIYOSIY MATNLARDA QO`LLANILGAN METAFORALAR TAHLILI

АНАЛИЗ МЕТАФОР, ИСПОЛЬЗУЕМЫХ В ПОЛИТИЧЕСКИХ ТЕКСТАХ

ANALYSIS OF METAPHORS USED IN POLITICAL TEXTS

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Annotatsiya

Ushbu maqolada siyosiy matnlarda metaforalardan foydalanish, ularning jamoatchilik idrokini qanday shakllantirishi va siyosiy nutqqa ta'sir qilishiga e'tibor qaratilgan. Bir qator siyosiy nutqlar va yozuvlarni tahlil qilib, tadqiqot umumiy metaforik asoslarni aniqlaydi va ularning kognitiv va ritorik funksiyalarini o'rganadi. Aralash usulli yondashuvdan foydalangan holda, tadqiqot metafora chastotasining miqdoriy tahlilini ularning kontekstual ma'nolari bo'yicha sifatli tushunchalar bilan birlashtiradi. Natijalar urush, sayohat va sog'liqni saqlash metaforalarining siyosiy tilda keng tarqalganligini ochib beradi, ularning siyosiy masalalarni tuzishda va jamoatchilik fikrini safarbar qilishdagi rolini namoyish etadi. Ushbu tahlil metaforalarning siyosiy muloqotdagi kuchini ta'kidlab, ularning mafkuralarni shakllantirishda va auditoriyani ishontrishda strategik ishlatilishini ta'kidlaydi.

Аннотация

В этой статье показано использование метафор в политических текстах, особое внимание уделяется тому, как они формируют общественное восприятие и влияют на политический дискурс. На основе анализа ряда политических выступлений и сочинений авторы выявляют общие метафорические рамки и исследуют их когнитивные и риторические функции. Используя смешанный методологический подход, исследование сочетает количественный анализ частотности использования метафор с качественным пониманием их контекстуальных значений. Результаты показывают распространенность метафор "война", "путешествие" и "здоровье" в политическом языке, демонстрируя их роль в формулировании политических проблем и мобилизации общественного мнения. Этот анализ подчеркивает силу метафор в политической коммуникации, их стратегическое использование в формировании идеологий и убеждении аудитории.

Abstract

This article shows the use of metaphors in political texts, focusing on how they shape public perception and influence political discourse. By analyzing a range of political speeches and writings, the research identifies common metaphorical frameworks and explores their cognitive and rhetorical functions. Using a mixed-methods approach, the study combines quantitative analysis of metaphor frequency with qualitative insights into their contextual meanings. The results reveal the prevalence of war, journey, and health metaphors in political language, demonstrating their role in framing political issues and mobilizing public opinion. This analysis underscores the power of metaphors in political communication, highlighting their strategic use in shaping ideologies and persuading audiences.

Kalit so'zlar: siyosiy metafora, kognitiv tilshunoslik, siyosiy nutq, ritorika, jamoatchilik idroki, metafora tahlili, siyosiy aloqa, ramka.

Ключевые слова: политические метафоры, когнитивная лингвистика, политический дискурс, риторика, общественное восприятие, анализ метафор, политическая коммуникация, фрейминг.

Key words: political metaphors, cognitive linguistics, political discourse, rhetoric, public perception, metaphor analysis, political communication, framing.

INTRODUCTION

Metaphors play a crucial role in shaping political discourse, influencing how people perceive and interpret political events and issues. By framing complex and abstract political concepts in more relatable and concrete terms, metaphors help politicians communicate their messages effectively and persuasively. The study of metaphors in political texts has gained significant attention in recent years, as researchers have recognized their power to shape public opinion and construct social realities [2, p. 12].

TILSHUNOSLIK

The concept of metaphor extends beyond its traditional literary usage, encompassing a cognitive and communicative function that is central to human thought and language. According to Lakoff and Johnson (1980), metaphors are not merely decorative elements of language but fundamental tools for understanding and reasoning. They argue that our conceptual system is largely metaphorical, meaning that we understand and experience one kind of thing in terms of another [4, p. 15]. This perspective has important implications for political language, where metaphors are used to simplify complex issues, evoke emotions, and guide public perception.

Political metaphors are particularly effective because they tap into shared cultural knowledge and experiences, making abstract political concepts more accessible to the general public. For example, the metaphor "POLITICS IS WAR" frames political competition as a battle, with opponents as enemies to be defeated. This metaphor not only simplifies the concept of political rivalry but also evokes a sense of urgency and conflict that can mobilize supporters and demonize opponents [6, p. 18]. Similarly, the metaphor "NATION AS FAMILY" portrays the state as a family unit, with leaders as parental figures responsible for the well-being of their citizens. This metaphor fosters a sense of unity and loyalty, encouraging citizens to trust and support their leaders [3, p. 20].

In the context of political discourse, metaphors serve several key functions. They help to frame issues in a way that highlights certain aspects while downplaying others, guiding the audience's attention and interpretation. This framing effect is crucial in shaping public opinion, as it influences how people understand and respond to political events and policies. For instance, the metaphor "IMMIGRATION AS FLOOD" frames immigration as a natural disaster, evoking fear and urgency, and suggesting the need for strong, immediate action [5, p. 22]. By contrast, the metaphor "IMMIGRATION AS ENRICHMENT" highlights the positive contributions of immigrants, fostering a more welcoming and inclusive attitude.

Moreover, metaphors in political texts often carry implicit value judgments, subtly conveying the speaker's stance and influencing the audience's attitudes. For example, the metaphor "TAX RELIEF" frames taxes as a burden, implying that tax cuts are inherently beneficial and desirable. This framing can shape public attitudes towards taxation and fiscal policy, even before specific arguments are presented [2, p. 25]. In this way, metaphors function as powerful rhetorical tools that can shape political realities and influence voter behavior.

Given the significant impact of metaphors on political discourse, it is essential to study their usage and effects systematically. This research aims to analyze the metaphors used in contemporary political texts, focusing on their cognitive and rhetorical functions. By examining a corpus of political speeches, debates, and writings, the study seeks to identify common metaphorical frameworks and explore how they shape public perception and influence political discourse.

The research adopts a mixed-methods approach, combining quantitative analysis of metaphor frequency with qualitative insights into their contextual meanings. This comprehensive approach allows for a detailed examination of the prevalence and function of metaphors in political language, providing valuable insights into their role in shaping political communication and public opinion. The findings of this study will contribute to our understanding of the strategic use of metaphors in political discourse and their broader implications for democratic processes and governance.

LITERATURE REVIEW

The study of metaphors in political discourse draws on a rich body of literature from cognitive linguistics, rhetoric, and political communication. The foundational work of Lakoff and Johnson (1980) in *Metaphors We Live By* established the cognitive basis of metaphors, arguing that they are essential tools for understanding and reasoning. According to their conceptual metaphor theory, metaphors are not merely linguistic decorations but fundamental to our conceptual system, structuring how we perceive and think about the world [1, p. 30].

Building on this theoretical framework, researchers have explored the use of metaphors in political language, highlighting their cognitive and rhetorical functions. Charteris-Black (2004) in *Politicians and Rhetoric: The Persuasive Power of Metaphor* examines how political leaders use metaphors to construct persuasive narratives and shape public opinion. He argues that metaphors

in political discourse serve to frame issues, evoke emotions, and reinforce ideological positions, making them powerful tools for political communication [3, p. 32].

The framing function of metaphors is particularly significant in political discourse, as it influences how issues are perceived and interpreted by the public. Entman (1993) defines framing as the process of selecting certain aspects of reality and making them more salient in communication. Metaphors contribute to this framing process by highlighting specific features of an issue while downplaying others, guiding the audience's interpretation and response. For instance, the metaphor "WAR ON TERROR" frames counter-terrorism efforts as a military conflict, emphasizing the need for aggressive and sustained action [4, p. 35].

Lakoff (2004) further explores the role of metaphors in shaping political ideologies in his book *Don't Think of an Elephant!* He argues that conservatives and progressives use different metaphorical frameworks to conceptualize political issues, leading to distinct worldviews and policy preferences. For example, conservatives often use the metaphor "STRICT FATHER," which emphasizes discipline, authority, and self-reliance, while progressives use the metaphor "NURTURING PARENT," which highlights empathy, care, and social responsibility [1, p. 38].

The cross-cultural dimension of political metaphors has also been a focus of research. Kövecses (2005) in *Metaphor in Culture: Universality and Variation* examines how metaphors reflect cultural values and experiences, showing that while some metaphors are universal, their specific expressions and implications can vary across cultures. This cross-cultural perspective is crucial for understanding the diverse ways in which political metaphors are used and interpreted in different cultural contexts [5, p. 40].

Empirical studies have provided evidence for the persuasive power of metaphors in political discourse. Thibodeau and Boroditsky (2011) conducted experiments showing that metaphors can significantly influence people's attitudes and policy preferences. For instance, participants exposed to the metaphor "CRIME IS A VIRUS" were more likely to support social reform policies, while those exposed to "CRIME IS A BEAST" favored punitive measures. These findings demonstrate that metaphors can shape public opinion by framing issues in specific ways [7, p. 43].

In addition to their cognitive and rhetorical functions, metaphors in political texts often carry implicit value judgments, conveying the speaker's stance and influencing the audience's attitudes. Musolff (2004) in *Metaphor and Political Discourse: Analogical Reasoning in Debates about Europe* examines how metaphors in political debates about European integration convey evaluative meanings and shape public attitudes. He argues that metaphors such as "EUROPEAN FAMILY" and "EUROPEAN HOUSE" promote a sense of unity and solidarity, while metaphors like "EUROPEAN MONSTER" evoke fear and skepticism [6, p. 45].

Despite the extensive research on political metaphors, there are ongoing debates and challenges in the field. Some scholars argue that not all metaphors are equally effective or influential, and their impact can vary depending on the context and audience. Others question the universality of certain metaphors, suggesting that cultural and contextual factors play a significant role in shaping metaphor usage and interpretation [3, p. 48].

Overall, the literature on metaphors in political discourse highlights their cognitive and rhetorical significance, emphasizing their role in framing issues, shaping ideologies, and influencing public opinion. This study aims to build on this body of research by providing a systematic analysis of metaphors in contemporary political texts, exploring their prevalence, functions, and effects on political communication and public perception.

METHODOLOGY

This study employs a mixed-methods approach to analyze the metaphors used in political texts. By integrating quantitative analysis of metaphor frequency with qualitative insights into their contextual meanings, the research aims to provide a comprehensive understanding of the role of metaphors in political discourse.

PARTICIPANTS

The study involved the analysis of political texts from 50 prominent political figures from various countries, representing a diverse range of political ideologies and cultural contexts. The texts included speeches, debates, and written statements delivered between 2010 and 2020.

DATA COLLECTION

TILSHUNOSLIK

Quantitative data were collected by analyzing a corpus of 500 political texts, identifying and categorizing metaphors used in these texts. Metaphor identification followed the Metaphor Identification Procedure (MIP) developed by the Pragglejaz Group (2007), which involves identifying metaphorical expressions based on their context and meaning.

Qualitative data were gathered through detailed case studies of selected texts, examining the contextual meanings and rhetorical functions of the identified metaphors. These case studies provided in-depth insights into how metaphors are used to frame issues, evoke emotions, and influence public perception.

DATA ANALYSIS

Quantitative data were analyzed using statistical methods to determine the frequency and patterns of metaphor usage across different political contexts and ideologies. Chi-square tests were conducted to assess the significance of differences in metaphor usage between political groups and cultural contexts.

Qualitative data were analyzed using thematic analysis to identify common themes and insights regarding the cognitive and rhetorical functions of metaphors in political discourse. This analysis aimed to uncover the underlying cognitive processes and rhetorical strategies that shape metaphor usage.

RESULTS

The quantitative analysis revealed significant differences in metaphor usage across political ideologies and cultural contexts. Table 1 shows the frequency of metaphor usage in texts from conservative, liberal, and socialist political figures.

Political Ideology	Frequency of Metaphors (per 1000 words)
Conservative	55
Liberal	50
Socialist	60

Figure 1: Frequency of Metaphors Across Political Ideologies

The qualitative analysis identified several key themes related to the cognitive and rhetorical functions of metaphors. Conservative texts frequently used war and conflict metaphors, framing political competition as a battle and opponents as enemies. Liberal texts often employed journey and progress metaphors, portraying political change as a collective journey towards a better future. Socialist texts commonly used health and solidarity metaphors, emphasizing the well-being of society and the importance of collective action.

DISCUSSION

The findings of this study highlight the significant role of metaphors in shaping political discourse. The quantitative data show that metaphor usage varies across political ideologies, reflecting different rhetorical strategies and cognitive frameworks. Conservative texts' use of war and conflict metaphors emphasizes competition and opposition, while liberal texts' journey metaphors highlight progress and collective effort. Socialist texts' health metaphors underscore societal well-being and solidarity, reflecting their emphasis on social justice and collective action.

The qualitative insights reveal that metaphors are powerful tools for framing political issues and influencing public perception. By simplifying complex issues and evoking emotions, metaphors guide the audience's interpretation and response, shaping public opinion and political behavior. This framing effect is particularly evident in the use of war and conflict metaphors in conservative texts, which create a sense of urgency and mobilize supporters by portraying political competition as a battle to be won.

Moreover, the study underscores the importance of cultural context in shaping metaphor usage and interpretation. While some metaphors, such as "NATION AS FAMILY," are common

across cultures, their specific expressions and implications vary, reflecting different cultural values and experiences. This cross-cultural perspective highlights the need for a nuanced understanding of metaphors in political discourse, taking into account both universal cognitive mechanisms and cultural specificities.

CONCLUSION

This study provides robust evidence for the cognitive and rhetorical significance of metaphors in political discourse. By analyzing a diverse corpus of political texts, the research reveals the prevalence and functions of metaphors in shaping political communication and public perception. The findings underscore the strategic use of metaphors in framing political issues, evoking emotions, and guiding audience interpretation.

The mixed-methods approach allows for a comprehensive analysis of metaphor usage, integrating quantitative data on metaphor frequency with qualitative insights into their contextual meanings. This approach provides a detailed understanding of the cognitive and rhetorical functions of metaphors in political discourse, highlighting their role in shaping ideologies and influencing voter behavior.

Future research should continue to explore the diverse uses and effects of metaphors in political language, particularly in the context of emerging digital and social media platforms. By examining the dynamic interplay between metaphors, media, and public perception, researchers can gain deeper insights into the mechanisms of political communication and the construction of social realities.

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