

METAPHORS AS REPRESENTATIVES OF CULTURE

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Abstract: *This article focuses on metaphors as cultural models, their place in cognitive and cultural linguistics. In the article a comparative analysis was used to see the differences in cognition and culture of English, Uzbek and Russian people with the help of metaphors. The comparison of metaphors in different languages evidenced that metaphors are products of people's cognition and can be great representatives of culture.*

Key words: *metaphor, cultural model, conceptual metaphors, linguistic metaphors, cognitive linguistics, cultural linguistics.*

Very often we may encounter metaphors in many spheres of our lives: literature, poetry, television, and even everyday speech. Most of the time we use metaphors without noticing that we are, actually, using figurative language. Metaphors help to make our speech colourful, expressive and witty. If we analyze metaphors used in several languages closely, we may see traces of culture in them. First of all, let's answer to the question: what is a metaphor?

A metaphor is a word or a phrase for one thing that is used to refer to another thing in order to show or suggest that they are similar. Metaphors are a form of figurative language, which refers to words or expressions that mean something different from their literal definition. Below are some of popular metaphors that were recorded in history and never lose their topicality:

All the world's a stage, and all the men and women merely players. They have their exits and their entrances.

William Shakespeare

America has tossed its cap over the wall of space.

John F. Kennedy

You ain't nothin' but a hound dog, cryin' all the time.

Elvis Presley

You are my sunshine, my only sunshine...

From the song

So, the above examples show that metaphors have long become an essential part of our daily activities and lives.

Metaphors play a significant role in cognitive and cultural linguistics. Metaphors reveal how different nations perceive notions around them. As firm advocates of metaphors' place in cognitive linguistics we can point out George Lakoff and Mark Johnson. In their well-known book *Metaphors We Live By* they claim that "conceptual metaphors can be universal and culture specific" (1980). Now, let us look at examples of conceptual metaphors in different languages and compare them in order to see how metaphors illustrate that this type of stylistic device is a powerful tool which describes not only the nation's cognitive aspect, but also their culture, traditions and values. The concepts in those metaphors may be universal or culture specific.

"Time is money" - this English proverb shows that Englishmen view time as something material, it comes from the times when modern industries started developing and people understood that if they make more usage of time, they may produce more products and thus, make more profit. In Uzbek there is a popular saying: "Vaqtning ketdi, baxting ketdi", here Uzbek people illustrate similar features of time and happiness or good luck. Russian proverbs "Пора да время дороже золота", "Время дороже денег" exemplify that Russians view time quite like English people. From the conceptual metaphor "time is money" come out many linguistic metaphors. For example, 'You are **wasting** my time', 'That flat tire **cost** me an hour', 'I have **invested** a lot of time in her', 'You need to **budget** your time' and so on. In the proverbs and metaphors "Time heals all the wounds", "Vaqt - oliy hakam", "Время лечит", "Время - лучший лекарь" we can notice that time is universally viewed as healing process, it passes and lets people forget their sorrows and hardships.

While in the English root metaphor "Life is a journey" we can see that English people emphasize adventures, unexpected events, obstacles and overcoming them encountered in life, in the Uzbek metaphor "Umr - bu oqar daryo" we can observe that Uzbeks pay attention to the swift flow of life, it is so fast that people do not even notice that it passes by. Russian metaphors "Жить - родине служить", "Жизнь прожить - не поле перейти" reveal their suburban lifestyle and patriotic character.

In summary, metaphors can be a strong cognitive and cultural tool which exposes a nation's cognitive and cultural viewpoints. Metaphors being a product of people's cognition are assistants in constituting the culture, and at the same time culture determines how metaphors are shaped.

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