

## ASPECTS OF EXPRESSING METAPHOR IN THE ECONOMIC DISCOURSE

*Nurmukhamedova Madina, the student of the 2<sup>nd</sup>  
course of the Master's department of the UzSWLU*

**Abstract:** Discourse is also seen as a set of texts whose topics are related in a certain way, Therefore, "the semantics of discourse can be studied only through intertextual analysis, revealing the complex interaction of texts". Economic discourse is a relatively "young" concept in linguistics; it is considered to be as such communication in the field of economics, what is said or written about economics by both professionals and representatives of society who do not have special economic knowledge.

**Key words:** economic discourse, metaphor, communication, pragmatics, terminosystem.

Economic discourse is very effectively investigated by modern linguistics [Май; Петушинская], however, there is a lack of attention to the discursive processes in its sphere.

Given that the basis of the lexical composition of economic discourse is formed by terms and units semantically close to terminological ones, the role of metaphor in the production of new terms and ensuring the functioning of existing ones can hardly be overestimated. The main features, mechanisms and typologies of metaphor are characterized in the works of N. D. Arutyunova [2]; E. McCormack [4], J. Searle [6] and others, it is noted that metaphor unites lexemes, their combinations, text segments and/or realities of the surrounding world on the basis of analogy. L.M.Alekseeva points out that the concept of scientific metaphorization "includes both terminological metaphorization and metaphorization of another kind related to conceptual and theoretical metaphorization, which are not always limited to terminological metaphorization. Conceptual and theoretical metaphorizations are more complex notions, since they correlate with creative, psychological, proper theoretical substrates of the generative process" [1, 117-118]. Economic metaphor is studied by modern linguistics.

The relevance of the study, the results of which are presented in this article, is due to the lack of attention to the communicative and pragmatic specificity of metaphor, as well as the process of metaphorization as one of the main resources for expanding the terminosystem of economic discourse and individualization of the object of consideration in its coordinates. The aim of the article is to describe the main types of metaphor and metaphorization processes in English-language economic discourse

from the standpoint of the communicative-pragmatic approach. The tasks include the presentation of the typology of metaphors according to the analyzed linguistic material, as well as the description of the pragmatics of the identified metaphorical models. The aim and objectives determine a set of methods, among which the method of solid sampling, modeling and classification methods, as well as discourse analysis are the most important.

The material for our study was the texts of articles of the American edition of "The Wall Street Journal". This newspaper positions itself as an information source for people connected with the sphere of finance and business. As E. V. Temnova notes, "the name of Wall Street in New York, where many financial institutions are located, is itself a metaphor of American financial capital, or American financial oligarchy" [7, 122]. The publication presents events from the sphere of economic, financial and political life, occurring not only in the USA, but also outside this country. A large number of analytical materials is combined with statistical calculations of stock exchange institutions, which undoubtedly contributes to the expansion of the audience segment of the newspaper, as the edition is read not only by economists and financiers, but also by all those who are not indifferent to the problems of social and political life of the country.

As E. V. Temnova rightly states, "the role of metaphor in the texts of "The Wall Street Journal" can be interpreted as one of the means of realization of the tendency to expressiveness, to constant renewal of the form for the purpose of non-standard, expressive effect that can interrupt the ordinariness of newspaper turns, although in quantitative terms metaphor is quite a rare phenomenon, which emphasizes the deliberate asceticism of the edition in terms of expressive-evaluative characteristics" [7, 123]. The researcher says that metaphors "aim to achieve optimal informativeness and maximum evaluation. These tasks dictate the specificity of metaphorical use, which is expressed both in the title of the article and in the text itself. The prevalence of the most frequent, clichéd metaphorical concepts around which the evaluative means of the article are localized is first of all connected with the widespread use of stylistic metaphors: the use of stylistic metaphors on the basis of metaphorical concepts realized in the article, as well as the use of one of the metaphorical concepts in the framework construction in the article.

The analysis of the linguistic material allowed us to identify several priority spheres-sources of metaphors. This is, for example, the military terminosystem, the resources of which are fruitfully used in the sphere of economic publicism: the lexeme trigger (trigger - "trigger of small arms") loses some of its part. The lexeme trigger loses part of its semantics and generates metaphors. semantics and produces metaphorical contexts:

The first is set to cover "mindful decision making," the company said, teaching participants about "being mindful of triggers and pausing to make thoughtful decisions that move beyond bias". / Kompaniya ma'lumotlariga ko'ra, birinchi kurs "aqli qarorlar qabul qilish" ga qaratiladi, bu esa ishtirokchilarni "tetik omillardan xabardor bo'lishga va noto'g'ri qarorlar qabul qilish uchun pauza qilishga" o'rgatadi.

This metaphor becomes widespread and international, as a result of which this element does not require translation or explanation through the system of syntactic constructions in texts of different types, including non-economic texts. On the basis of this metaphor the verb form to trigger in the meaning "to initiate" was formed, which now actively functions in economic discourse: The ruling paves a clear path for Comcast to bid for Fox assets and could trigger a round of deal making by smaller media companies. / Sud qarori Comcastga Foxning aktivlarini sotib olish yo'lini ochib beradi va kichikroq media kompaniyalaridan yangi bitimlarni boshlashi mumkin.

Metaphors with the source sphere "Aviation" are also regularly reproduced in economic discourse:

In this case, the transformation of semantics of linguistic units is also observed. Thus, the lexeme turbulence, describing the process of water or air masses movement, in the financial sphere means not only changes in the market conjuncture, changes in the market conditions, changes in stock prices, but also primarily has the semantics of "sharp, uncontrollable jump or fall of market quotations": Brazil's central bank last month left rates unchanged for the first time in 19 months, citing concerns about global economic turbulence weakening the local currency. / Braziliya markaziy banki o'tgan oyda 19 oy ichida birinchi marta stavkalarini o'zgarishsiz qoldirdi va global iqtisodiy notinchliklar mahalliy valyutani zaiflashtirishi mumkinligidan xavotir bildirdi.

The sphere of sports is also a significant source of replenishment of the composition of metaphors of economic discourse. Alongside with the lexicon close to the commonly used lexicon, elements belonging to the category of sports terms regularly function in economic texts.

For example, the lexeme heavyweight in economic journalistic discourse acquires a special imagery, possessing the meaning of "financial or industrial giant": The move could help draw more financial heavyweights into the risky, rapidly evolving world of bitcoin. / Ushbu harakat Bitcoinning xavfli, tez harakatlanuvchi dunyosiga yangi moliyaviy rahbarlarni jalb qilishga yordam berishi mumkin.

Comparing the financial market to a sporting event, where the best athlete usually wins, allows for the use of metaphors related to the "Speed Contests" theme group:

The S&P 500 also extended its gains Thursday to make its current long-running rally its greatest period of growth since World War II./ S&P 500 payshanba kuni ham kengaydi, uning joriy kengaytirilgan mitingi Ikkinchi jahon urushidan keyingi eng katta yutuqlar davrini belgilab berdi.

In our opinion, it is this thematic group that makes it necessary to refer to the source sphere "Automobile and automobile industry" when creating metaphors in economic discourse. Thus, the lexeme driver, functioning in different spheres, is usually used in economic journalism as follows in the construction with the genitive in the meaning of "engine": The survey took place from Oct. 5 to Oct. 11 - a period marked by a selloff in equities, as investors worried that the Federal Reserve would keep raising interest rates that could dent corporate profits, a big driver of stock-price gains. / Tadqiqot 5-oktabrdan 11-oktabrgacha o'tkazildi, bu davrda aksiyalar narxining pasayishi kuzatildi, chunki investorlar Federal rezerv foiz stavkalarini oshirishda davom etishidan qo'rqishdi, bu esa aksiyalar narxining asosiy omili bo'lgan korporativ foydaga zarar etkazishi mumkin.

Zoomorphic metaphors are also regular in economic discourse, but they lack cultural specificity due to their closed sphere of functioning: Bears or short sellers typically seek cultural specificity due to the closed sphere of functioning: Bears, or short sellers, typically seek to borrow stock, sell it and then buy it back at a lower price, locking in the difference as profit. / Bahaybat kompaniyalar yoki mayda sotuvchilar odatda aktsiyalarni qarzga olishga, sotishga va keyin ularni arzonroq narxda qaytarib olishga intiladilar, bu farqni foyda sifatida qulflaydi.

Zoomorphisms in economic journalism can form synonymic and antonymic paradigms, correlated in the symbolic aspect of meaning. Thus, the metaphors bear and bull, possessing the common semeem "stock market player", enter into contrasting relations. This semantic gradation is stylistically marked in combinations with the word market: Former Pimco "bond king" Bill Gross, now managing funds at Janus Henderson Investors, said this week that the break of a quarter-century downtrend in yields confirmed bonds are in a bear market. / Sobiq Pimco obligatsiyalari podshosi Bill Gross, hozirda Janus Henderson Investors jamg'armasi menejeri, joriy haftada daromadlilikning chorak asrlik pasayish tendentsiyasining o'zgarishi obligatsiyalarning ayiq bozorida ekanligini tasdiqladi, deb aytdi.

Attractive function is characterized in the economic discourse by phraseological phrases built on the metaphorical model, the basic component of which is zoomorphism: The procession around the halls of Congress marks what may be a swan song for Mr. McGahn as White House counsel counsel, a post he has held since the time of his death. / Kongress zallari bo'ylab yurish, bamisoli, janob MakGanning oqqush qo'shig'ini Oq uy maslahatchisi sifatida ijro etadi, u o'limidan beri bu lavozimni egallab bo'lgandi.

Zoomorphisms often act as the basis for the formation of an adjectival metaphor. In fact, such grammatical forms are close to metaphorical epithets, because the imagery embedded in the derived substantive is not lost, but on the contrary, is strengthened due to contextual and syntagmatic.

He favored monopolistic controls and engaged in predatory pricing, collusion with the railroads, and industrial espionage to crush his rivals. / U monopoliya nazoratini yoqladi va raqobatchilarni bostirish uchun yirtqich narxlarni, temir yo'l kelishuvi va sanoat josusligini qo'lladi.

Obviously, verb metaphors are less regular than substantive metaphors: they often acquire the semantics of reification, penetrating into economic discourse from other scientific spheres. For example, such is the verb to absorb in the sense of "absorb", "cover": Minutes released Wednesday from the Federal Reserve's September meeting showed officials believe the economy is strong enough to absorb additional rate increases, heightening investor expectations that the central bank will continue on its course of increases. / Chorshanba kuni e'lon qilingan AQSh Federal zaxira tizimining sentyabr oyidagi yig'ilishining bayonnomalari rasmiylar iqtisodiyot stavkalarini yanada oshirishni kafolatlash uchun yetarlicha kuchli ekanligiga ishonishlarini ko'rsatdi, bu esa investorlarning markaziy bank stavkalarini oshirish yo'lida qoladi degan umidlarini kuchaytirdi.

It is important to note the functioning of different verb forms in economic journalistic texts, which at the same time do not lose their imagery: Compared with tackling structural changes like reducing government support for local competitors, Mr. Parker said, absorbing more imports is "one of the most easily addressed of the concerns that the international business community has raised"./ Mahalliy raqobatchilarni davlat tomonidan qo'llab-quvvatlashni qisqartirish kabi tarkibiy o'zgarishlar bilan solishtirganda, ko'proq importni o'zlashtirish "xalqaro biznes hamjamiyat tomonidan ko'tarilgan eng oson hal qilinadigan masalalardan biri", dedi janob Parker. Thus, the analysis of the linguistic material allowed us to identify metaphors characterized by belonging both to the military terminosystem and to different source spheres: "Aviation", "Sport", "Automobile and automotive industry". Often metaphors are included in synonymic or antonymic paradigms, adjective and verb metaphors arise on the basis of zoomorphisms. It is established that metaphorical models are based on lexical-semantic components characterizing various spheres of social life and are well known to native speakers, which is due to the anthropocentric nature of the economic world picture. The regular use of metaphors in the texts of English-language economic discourse indicates its openness.

Elements from different spheres actively enrich the thesaurus of economic discourse, which undoubtedly contributes to the expansion of the readership. Substantive and verbal metaphors, phraseological phrases based on metaphorical transfer, and extended metaphors make the texts of The Wall Street Journal attractive not only for economists, but also for economists make the texts of "The Wall Street Journal" attractive not only for economists but also for readers who are not specialists in economics, and the economic discourse is enriched with new meanings and terms

that allow to strengthen the pragmatic effect of such texts. The practical significance of the research is seen in the possible application of the results of the study in the lecture course of English language stylistics, special courses in linguocultural studies and text linguistics, in seminars on linguocountry and linguistics.

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