

SCIENCE
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Ijtimoiy-gumanitar fanlarning dolzarb muammolari

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SCIENCEPROBLEMS.UZ

**IJTIMOIIY-GUMANITAR FANLARNING
DOLZARB MUAMMOLARI**

№ 5/5 (5) – 2025

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

TOSHKENT-2025

BOSH MUHARRIR:

Isanova Feruza Tulqinovna

TAHRIR HAY'ATI:

07.00.00- TARIX FANLARI:

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08.00.00- IQTISODIYOT FANLARI:

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10.00.00- FILOLOGIYA FANLARI:

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12.00.00- YURIDIK FANLAR:

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13.00.00- PEDAGOGIKA FANLARI:

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Ibragimova Gulnora Xavazmatovna – pedagogika fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Zakirova Feruza Maxmudovna – pedagogika fanlari doktori, Toshkent axborot texnologiyalari universiteti huzuridagi pedagogik kadrlarni qayta tayyorlash va ularning malakasini oshirish tarmoq markazi;

Kayumova Nasiba Ashurovna – pedagogika fanlari doktori, professor, Qarshi davlat universiteti;

Taylanova Shoxida Zayniyevna – pedagogika fanlari doktori, dotsent;

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Bobomurotova Latofat Elmurodovna — pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti.

19.00.00- PSIXOLOGIYA FANLARI:

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Hayitov Oybek Eshboyevich – Jismoniy tarbiya va sport bo'yicha mutaxassislarni qayta tayyorlash va malakasini oshirish instituti, psixologiya fanlari doktori, professor

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22.00.00- SOTSILOGIYA FANLARI:

Latipova Nodira Muxtarjanovna – sotsiologiya fanlari doktori, professor, O'zbekiston milliy universiteti kafedra mudiri;

Seitov Azamat Po'latovich – sotsiologiya fanlari doktori, professor, O'zbekiston milliy universiteti;

Sodiqova Shohida Marxaboyevna – sotsiologiya fanlari doktori, professor, O'zbekiston xalqaro islom akademiyasi.

23.00.00- SIYOSIY FANLAR

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OAK Ro'yxati

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ANALYSIS OF THE LINGUOCOGNITIVE ASPECT OF THE SEMANTICS OF METAPHORICAL INNOVATIONS

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Abstract. The evolution of language, especially the creation of new meanings and idioms, is greatly influenced by metaphorical inventions. These changes in metaphor are frequently brought about by cognitive processes that mold people's conceptions and understandings of the world. The structure and processing of these statements by language speakers is the main focus of the linguocognitive component of metaphorical innovations. Metaphors, especially creative ones, reveal the speakers' mental models and shed light on the social conditions that shape language use as well as the cognitive processes that underlie it. The purpose of this article is to examine the linguocognitive framework that underlies the development and interpretation of metaphorical innovations, as well as the cognitive components of metaphor comprehension and their applicability in contemporary communication.

Keywords: metaphorical innovations, semantics, linguocognitive aspect, cognitive processes, language evolution, conceptualization.

METAFORIK YANGILIKLAR SEMANTIKASINING LINGVOKOGNITIV ASPEKTI TAHLILI

Iroda Murodova

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Annotatsiya. Metaforik yangiliklar tilning rivojlanishida, xususan yangi ma'nolar va iboralar hosil bo'lishida muhim rol o'ynaydi. Bu metaforik o'zgarishlar ko'pincha dunyoni qanday tasavvur qilishimiz va tushunishimizni shakllantiruvchi kognitiv jarayonlar ta'sirida yuzaga keladi. Metaforik yangiliklarning lingvokognitiv jihati, bu iboralar qanday tuzilishi va tilni ishlatuvchi odamlar tomonidan qanday qayta ishlanishini o'rganishga qaratilgan. Metaforalar, ayniqsa yangilanganlari, nutq so'zlovchilarining aqliy konstruksiyalarini aks ettiradi va tilni ishlatishning kognitiv mexanizmlari hamda ularga ta'sir etuvchi ijtimoiy kontekstlar haqida tushuncha beradi. Ushbu maqola metaforik yangiliklarni yaratish va talqin qilishda mavjud bo'lgan lingvokognitiv asosni tahlil qilishga, ularning zamonaviy kommunikatsiyadagi ahamiyatini va metafora tushunishning kognitiv jihatlarini muhokama qilishga qaratilgan.

Kalit so'zlar: metaforik yangiliklar, semantika, lingvokognitiv jihat, kognitiv jarayonlar, til rivojlanishi, tasavvur qilish.

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Introduction.

Metaphors are essential to human cognition and influence how people see, think about, and experience the world. They are not only rhetorical tactics. Specifically, metaphorical innovations are the phrases that arise when speakers develop new metaphorical mappings to explain abstract ideas or fresh experiences. How these metaphorical inventions are created and comprehended is highlighted by the linguocognitive approach, which stresses the connection between language, mind, and meaning.

Since cognitive science examines how our mental models impact language expression, the study of metaphors frequently crosses over into linguistic studies. Metaphorical innovation is the act of translating experiences from one conceptual domain to another, which frequently results in the development of new expressions that capture changes in culture and thought. This article focuses on comprehending the mental processes that produce metaphorical innovations and how they affect language semantics.

Literature review and methodology.

New idiomatic idioms, word constructions, and meaning changes are frequently examples of metaphorical innovations. Both the idea of reality and the linguistic expression of these concepts have changed, and these advances reflect these shifts. A framework for comprehending these processes is provided by cognitive linguistics, which contends that metaphors are essential to the way we organize and convey our ideas rather than just being ornamental.

The act of conceptual blending, in which components from several cognitive domains are combined to produce a new meaning, is a crucial component of metaphorical innovations. The metaphorical phrase «time is money,» for example, combines the mental domains of time and money by projecting the latter's characteristics onto the former. By expanding on preexisting conceptual mappings or by developing completely new ones, speakers of language continue to produce new metaphorical expressions as it develops [1].

Conceptual Metaphor idea: According to this idea, which was put out by Lakoff and Johnson, metaphors have their roots in how people perceive the world. The extension or modification of these conceptual metaphors frequently results in metaphorical innovations. For instance, the metaphorical invention «information is a commodity» illustrates how knowledge is becoming more and more commercialized in the digital era.

Discussion and results.

As previously stated, blending theory investigates the ways in which two different conceptual domains combine to create new meanings. For instance, phrases like «brainstorming» or «cloud computing» describe breakthroughs in which ideas from unrelated fields (such biology or the weather) are combined with technical terminology to provide new metaphorical meanings that speak to modern experiences.

Cognitive Mapping: The process by which people interpret and arrange their experiences is known as cognitive mapping. When speakers use tangible imagery to grasp abstract ideas, metaphorical innovations can arise. This frequently results in new idioms that convey complex ideas in more approachable ways.

Innovative Conceptual Metaphors: These are brand-new metaphors that arise from fresh ideas or cultural developments. Examples include phrases like «virtual reality,» which

combines the ideas of reality and virtual reality, and «viral marketing», which relates the propagation of a virus to the spread of a marketing notion [2].

Neologisms: New words are created to symbolize innovative ideas, and neologisms are a common kind of metaphorical creativity. Terms that figuratively extend preexisting notions (web and seminar, self and picture) into new contexts, such as «webinar» or «selfie,» may fall under this category.

Metaphor Modifications: To suit new situations or requirements, existing metaphors might be altered. For instance, phrases like «hacking the system» and «disruptive innovation» are adapted to the modern digital and entrepreneurial environment while drawing on more conventional metaphors (such as «hacking» as an unanticipated intrusion and «disruption» as a disturbance).

Metaphorical inventions are profoundly ingrained in the social and cognitive contexts in which they are employed; they do not emerge in a vacuum. Metaphorical expressions are seen differently depending on cultural background, common experiences, and knowledge. According to cognitive linguistics, metaphorical meaning is dynamic and changes as a result of evolving communication patterns, societal ideals, and technological breakthroughs [3].

The phrase «the information age», for example, is a reference to the old adage «time is money,» but it also captures the modern perception of the internet and digital technologies. Similar to this, the metaphor «data mining» adapts the traditional idea of mining to a new technological reality by reflecting the growing use of computer algorithms to glean insightful information from massive volumes of data.

Metaphorical developments emerge as a result of cultural changes, technical breakthroughs, and changing societal values. The cultural and historical background of a speech group naturally shapes metaphors. Language users create new metaphors to explain the political, economic, and technical changes that societies go through. For example, phrases like «carbon footprint» and «green economy» have become metaphorical in the context of environmental consciousness. These show an increasing awareness of ecological impact and sustainability on a worldwide scale. Metaphors pertaining to gender and identity, such «coming out» or «gender fluidity,» also mirror larger sociocultural discussions about inclusivity and personal expression. By presenting problems in understandable terms, these innovations not only convey new realities but also have an impact on public opinion and policy [4].

The dynamic, context-sensitive nature of metaphorical developments is one of its distinguishing features. Metaphorical innovations are frequently vivid, fresh, and contextually grounded, but standard metaphors may become ingrained and even lose their metaphorical power with time (becoming so-called «dead metaphors»). Because of their originality, they can draw attention to particular facets of an idea that might be harder to see in more traditional metaphorical language. For instance, think about the term «digital detox.» This symbolic invention combines the idea of detoxification, which is usually connected to drugs or bad habits, with the contemporary problem of excessive technology use. It suggests that using technology can be hazardous or addictive and that mental and emotional well-being require short-term abstinence. This invention changes how people view their interaction with digital media in addition to reflecting shifting societal attitudes toward technology [5].

Conclusion.

The semantics of metaphorical innovations' linguocognitive component provides a deep understanding of how language changes in response to shifts in human culture and cognition. We can better understand the complex interrelationships between language, mind, and communication by looking at how these innovations are created and perceived. Metaphors actively influence how we think and communicate new ideas in addition to reflecting cognitive processes. Metaphorical inventions are more than just linguistic gimmicks; they are vital instruments that connect abstract ideas with tangible reality. Our language must develop along with our understanding of the world, particularly in light of the quick changes in society and technology. New metaphorical constructions are frequently created in order to accomplish this adaption. These constructions facilitate effective communication across various conceptual and cultural domains, allow speakers to describe intangible ideas, and express new realities. Thus, the study of metaphorical innovations helps to close the gap between the dynamics of language use in daily conversation and cognitive linguistics.

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