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METAPHOR - THE CONCEPTUAL BASIS OF TERMINOLOGY AND TERMS

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PhD in Philology, TerSU***Abstract:**

Introduction. *Terms, metaphors, and terms in the Uzbek language have a special cognitive dimension. Metaphors are a unique tool of scientific knowledge and are one of the main and productive factors in the formation of terminological systems of various disciplines. The purpose of the article is to identify the source of the formation of terms-metaphors between terms in the Uzbek language and determine their meaning in the worldview. The study of the mechanisms of cognitive activity, heuristic and nominative possibilities, as well as linguistic and communicative features of metaphors in the semantic processes of formation and development of the rich terminology of the Uzbek language largely contributes to the rapid development of Uzbek anthropocentric linguistics.*

Methods. *Conceptual and semantic analysis, based on the comparison method, the cross-linguistic universal nature of metaphorical nominations related to this terminology is investigated, and the corresponding conclusions are made.*

Results. *It turns out that the term is a multi-valued, homonymous connection between metaphors-the product of conscious use of human memory resources. Metaphor terms are a way to convey the essence of a scientific concept in a simple and understandable way, so that metaphor terms are an example of conveying an idea in a concise and simple way. In the end, metaphorical nominations that convey the idea in a concise, simple form confirm this. The article also points out that metaphorical comparison is motivated to identify similarities between objects of different types or different classifications, just as metaphorical terms in a scientific text are formed by randomly determining the similarity between subjects without random selection. Based on the collected materials, it turned out that metaphorical terms are formed mainly on the basis of their attributive nature: on the basis of comparisons with everyday objects and objects related to nature. The close connection of the terminological picture of the world with the conceptual metaphor involved in the formation of the national worldview is shown.*

Discussion. *Using the metaphorical method when forming terms means that a term created using the tool is quickly and easily accepted by the linguistic community, and the scope of meaning is somewhat clearer and easier to understand than artificially created terms. Although terms that specialize in a particular field have a General meaning, as opposed to General, commonly used words and terms, their use in scientific discourse does not restrict the participation of metaphor, but rather pure terms (primitive terms) rely on metaphorical interpretation to fully Express their meaning. The scientific metaphor is not limited to the nominative task: in scientific discourse, the metaphor serves as a means of reconciling two opposing realities. The range of interrelated transformative knowledge allows us to distinguish the anthropocentric features of the metaphor.*

Conclusion. *Metaphors are a unique tool of scientific knowledge and are one of the main and productive factors in the formation of terminological systems of various disciplines. At the same time, the study of the mechanisms of cognitive activity, heuristic and nominative possibilities of metaphors, as well as linguistic and communicative features contributes to the rapid development of Uzbek anthropocentric linguistics.*

Keywords: *metaphor terms in the Uzbek language, metaphor is a unique tool of scientific knowledge.*

Introduction. *Term-metaphors, and terms in the Uzbek language have a special cognitive dimension. In this case, the types of reference links between the source field and the target field differ. Of course, the factor to which the terms and terms that arise together with the metaphorical factor belong also has a special meaning. In particular, according to Viliija Celiešienė and Saulutė*

LINGUISTICS

Juzelënienëx, in technical terminology, the external similarity between objects is used as the basis for metaphorical construction, with a slight emphasis on functional similarity [11]. In terms of IT, which have a metaphorical construction in the Uzbek language, there is no evidence of this point of view.

Method of research. The conceptual and semantic analysis used in the study also touched upon the problem of polysemous connection of terms and metaphors in the Uzbek language based on the comparison method, which simultaneously causes the need to clarify lexical polysemicity and related situations.

In particular, metaphorical comparison is the motivation to notice similarities between objects of different types or different classifications. Similarly, metaphorical terms in a scientific text are formed by randomly selecting similar aspects between subjects without random selection.

Obtained result. Based on the collected materials, it is clear that metaphorical terms are formed mainly on the basis of their attributive nature: on the basis of comparisons with everyday objects and objects related to nature. For example, the Uzbek “кучукча” (@) ¹indicates the email address of the user, and the word is also used in the Russian language like a “собачка”. In exchange for socialization in the linguistic community, the word should be considered as a term. After all, the “собачка” is formed under the influence of metaphorical migration based on its own layer of the Russian language. The reason we consider this word as a term is that the word “собачка” serves to denote a certain noun from a certain noun in exchange for a metaphor. Given that the word was translated from Russian into other languages by calculus method, “кучукча (собачка)” it proves that the term in Russian is also a term in Uzbek. The same can be said about the word “гул”, which means plant, and the word “гул”, which means measles in the local language. That is, the word “гул”, which belongs to a separate layer of the Persian-Tajik language, figuratively formed the name of the “гул” disease. The historical brotherhood of the Uzbek and Tajik peoples and their close connection served as the basis for the introduction of both words into the Uzbek language. Therefore, the words for “гул”, (plant) and “гул”, (disease) in Tajik should be considered as terms for Tajik and Uzbek. These features can also be traced in the cross-linguistic universality of terms-metaphors used in it. Naturally, these metaphorically justified terms are formed as a result of calculus and the predominance of connotative semantics on their semantic basis is clearly manifested (table).

Table

The linguistic nature of the terminology-metaphors used in IT

The meaning of the term	Uzbek language	Russian language	English language
Access to the network or service by an unregistered user	<i>меҳмон</i>	<i>гость</i>	<i>a guest</i>
Digital code used to encrypt text for security purposes	<i>калит</i>	<i>ключ</i>	<i>key</i>
Template used when moving decoration (design) to an object	<i>ниқоб</i>	<i>маска</i>	<i>Mask</i>
Display equipment attached to the computer	<i>сичқон/ сичқонча манипулятори</i>	<i>мышь</i>	<i>Mouse</i>
The main devices of a personal computer are a multi-layer sealing board on which fast memory, hard disk and other devices are installed. The same mother board connects and manages devices that differ from each other	<i>она платаси</i>	<i>Материнская плата</i>	<i>motherboard</i>
Allows you to save and restore deleted, deleted data on the computer	<i>саватча</i>	<i>корзинка</i>	<i>bag</i>

¹ the symbol " @ "is a sign of the commercial status"at". The symbol is a dog that has become a pita in form, and in linguistic terms means a combination of English dog barking, which symbolizes the buzzing of the dog. The companion dog, which was also considered an assistant to the player in a computer game known as the first "Adventure" , also had the same "@" shape. This symbol was first introduced into consumption by the Florentine merchant in 1536 as a unit of measurement, meaning "amphora", as a sign in the typewriter developed in 1885, and then by the American engineer Ray Tomlinson in 1971 for the purpose of sending e-mails. In America and Finland, this sign is attributed to a cat, a mouse in China, a monkey in Germany, an elephant in Sweden and Denmark, a worm and a pig's tail in Venice and Norvegia, a sweet in Spain, and a snail in esperanto.

Note that among most other layer words in the table, only the “она платаси” can be considered a term. Words such as “*меҳмон, калит, саватча, сичқонча*” make a clear noun from a clear noun on the basis of their own layer of cultures, and also these words are already considered socialized words in many cultures. But the word “*плата*” means French “plat” – flat, and it is not a word that belongs to Russian and English. So, considering that the word “*плата*” is an unpopular word, it becomes known that it is not a designation, but a term. It is noteworthy that the designations/terms listed in this place are not accepted into the imposed stratum of evasion, but are formed by the transfer of a metaphorical name, even in the Uzbek language. This determines the possibility of the transition from a terminological feature of neologisms to a term - the creation of a definite horse in exchange for a metaphorical name change of a specific horse belonging to the mastered layer. Hence, non-socialized words - terms formed from the naming of abstract horses under the influence of migration of a definite noun belonging to one's own and mastered stratum - terms, socialized words formed from the naming of definite nouns under a metaphorical migration from a definite noun belonging to a mastered stratum.

Metaphors occupy a leading place in the formation of linguistic terms, and this condition is also observed in terms created at the beginning of the XX century [10]. Linguist I. R. Ermatov pays special attention to the place of metaphor in the formation of terms and notes that a group of languages whose similarity in linguistics is explained by the common basis of origin also belongs to the term "family of languages", depending on the fact that the word "family" means the concept of "a group of people with one common origin". Science-related: one-component linguistic terms such as *боғловчи, бўгин, кўмакчи, савод, тартиб, тасниф, тўлдирувчи, тўхтам, ўрам, шахс* and two-component linguistic terms such as *, бобо тил, эски сўз, ҳисоб сўзлар, кириш сўз, сўз уяси, товушлар занжирлари* are also formed using metaphors [10].

Discussion. The observations and conceptual analysis carried out in the course of the study indicate the need to improve the scientific methodology in this area. In particular, broad semantic terms have only one meaning in the terminological system and do not express an expressive-emotional connotation. According to M. V. Antonova, V. Leychik, such terms cover "the deep essence of thought". It can be noted that the ambiguity in the structure of such terms is manifested in a hidden form [2].

Although homonymy is not an acceptable condition for assigning terms, inter-term homonymy is allowed. Ex., atmosphere (ancient Greek. ἀτμός - "steam" and σφαῖρα - "sphere") is a layer of gas held by celestial bodies under the influence of gravity. In Economics, the term "atmosphere" refers to a print or broadcast media environment suitable for advertising. According to O. S. Akhmedov, this situation leads to ambiguity of the semantic meaning of the homonymic term in translation. Because the level of activity of different homonyms is more common in the communication process [3]. However, in our opinion, such homonyms are extremely common not only in everyday communication, but also in scientific discourse. Ex., *М., олий мактаб таълим функцияси, публицистика тили функцияси, иш юритиши тили функцияси; ассимиляция* (cultural A; linguistic A; ethnic A); *ички фактор, ташқи фактор; коррекция* (editing, speech therapist, defectology, etc.), *графика* (speech, visual arts, IT); *маркер; таҳлил* (analysis); *калька; идиом, роль, ўрин, гештальт* (in psychology; in linguistics; in Economics: a set of basic characteristics in relation to the brand); *депрессия* (lat. deprimō - "down, oppression») - in psychology: reduced self-awareness, depression; in the economy: a state of economic stagnation, low prices, weak demand for goods, mass unemployment, etc.); *донор; бўгин* (segment); *пенальти* (payments for breach of contract, penalties in football), the property of homonymy is literally expressed.

Let us now consider a situation different from the state of interterminological homonymy. Consider the dichotomy of L1– L2 (language1– language2). In fact, the *тил* lexeme is a homonymic term. However, in the conceptual interpretation of L1: "language 1" first learned language - "origin", "language of wide use" (function), "most popular language" (competence), "ethnic, national, social, etc." language "(identity) [7]. In this case, the direction in the correct interpretation of terms in the science of sociolinguistics is based on the fact that the semantic scale

of the word is set in the syntactic apparatus. Consequently, *, жаҳон тиллари, ҳудудий тиллар, туб миллий тил, кичик этник гуруҳ тили* are polysemous terms, not homonyms.

O.S. Akhmedov, who studied the tax and customs terms in Uzbek and English in an anthropocentric direction, metaphorically formed TC terms: *brainpower* (calculus method – "brainpower", it is as a system term "higher level of intelligence" (in terms of improving the tax rate)); *brainstorming* (as a system term means "collective discussion of the problem of the sphere"); also a) house animals; b) wild animals, which is attached to the LSG *bull* (bull-economy, as a system term a person who influences the way they play); *cash-cow* (milky cow – a profitable pet, does not require special spending for advertising, profitable business); b) *bear* (Bear-1) speculator, (speculative); 2) *broker* – a person who affects the price drop. *Bear market* – a bear market, a market in which the price of a currency exchange rate falls; *covered bear* - a protected bear-speculative (speculative), which brings terms such as an action seller (cash)) [3]. Linguistics of the English and Uzbek TC terminological units notes the legalization of terms through, taking into account the integral and differential features of the terms inherent in two languages in the translation, emphasizing that it is preferable to translate the terms that have an integral feature in the calculus method, and the terms that have a differential feature in different transformation methods: 1) conjugation; 2) composition; 3) conversion; 4) acronyms and abbreviations [3].

Among the mastered solid units belonging to market terminology, there are also terms with metaphorical justification. In particular, let's look into the terminology of the word *авария*

It is known that even from Arabs who actively participated in international transit and maritime trade, the term "*авария*" among many invasions to the peoples of the world has moved. "*Авария*" Arabic "*al-Avarat*" ('awâr), Italian *avaria*, French *avarie*," damage, "meaning destruction," has given the concept of "getting rid of excess cargo to save the ship and its crew when a natural disaster occurs while traveling in the sea[4]. But today the term/term "*авария*" is interpreted in several meanings: 1. Legal protection and compensation case [4]; 2. It is a kind of emergency, dangerous for human and animal life and health, environmental safety, expressed in the form of destruction of structures and technical devices, uncontrolled explosion and release of hazardous substances.

The use of the metaphorical method in the formation of terms leads to the fact that the term generated by the tool is quickly and easily accepted by the linguistic community, the scope of meaning is somewhat clearer and easier to understand than artificially created terms. For comparison: 1. Terms are also come to the world time and space and live their lives, some are absorbed into nothingness, others survive or give way to a new one [4]; 2. From the point of view of geoeconomics, among the megapolicies in the near future will be born "technopolises" and "industrial agglomerations" based on completely new techniques and technologies, the position of transnational companies and corporations will increase, the role of a country in the world market. remains to specialize in a particular link or segment of production [4]. Also, the linguist ... points to clarity as one of the most important requirements for legal language. In order to meet this requirement, he enumerates many socio-political, legal, as well as terms from different spheres of life and concludes that they are close to the terms. In particular, *жазони энгиллаштирмоқ, айбни оғирлаштирмоқ, айбини бўйнига олмоқ, айбини бўйнига қўймоқ, жиноят иши қўзгатмоқ, ишни очиқ қўрмоқ* are among them [4].

It seems that although terms specialized in a particular field have a common meaning, as opposed to general, common words and terms, their use in scientific discourse alone does not limit the participation of metaphor, but pure terms (primitive terms) are also used in metaphorical interpretation. This aspect is a leading sign in the emergence of metaphorically generated economic terms. For example, *агрессив қимматли қогозлар* (aggressive securities) that allow capital to grow rapidly [4].

The involvement of metaphor in the "creation" of terms can often lead to semantically related (poly-semantic) or homonymous terms. For example, *амортизация* "amortization" is the gradual transfer of the value of fixed assets to the products or services produced by them, the accumulation of funds on a targeted basis and their subsequent use to replace obsolete fixed assets [4]. Also

амортизация available in other sources 1. In the economy: a gradual decrease in the value of property due to obsolescence; 2. In physics: a blow using special tools means to soften the force of vibration during movement.

Scientific metaphor is not limited to the nominative task: in scientific discourse, metaphor serves as a means of reconciling two opposing realities. The scope of inter-referentable transformational knowledge makes it possible to distinguish anthropocentric features of metaphor [1]. The reality of the universe in the eyes of the expert consists of the reality that he realizes. It is this anthropocentric essence that makes it possible to transform the unstable concepts of the universe into stable ones in exchange for terms. Among the terms available in the world of computer technology can be traced to *ўлим мовий экран* of error in the operation of Windows NT (blue screen death in Russian). Similarly, in the field of ecology, the concepts of the surrounding world are combined with existing knowledge on the human cognitive scale [8]: *она табиат, биологик соат, қора тўйнуқ*. The anthropometric meaning in environmental terms shifts to real reality names in the following cases:

1. Moves to the names of concepts and phenomena related to man and his life, life and health: *магнит бўрони, тирик табиат*.

2. Comparison to human behavior: reptiles, creeping plants, the whims of nature.

3. Comparison of concepts related to the inner world of man.

4. According to the similarity of external signs: ocean and sea basin.

5. Color similarity *экологик мозаика, яшил сайёра, яшил инқилоб, яшил патруль, яшиллар партияси* (Ecological party of Uzbekistan)

Here nature-morphic adjectives also play a role in the formation of economic terms. For example, abbreviations and combinations such *Экобозор, яшил бозор, яшил дунё* are the names of Uzbek farmers' markets. At the same time, the color typical of the Uzbek land, a reference to the twelve months of the year, gave rise to this category of terms.

It should be noted that the basic metaphors are discursively functional in nature. The basic metaphor is a metaphorical model that combines semantic comparisons related to the semantic scale of "nominative meaning - figurative, portable metaphorical meaning". This compares the frames in the source and target areas being compared and the slots attached to them. In particular, we give examples of the comparison of the existing metaphorical model on the anthropocentric basis of the basic metaphors belonging to different discourses. Take, for example, a frame analysis of anthropomorphic term-metaphors used in geographical discourse. In this case, we choose the metaphorical model "**Nature is man**". It consists of four main conceptual areas: "Biological Man", "Anatomical Man", "Social Man" and "Functional Man". From these areas, the conceptual scope of "Anatomical Man" includes such frames as "Appearance", "Internal Systems", "Internal Organs", "Body Parts". Therefore, the frame "Body parts" summarizes the slots that express this anatomical stereotype, its features. In particular, it is possible to observe the compatibility of metaphorical models "nature is man" in the source and target areas, even in nominations such as *Мексика қўлтиғи, Форс қўлтиғи, Гвинея қўлтиғи, Бенгалия қўлтиғи, Аляска қўлтиғи, Игна бурни, Яхши умид бурни (Африка жанубида) Гибралтар бўғизи, Магеллан бўғизи, Беринг бўғизи, Ла-маш бўғизи, Сингапур бўғизи*. Or take the model of "Economy - a socio-economic factor in human life" in anthropomorphic metaphors used in economic discourse. Man is born, grows, develops, and is nurtured as a biological being. At this point, the term "Nappy State", which is attached to one of the slots "mother", "nurse", "care", which is attached to the frame "Education and care" of this model, conceptually refers to the characteristics of nurses such as caring and compassion. In particular, the Nappy State is the colloquial name for a state that has achieved universal prosperity, and the term originated because the state intervened and interfered in the lives of its citizens.

In addition, the term "Biosphere", "Lithosphere", "Hydrosphere", "Atmosphere" from the frames representing the conditioned biological stereotype to the frame "Atmosphere" - the term "*атмосфера, муҳит*" is used in the form of "editorial environment", "entertainment climate" in the economy.

Conclusion. Metaphors are a unique tool of scientific knowledge and are one of the main and productive factors in the formation of terminological systems of various disciplines. It should be noted that the study of the mechanisms of cognitive activity, heuristic and nominative possibilities, as well as linguistic-communicative features of metaphors in the formation and development of rich terminology of the Uzbek language contributes to the rapid development of Uzbek anthropocentric linguistics [5].

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CLASSIFICATION OF THE STRUCTURAL GROUPS OF MEDICAL EUPHEMISMS IN THE UZBEK LANGUAGE

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Abstract:

Background. In linguistics, euphemisms are the subject of much research. The scientific literature has given different descriptions of this phenomenon, which suggests that euphemisms are multifaceted, of a changing nature. A modern linguistic approach to euphemisms used in place of words that are morally and culturally inappropriate among members of society, especially medical euphemisms in doctor-patient communication, to come to new scientific and theoretical conclusions, their lexical-semantic, methodological-functional, linguopragmatic, gender and structural It is important to explain the features. This article identifies the structural groups of medical euphemisms. We expressed them in the following order. Euphemism is characterized by a high degree of mobility. It also serves to replace the tabooed (tabulashtirilgan) word. For example: to go to the place of death; like a tumor at the site of the tumor. The use of euphemisms in language has been shaped as a historical ethnographic phenomenon associated with the taboo phenomenon. Euphemisms are associated with the development of customs, cultural levels, aesthetic tastes, and ethnic norms in nations. As language develops, so does the euphemistic layer within it. On the basis of new morals, new worldviews, new forms of it emerge. A euphemism is an occasional, individual, contextual unit that replaces a certain word or phrase with a purpose, softens the word that expresses the original essence, and “wraps it in paper” Medical euphemisms have the forms of word-euphemism, compound-euphemism (free compound and fixed compound (phrase)), speech-