

METAPHORICAL FOUNDATIONS OF ECONOMIC TERMINOLOGY: CONCEPTUAL MAPPING IN ENGLISH AND UZBEK LANGUAGES

Muzaffarova Asaloy Narzullo qizi

Asia International University

Abstract. *This article is devoted to a comparative cognitive-linguistic analysis of economic terminology in English and Uzbek languages. The research examines metaphorical modeling of economic concepts based on conceptual metaphor theory. The results demonstrate that in both languages, economic terms are primarily formed based on physical experience and everyday knowledge, but cultural-historical context determines the specific characteristics of metaphorical models.*

Keywords: *conceptual metaphor, economic terminology, cognitive linguistics, comparative analysis, metaphorical mapping*

Аннотация. *Статья посвящена сопоставительному когнитивно-лингвистическому анализу экономической терминологии английского и узбекского языков. В исследовании рассматривается метафорическое моделирование экономических концептов на основе теории концептуальной метафоры. Результаты показывают, что в обоих языках экономические термины формируются преимущественно на основе физического опыта и повседневных знаний, но культурно-исторический контекст определяет особенности метафорических моделей.*

Ключевые слова: *концептуальная метафора, экономическая терминология, когнитивная лингвистика, сопоставительный анализ, метафорическое картирование*

Annotatsiya. *Ushbu maqola ingliz va o'zbek tillaridagi iqtisodiy terminologiyaning qiyosiy kognitiv-lingvistik tahliliga bag'ishlangan. Tadqiqot konseptual metafora nazariyasiga asoslangan iqtisodiy tushunchalarni metaforik modellashtirishni o'rganadi. Natijalar shuni ko'rsatadiki, ikkala tilda ham iqtisodiy atamalar birinchi navbatda jismoniy tajriba va kundalik bilimlar asosida shakllanadi, ammo madaniy-tarixiy kontekst metaforik modellarning o'ziga xos xususiyatlarini belgilaydi.*

Kalit so'zlar: *konseptual metafora, iqtisodiy terminologiya, kognitiv lingvistika, qiyosiy tahlil, metaforik xaritalash*

Introduction. In contemporary linguistics, metaphor is viewed not merely as a stylistic device but as a fundamental mechanism of human cognition and conceptualization of the world [1]. Economic terminology represents a specialized lexical domain that extensively relies on metaphorical transfers to express complex abstract

concepts. The conceptual metaphor theory developed by Lakoff and Johnson has created an important theoretical foundation for analyzing economic language [2]. This research aims to reveal the deep interconnection between language, thought, and culture through comparing metaphorical foundations of economic terminology in English and Uzbek languages. The conceptual analysis of economic metaphors in Uzbek remains a relatively understudied area, which determines the relevance of this investigation. The objective is to identify and compare metaphorical models of economic terminology in English and Uzbek languages, demonstrating cultural-cognitive similarities and differences.

Methodology and Literature Review. The research was conducted based on a cognitive-linguistic approach, employing conceptual metaphor analysis and comparative linguistic analysis as primary methods. Economic dictionaries, academic articles, and economic press materials in English and Uzbek languages were selected as source materials. The analysis process examined the internal form, semantic structure, and metaphorical transfer mechanisms of economic terms [3]. Lakoff and Johnson's conceptual metaphor theory describes metaphorical mapping as a conceptual projection from a source domain to a target domain [2]. Charteris-Black emphasizes pragmatic functions of metaphors in economic discourse, identifying models such as ECONOMY IS A MACHINE and MARKET IS A LIVING ORGANISM [4]. Kövecses demonstrates how cultural universals and specific characteristics are reflected in metaphorical systems [5].

In the context of Uzbek linguistics, Rahmatullaev and Mahmudov emphasize the national-cultural foundations of metaphorical phenomena [6, 7]. Russian linguist Arutyunova has deeply analyzed the role of conceptual metaphor in the relationship between thought and language [8]. In English, the MONEY IS LIQUID metaphor is widespread in economic terminology: "cash flow," "liquidity," "frozen assets" [9]. Uzbek language also contains expressions like "pul aylanmasi" (money circulation), "moliyaviy oqim" (financial flow), although the liquidity concept is less developed. The TRADE IS WAR metaphor is active in both languages: "price war," "market conquest," and in Uzbek "bozor kurashi" (market struggle), "raqobat maydoni" (competition field) [10]. The ECONOMY IS ORGANISM metaphor also has universal character: "healthy economy," "iqtisodiyot sog'aymoqda" (economy is recovering), "kasal tarmoqlar" (sick sectors). However, cultural context creates specific methods of metaphorical actualization.

Results and Discussion. The comparative analysis results demonstrate that significant universal and specific characteristics exist among metaphorical foundations of economic terminology in English and Uzbek languages. First, in both languages, economic processes are conceptualized through physical motion and spatial metaphors: prices "rise" and "fall," markets "expand" and "contract." This emerges as a result of projecting



human physical experience onto understanding abstract economic concepts. Second, the LIVING ORGANISM metaphor is productive in both languages: the economy “grows,” “develops,” “becomes ill,” or “recovers.” This metaphorical model reflects the dynamic, interconnected characteristics of economic systems. Third, the TRADE IS STRUGGLE/WAR metaphor represents the expression of the global economic competitive environment through language. However, cultural differences are also significant: English financial metaphors are more developed and specialized, for example, “bull market” and “bear market” animal metaphors do not have direct equivalents in Uzbek.

Natural phenomena metaphors appear more frequently in Uzbek: “iqtisodiy bo’ron” (economic storm), “inqiroz to’lqini” (crisis wave), demonstrating agricultural culture’s influence on economic discourse. Additionally, technological metaphors are widespread in English: “economic engine,” “market mechanism,” characteristic of an industrialized society’s conceptual system. In Uzbek, organic metaphors predominate: “iqtisodiy ildiz” (economic root), “savdo tarmog’i” (trade network). Research results confirm that while metaphorical models are based on universal cognitive mechanisms, their concrete realization is influenced by cultural-historical context, level of economic development, and national worldview.

Conclusion. Conceptual analysis of economic terminology demonstrates that metaphor plays a fundamental role in forming economic concepts. Comparative research in English and Uzbek languages identified commonality in conceptualizing economic reality based on universal cognitive mechanisms (physical motion, organic processes, spatial relations). However, cultural-historical context influences the concrete realization of metaphorical models: technological and financial metaphors are developed in English, while natural and organic metaphors appear more frequently in Uzbek. Research results have practical significance for translation theory, linguoculturology, and economic discourse analysis. Future research prospects include diachronic analysis of economic metaphors and comparison with other languages.

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