THE ROLE OF NATIONALLY MENTALITY-BASED METAPHORS IN THE PROCESS OF COMMUNICATION

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Abstract: This article analyzes the linguacultural nature of metaphors characterized by national mentality in the process of communication. Metaphor is considered not only as a stylistic device of language, but also as an important expression of human cognition and cultural worldview. The study highlights the close relationship between metaphors and national mentality, as well as their pragmatic and semantic functions in communication.

Keywords: metaphor, linguacultural, national mentality, communication, cognitive model, semantic system, cultural code

Introduction

In modern linguistics, metaphor is interpreted not merely as a stylistic device, but as a conceptual mechanism of human cognition. Within the framework of linguacultural studies, metaphor is recognized as one of the main expressions of national culture and mentality.

In the process of communication, individuals do not only exchange information, but also express their worldview, values, and cultural experience. From this perspective, nationally marked metaphors play an important role in communication. Through them, abstract concepts are concretized based on national experience and become more comprehensible.

Linguistic and Cognitive Nature of Metaphor

Metaphor has long been studied in linguistics and was initially explained by Aristotle as a "transfer of name." In the classical approach, metaphor was mainly regarded as a stylistic device of artistic speech. However, since the second half of the 20th century, it has been interpreted as a cognitive phenomenon.

Representatives of cognitive linguistics consider metaphor as an integral part of human thinking and connect it with the conceptual system. Through metaphor, people understand abstract concepts based on concrete experience. For example, expressions such as "time flows" and "life is a journey" are results of metaphorical modeling.

In this context, metaphor arises from the interaction between two conceptual domains — the source domain and the target domain. This process is directly related to human cognition.

National Mentality and Metaphor

National mentality is a system of worldview formed on the basis of a nation's historical, cultural, and social experience. Each language reflects the mental characteristics of its speakers, and metaphors are one of the clearest manifestations of this process.

Metaphors express the following aspects of national mentality:

- system of values
- social stereotypes
- attitudes toward nature and society
- historical experience

For example, in Uzbek, metaphors such as "as generous as a mountain," "broad-hearted," and "to brighten someone's face" reflect national values such as hospitality, generosity, and honor.

In German, metaphors related to order and precision are more common, for example, "klare Linie ziehen" (to draw a clear line), which reflects the structural nature of German mentality.

Functions of Metaphors in Communication

In the process of communication, metaphors perform several important functions:

1. Cognitive Function

Metaphor helps individuals acquire new knowledge and organize existing knowledge.

2. Communicative Function

Metaphors make speech more expressive and understandable. They are especially important in explaining complex concepts in a simple way.

3. Pragmatic Function

Metaphors enhance the impact of speech, influence the interlocutor, and help achieve communicative goals.

4. Linguacultural Function

Metaphors serve as carriers of cultural information. Through them, national mentality and cultural values are transmitted from generation to generation.

Communicative Significance of Nationally Marked Metaphors

In communication, nationally marked metaphors are significant in the following ways:

- **Means of identification:** they reveal the national identity of the speaker
- **Cultural code:** metaphors convey implicit cultural meanings
- **Emotional expression:** they enrich emotional expressiveness

511

For example, the Uzbek expression "to win someone's heart" conveys not only an action but also a culturally embedded attitude. Such metaphors are difficult to translate fully into another language because they are closely tied to national mentality.

Metaphor and Intercultural Communication

In the context of globalization, communication between representatives of different cultures is expanding. In this process, language functions not only as a communicative tool but also as a mechanism for transmitting cultural information. Metaphors play a crucial role in intercultural communication, as they reflect human cognition and cultural experience [Kubryakova, 2004: 89].

Metaphors allow the same concept to be expressed differently across cultures. This creates both richness and complexity in intercultural communication. A metaphor that is natural in one language may be unclear or misinterpreted in another. Therefore, metaphors are closely connected with national mentality, and their semantic meaning is shaped by cultural context [Arutyunova, 1990: 67].

Yuri Lotman interprets culture as a system of signs and emphasizes that each culture has its own semantic space. Metaphors function as key elements of this space [Lotman, 2000: 215]. Consequently, direct transfer of metaphors from one culture to another often leads to communicative difficulties.

In intercultural communication, metaphors are important in the following aspects:

1. As a cultural code

Metaphors contain implicit cultural meanings. For instance, the Uzbek metaphor "broad-hearted" expresses generosity, while other cultures may use different images to convey the same concept [Mahmudov, 2010: 112].

2. Reflection of cognitive differences

Different nations conceptualize the world differently, which is reflected in their metaphors. Wilhelm von Humboldt emphasized that language shapes worldview, creating a unique "model of the world" for each language [Humboldt, 1836: 78].

3. As a communicative barrier or bridge

When correctly understood, metaphors enrich communication; when misinterpreted, they create barriers. Therefore, adequate interpretation of metaphors is essential in intercultural communication [Karasik, 2002: 156].

4. As a pragmatic tool

Metaphors enhance the emotional and psychological impact of speech, increasing communicative effectiveness [Telia, 1996: 98].

Conclusion

The analysis shows that metaphors are not peripheral elements of language but central components. Nationally marked metaphors, in particular, reflect culturally shaped models of human cognition.

Through metaphors:

- the world is conceptualized
- cultural experience is encoded
- communicative effectiveness is enhanced

Metaphors not only transmit information in communication but also shape its interpretation.

Thus, nationally mentality-based metaphors represent an important linguocultural phenomenon. They are closely connected with human cognition, culture, and communicative activity.

Metaphors:

- reflect national worldview
- preserve cultural values
- enhance communication efficiency

Therefore, the study of metaphors remains a relevant field not only in linguistics but also in cultural studies and cognitive sciences.

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