

## Associative Nature of Metaphor

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### ABSTRACT

*There are many ways to create terms in linguistics, and this thesis is about one of these ways, metaphor. It briefly touched upon the influence of metaphor on the process of termination and its associative character.*

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The study of field terminology is one of the urgent issues of modern linguistics, because as a result of interlinguistic relations and cognitive processes of term creation, new terms are created, old ones are re-understood and used in new meanings.<sup>1</sup> All this requires consideration of field terms in the direction of anthropocentrism. In this regard, we would not be wrong to say that tax-customs, banking-finance terminology should be studied together with the intellectual world of the owners of the languages that created them.

In linguistics, when the cognitive properties of metaphor were not yet fully researched, the formation of a term that was not formed by the methods of affixation and composition was called term formation by the lexical-semantic method. Linguists have assessed the creation of a term using this method as a productive way of creating a term. They emphasized that metaphor plays a large role in creating a term using the lexical-semantic method. However, they did not consider the internal characteristics of the role of metaphor, metonymy, function and similar methods of meaning transfer in the formation of the term. Since the end of the 20th century, in linguistics, the role of secondary nomination methods in term formation and its internal features have been deeply studied. In particular, the monograph “The Metaphor We Live” by J. Lakoff and M. Johnson was of great help in the deepening of research on metaphor. In this study, the participation of metaphor in the processes of cognitive nomination was revealed on the basis of rich factual materials.

As a result, Russian, Ukrainian, Kazakh and other linguistics began to study the metaphorical properties of the term very consistently.<sup>2</sup> A large part of current Russian terminology consists of studies on

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<sup>1</sup>Ermakova E.N., Yasneva A.N. Metaphorical transfer as a way of oil-and-gas term formation (based on Russian and English lexicological material) // Вестник ЮУрГТТУ, 2015. №2. – P.240-241.

<sup>2</sup>Голодов А.Г. Вторичная номинация в отраслевой терминологии (на материале разговорного варианта немецкого языка футбола) // Вестник Рязанского государственного университета им. С.А. Есенина, 2010. № 27. – С. 77-87; Финикова И.В. Новый подход к пониманию природы термина // Вестник МГИМО-Университета, 2011. № 6. – С. 204-208; Багана Ж., Кравец Я.У. Вторичная номинация тематической группы «хлебобулочные изделия» // Вестник ИЛГУ, 2012. № 2. – С. 117-120; Пересыпкин А.П. Вторичная номинация: новые перспективы исследования // Вестник ЛГУ, 2012. № 1. – С. 48-54; Мишанкина Н.А. Метафора в терминологических системах: функции и модели // Вестник Томского государственного университета, 2012. № 4. – С. 32-45; Санатина М.В. Средства вторичной номинации профессиональном. языке спорта (на материале профессионального. языка футбольных комментаторов) / Наука ЮУрГУ: материалы 67-й научной конференции Секции социально-гуманитарных наук, 2015. – С. 975-979; Шальнева

determining the place of the secondary noun in the formation of the term. The fact that the main attention is paid to the issue of metaphor in the works of this direction prompted us to determine the emergence of tax-customs, banking-finance terms by the metaphor method.

Conceptual and poetic types of metaphor are approached differently in linguistic studies.<sup>3</sup> It is emphasized that the conceptual metaphor provides the activation of research thought in the language of science. Because metaphor, like scientific knowledge in general, serves to receive and process information, allows a person to perceive and express similarities between different phenomena using a special type of associative thinking, which plays a major role in scientific knowledge. When we try to know a certain event, thing, characteristic, we compare the new thing-event with the old thing-event and find common aspects and isolate the most important ones from it.<sup>4</sup> As our thinking compares old and new things and finds the differences between them, we learn the qualities of the new thing.

Linguists have found that in technical terminology, terms are created through metaphors based on words related to a person and the world around him, that is, the natural environment of a person, because usually a person's thinking is primarily focused on what he sees around him.<sup>5</sup> Since a person always sees things around him and thinks about them, he regularly associates such things in his thoughts.

The issue of association has begun to be studied in Uzbek linguistics as well as in developed linguistics of the world. In the studies conducted on this topic, it is emphasized that it is an integral process in thinking.<sup>6</sup> According to our opinion, two or more concepts are always associated with each other in human thinking and reasoning, associative thinking occurs by connecting one thing to another on the basis of its important features. As we mentioned above, such processes also occur in metaphorical thinking. Therefore, metaphorical thinking does not occur without associations. In the process of transferring the name of an old thing to a new thing by the method of metaphor, the association associated with the old thing is associated with some symbol in the new thing.

Before the study of the language in the anthropocentric way, there were almost no studies of linguistic associations in Uzbek linguistics. When linguists began to study the place of language in cognitive processes, the need to study the role of linguistic associations in nomination processes was felt. In this sense, it seems that it is necessary to pay attention to the participation of association, the relationship of associative thinking to metaphor in the study of the relationship of terms to metaphor.

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<sup>3</sup> Опарина Е.А. Концептуальная метафора и её функции в языке (на примере субстантивных метафор): Автореф. дисс. ... канд. филол. наук. – М., 1990. – 24 с.; Оганьян А.М. Метафора как основной троп поэтической речи: на материале англоязычной поэзии XX века: Автореф. дисс. ... канд. филол. наук. – М., 2006. – 24 с.

<sup>4</sup> Ermakova E.N., Yasneva A.N. Metaphorical transfer as a way of oil-and-gas term formation (based on Russian and English lexicological material) // Вестник ЮУрГГПУ, 2015. №2. – P. 241

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<sup>6</sup> Лутфуллаева Д. Ассоциатив тилшунослик назарияси. – Тошкент, MERIYUS, 2017. 32-bet

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