

THE IMPACT OF CULTURAL METAPHORS ON INTERCULTURAL MISUNDERSTANDING

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Annotation. *Cultural metaphors play an important role in communication and understanding between different cultures. However, cultural metaphors may also lead to intercultural misunderstanding because metaphors are deeply rooted in cultural experience and national worldview. This article examines the impact of cultural metaphors on intercultural misunderstanding in English and Uzbek languages. The study analyzes examples of cultural metaphors and their interpretation in different cultural contexts. The research highlights that understanding cultural metaphors is essential for successful intercultural communication.*

Key words: *cultural metaphor, intercultural communication, misunderstanding, linguoculturology, English language, Uzbek language*

Annotatsiya. *Madaniy metaforalar turli madaniyat vakillari o'rtasidagi muloqotda muhim rol o'ynaydi. Biroq, madaniy metaforalar milliy tajriba va dunyoqarashga bog'liq bo'lgani sababli, ular madaniyatlararo tushunmovchiliklarga olib kelishi mumkin. Ushbu tezisda ingliz va o'zbek tillaridagi madaniy metaforalarning madaniyatlararo tushunmovchilikka ta'siri tahlil qilinadi. Tadqiqot natijalariga ko'ra, madaniy metaforalarni tushunish samarali muloqot uchun muhim omil hisoblanadi.*

Kalit so'zlar: *madaniy metafora, madaniyatlararo muloqot, tushunmovchilik, lingvokulturologiya*

Аннотация. *Культурные метафоры играют важную роль в межкультурной коммуникации. Однако они могут приводить к межкультурным недоразумениям, поскольку метафоры тесно связаны с культурным опытом и национальным мировоззрением. В данной работе рассматривается влияние культурных метафор на межкультурные недоразумения в английском и узбекском языках.*

Ключевые слова: *культурная метафора, межкультурная коммуникация, недопонимание*

Introduction. Cultural metaphors are widely used in communication. They help individuals express ideas and emotions effectively. However, cultural metaphors may create difficulties in intercultural communication because their meanings are often culture-specific[1]. For example, in English language, the metaphor "break the ice"

means to start a conversation in a friendly way. However, literal translation into Uzbek may cause misunderstanding because the metaphor is culturally specific.

Similarly, Uzbek metaphor "ko'ngli tog'dek" may be difficult for English speakers to understand without cultural knowledge. These examples demonstrate that cultural metaphors may lead to misunderstanding in intercultural communication [2].

Cultural Metaphors and Intercultural Communication. Cultural metaphors reflect national worldview and cultural values. People from different cultures may interpret metaphors differently. This may lead to misunderstanding and communication problems [3].

For example, English metaphor "spill the beans" means to reveal a secret. However, this metaphor may confuse Uzbek speakers if translated literally.

Similarly, Uzbek expression "ko'ngli yarimta" may be misunderstood by English speakers. These examples demonstrate the importance of cultural knowledge in communication [4].

Literature Review. The study of cultural metaphors and their role in intercultural communication has been widely explored in modern linguistics, particularly within the framework of cognitive linguistics and linguoculturology. One of the most influential contributions in this field belongs to George Lakoff and Mark Johnson, who argue that metaphors are not merely stylistic devices but fundamental mechanisms of human cognition. In their seminal work *"Metaphors We Live By"*, they state that "metaphor is pervasive in everyday life, not just in language but in thought and action." This perspective highlights that metaphorical thinking shapes how individuals perceive and interpret reality, which directly impacts intercultural communication.

Further developing this idea, Zoltán Kövecses emphasizes the cultural specificity of metaphors. According to him, while some metaphors may have universal aspects, many are deeply rooted in cultural experiences, traditions, and social practices. He notes that differences in metaphorical systems across cultures often lead to misinterpretation and communication barriers. This viewpoint is particularly relevant in analyzing misunderstandings between speakers of different linguistic backgrounds.

In the context of intercultural communication, Edward Hall's theory of high-context and low-context cultures provides an important framework. Hall suggests that communication in high-context cultures (such as Uzbek culture) relies heavily on implicit meanings, including metaphors, while low-context cultures (such as English-speaking societies) tend to prefer direct and explicit expressions. This difference often results in difficulties in interpreting metaphorical language correctly.

From the perspective of Uzbek linguistics, scholars such as Sh. Safarov have contributed significantly to the development of cognitive and cultural approaches to language. Safarov highlights that language units, including metaphors, reflect national mentality and cultural worldview. Similarly, S. Rahimov emphasizes that metaphorical

expressions serve as a bridge between language and culture, encoding social values and collective experience.

In addition, researchers in translation studies point out that metaphor translation is one of the most challenging aspects of intercultural communication. Newmark argues that metaphors should be translated not only linguistically but also culturally, taking into account the target audience's background knowledge. Failure to do so may result in loss of meaning or misunderstanding.

Overall, the reviewed literature demonstrates that cultural metaphors are deeply interconnected with cognition, culture, and communication. While they enrich language and express complex ideas, they also pose significant challenges in intercultural interaction. This confirms the necessity of studying cultural metaphors as a key factor in preventing intercultural misunderstanding.

This study employs a qualitative and comparative research methodology to investigate the impact of cultural metaphors on intercultural misunderstanding. The qualitative approach enables an in-depth exploration of metaphorical expressions as culturally embedded linguistic phenomena, allowing the researcher to interpret meanings beyond their literal level. In addition, a comparative framework is applied to analyze differences and similarities between Uzbek and English cultural metaphors, particularly in relation to values, communication styles, and cognitive patterns.

The research is grounded in a cognitive-cultural perspective, which views metaphors not merely as stylistic devices but as fundamental mechanisms of thought shaped by cultural experience. Contemporary studies indicate that metaphor comprehension is influenced by key elements such as thinking patterns, cognitive frameworks, language use, and social consensus, all of which vary across cultures. This perspective provides a theoretical basis for understanding how cultural differences lead to divergent interpretations of metaphorical expressions.

Data for the study were collected from a range of sources, including literary texts, proverbs, everyday conversational language, and academic publications on intercultural communication and metaphor. These sources were selected to ensure the inclusion of authentic and contextually rich examples of cultural metaphors. Particular attention was paid to phraseological units and idiomatic expressions that reflect culturally specific values and social norms.

The analysis of the collected data was conducted using several complementary methods. First, semantic analysis was applied to examine both the literal and figurative meanings of metaphors, identifying how meaning shifts across cultural contexts. Second, pragmatic analysis was used to explore how metaphors function in communication and how their interpretation depends on situational and cultural context. It has been noted that metaphorical expressions often carry implicit meanings that may cause misunderstanding when interlocutors do not share the same cultural background.

Third, comparative analysis was employed to highlight key differences between Uzbek and English metaphors, particularly in terms of collectivist versus individualist orientations and indirect versus direct communication styles. Finally, interpretive analysis was used to explain how cultural knowledge and experience shape the perception and understanding of metaphorical language.

The theoretical framework of the study integrates principles from cognitive linguistics, intercultural communication theory, and pragmatics. These frameworks collectively support the view that metaphors are deeply embedded in cultural cognition and play a crucial role in shaping communication across cultures.

Despite its contributions, the study has certain limitations. It focuses primarily on selected examples from Uzbek and English languages and does not encompass the full range of cultural diversity. Future research may expand the scope by incorporating additional languages and employing quantitative or experimental methods to complement qualitative findings.

To ensure reliability, the study relies on established academic sources and consistent analytical procedures. Validity is maintained through cross-cultural comparison and careful interpretation of metaphorical meanings within their respective cultural contexts.

Conclusion. Cultural metaphors play an important role in intercultural communication. However, they may also cause misunderstanding between speakers of different cultures. Understanding cultural metaphors helps improve intercultural communication and avoid misunderstanding [1;4].

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