

## CONCEPTS OF METAPHOR

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*Статья посвящена рассмотрению концепта метафоры, особенностей использования метафор в целом, а также в текстах статей монгольских авторов.*

**Ключевые слова:** метафора, концепт, метафорический, лингвистический.

*The word "metaphor" derives from the ancient Greek word metapherein, which meant "to carry over" or "to transfer." A metaphor "carries" meaning from one concept to another by stating or implying that one of them is the other (compares two things by saying one is "like" or "as" the other).*

*A figure of speech in which one thing is described in terms of another. The basic figure in poetry. A comparison is usually implicit; whereas in simile it is explicit.*

*(A dictionary of Literary Terms) B: Metaphor, perhaps the most important figure of speech, points out resemblance but with no acknowledging word. (Britannica Book of English Usage)*

*Metaphor is a figure of speech in which one thing is compared to another by saying that one is other. (Kovecses, 2002 vii)*

*This article discusses concepts of metaphor thus, it will start by briefly outlining the use of metaphor, to continue by looking at the use of metaphor in mongolian article and additionally a number of observations and conclusions will finally follow.*

**Keywords:** metaphor, concept, metaphorical, linguistic.

Metaphor is not simplistic feature of language, but that thought itself is fundamentally metaphorical in nature. What makes it a metaphor is the conventional association of one domain with another. What makes it conceptual is the idea that the motivation for the metaphor resides at the level of conceptual domains.

Categories of metaphors

Linguistically, metaphors can be categorized into three main areas.

Metaphors as style in speech and writing a metaphor qualifies as an analogical style of writing. This enables an expression, which can be either words or phrases, to suggest the similarities of an entity to another. Metaphors as foundational to our conceptual system metaphors serve to facilitate the understanding of an abstract conceptual domain to a more familiar one.

There are many other figures of speech that create associations of meaning between two concepts, including simile, metonymy, and synecdoche. However, while these are similar to metaphor, they work a little differently.

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Simile – “the brownie was so overcooked that it tasted like charcoal,”

Metonymy – “the White House”

Synecdoche – “hired hands, “laborers” “my wheels” Metaphors, metonyms, and idioms grammar in traditional linguistics, is the subject of semantics. This is a very important issue considered as part of the operation, studying the nature of cultural relations aims to open.

Modern cognitive linguistics defines the metaphor emphasizes the character and the language but mental basic activities and knowledge of the world consider methods of knowing, interpreting, and structuring [1; 2; 3].

For most of us, metaphor is a figure of speech in which one thing is compared with another by saying that one is the other, as in He is a lion. The Encyclopaedia Britannica puts it: “metaphor is a figure of speech that implies comparison between two unlike entities, as distinguished from simile, an explicit comparison signalled by the words ‘like’ or ‘as’”. For example, we would consider the word lion to be a metaphor in the sentence “He was a lion in the fight.” We

would probably also say that the word is used metaphorically in order to achieve some artistic and rhetorical effect, since we speak and write metaphorically to communicate to impress others with “beautiful,” pleasing words, or to express some deep emotion. Perhaps we would also add that what makes the metaphorical identification of he with a lion possible is that he and lions have something in common: namely, their bravery and strength. Indeed, this is a widely shared view – the most common conception of metaphor, both in scholarly circles and in the popular mind. This traditional concept can be briefly characterized by pointing out five of its most commonly accepted features. First, metaphor is a property of words: it is a linguistic phenomenon. The metaphorical use of lion is a characteristic of a linguistic expression.

Second, metaphor is used for some artistic and rhetorical purpose, such as when Shakespeare writes “all the world’s a stage.” Third, metaphor is based on a resemblance between the two entities that are compared and identified. Achilles must share some features with lions in order for us to be able to use the word lion as a metaphor for Achilles. Fourth, metaphor is a conscious and deliberate use of words, and you must have a special talent to be able to do it and do it well.

Mongolian linguistic scientist says “It is important to understand and talk about abstract concepts and so on.

- The analogy is actually based on non-linguistic memory phenomenon
- The simulated expression is a mental abstraction is a superficial expression.
- The concept of comparison is derived from the concept of non-comparison, but related to the functioning of our brains.
- The structure of the source image and scheme depends on the value and structure of the assigned data switches accordingly”. E. Ravdan “Modern linguistics”

Types of metaphor: absolute metaphor/paralogical metaphor and anti-metaphor, active metaphor/live metaphor, complex metaphor, compound metaphor/loose metaphor, dead metaphor, dormant metaphor, extended metaphor, Implicit metaphor, mixed metaphor, root metaphor, simple metaphor/tight metaphor, submerged metaphor. Emotional metaphor, body metaphor, color metaphor, animal metaphor, plant metaphor, instrumental metaphor, nature metaphor.

Diaphor – it’s unique, exclusive, constructive is a great metaphor.

For example, human frostbite, election cakes, political cakes, and so on connected distant concepts that are not connected at all is.

Epiphorus: this is the meaning of the metaphor in use is a common metaphor that fades. For example, the legs of a chair, the floor, table camel, golden

moment, day stars and golden moment. It is also distinguished as a detailed metaphor.

Metaphor describes characteristics of national culture. Metaphor in the development of language and culture are involved. Metaphors are practiced by nomadic Mongolians lifestyle experience and culture is a unique that is inextricably linked and thus connects the trinity of man and society carried the information. Observing metaphors Mongolia with livestock and animal resources, the country home from the individual in terms of space and time to the family.

For example, the behavior of five-headed animals, movement, respectively features and peculiarities of the person representations and metaphors related to man and his activities how to create based on animal husbandry metaphor: foal love- it means first love, calf black eye – big eye e.g.

Form this view there is some evidence that an understanding of underlying conceptual metaphors can aid the retention of vocabulary for people learning a foreign language. Lakoff and Johnson initiated this new study of metaphor almost thirty years ago. In fact, it was their work that has partly defined cognitive linguistics itself as we know it today. Many scholars from a variety of disciplines have since contributed to this work over the years and have produced new and important results in the study of metaphor.

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