

ISOMORPHIC FEATURES OF CONCEPTUAL METAPHORS IN ENGLISH AND UZBEK MEDIA

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Abstract

Conceptual metaphor theory plays an important role in understanding how language reflects human cognition. Media discourse frequently employs conceptual metaphors to frame social, political, and economic events. This article analyzes the isomorphic features of conceptual metaphors in English and Uzbek media texts. The study aims to identify similarities in metaphorical structures used in both languages despite cultural and linguistic differences. Using the theoretical framework of conceptual metaphor theory developed by George Lakoff and Mark Johnson, the research examines metaphorical expressions from English and Uzbek media sources. The findings show that many metaphors are structurally similar because they originate from universal human experience, such as movement, war, health, and construction.

Keywords: Conceptual metaphor, media discourse, isomorphism, cognitive linguistics, English language, concept, isomorphic metaphors.

Introduction

Language is not only a means of communication but also a reflection of human thinking. According to the theory of conceptual metaphor, people understand abstract concepts through more concrete experiences. This theory was introduced by George Lakoff and Mark Johnson in their influential book *Metaphors We Live By*. In modern media discourse, metaphors play a crucial role in shaping public opinion and presenting information in an understandable and persuasive way. Newspapers, online platforms, and television reports often rely on metaphorical language to explain complex political, economic, and social processes.

Conceptual metaphors, as foundational cognitive structures, often exhibit isomorphic features—shared mappings between source and target domains—across languages, particularly in media discourse where persuasive

communication prevails. This article examines these universal patterns in English and Uzbek media, drawing on Lakoff and Johnson's theory while highlighting cross-linguistic parallels and cultural nuances. Analysis of newspaper articles and political discourse reveals isomorphic metaphors that facilitate comprehension and ideological framing¹. In Uzbek linguistics, conceptual metaphor has also been studied by several scholars, including Muborak Payzidinovna Sagatova, whose research highlights cognitive mechanisms in Uzbek media discourse.

The concept of conceptual metaphor belongs to the field of Cognitive Linguistics. According to this theory, metaphor is not only a stylistic device but also a fundamental mechanism of thought. Lakoff and Johnson define metaphor as a mapping between two conceptual domains:

- Source domain (concrete experience)
- Target domain (abstract concept)

For example: Politics id war

English media example: The opposition attacked the government's new policy.

Uzbek media example: Muxolifat hukumat qarorini keskin hujum qildi.

Both examples demonstrate the same conceptual mapping between politics and warfare.

Isomorphism in linguistics refers to structural similarity between linguistic systems. In the context of metaphor studies, isomorphic metaphors are metaphorical models that appear similarly in different languages.

Media language aims to simplify complex realities for a wide audience. Conceptual metaphors help journalists frame events and guide readers' interpretations. Researchers in cognitive linguistics, such as Zoltán Kövecses, emphasize that many metaphors are universal because they originate from common bodily and cultural experiences.

In both English and Uzbek media discourse, several dominant metaphorical models can be observed:

- Politics as war
- Economy as a living organism
- Progress as movement
- Society as a construction

These models demonstrate cross-linguistic similarities.

¹ Metaphors in political discourse - Oriens.uz.
https://oriens.uz/media/conferencearticles/17_Sagatova_Muborak_Payzidinovna_89-91.pdf

One of the most common metaphors in media discourse conceptualizes politics as a battlefield. English example: *The candidates are fighting for votes.*

Uzbek example: *Nomzodlar saylov uchun kurashmoqda.*

Here, the **war** domain structures the understanding of political competition.

Sagatova notes structural mappings in political discourse, where English "win the argument" parallels Uzbek equivalents, structuring debate as conquest.

Another shared metaphor conceptualizes the economy as a living being. English media: *The economy is recovering slowly.*

Uzbek media: *Iqtisodiyot asta-sekin tiklanmoqda.*

This metaphor uses biological concepts such as growth, health, and recovery.

Movement metaphors are also universal.

English: *The country is moving forward.*

Uzbek: *Mamlakat oldinga siljimoqda.*

These expressions conceptualize development as physical movement along a path.

In media discourse, social reforms are often conceptualized as building or construction.

English: *The government is building a new economic system.*

Uzbek: *Hukumat yangi iqtisodiy tizimni barpo etmoqda.*

This metaphor relies on the conceptual mapping **society is a building**.

The analysis demonstrates that English and Uzbek media texts share many metaphorical models. These similarities can be explained by several factors:

1. Universal human experience
2. Global media influence
3. Shared cognitive structures

According to Zoltán Kövecses, many conceptual metaphors are grounded in bodily experience, which explains their cross-cultural similarities.

However, some differences also occur due to cultural traditions and historical context. Uzbek media sometimes incorporates metaphors derived from traditional culture, while English media often reflects Western political discourse.

Conceptual metaphors play an essential role in structuring media discourse. The analysis of English and Uzbek media texts reveals significant isomorphic features in metaphorical models.

Isomorphic features of conceptual metaphors in English and Uzbek media—structural, orientational, ontological—underscore cognitive universality,



enhancing persuasive efficacy. While cultural specifics modulate usage, shared mappings foster cross-linguistic comprehension. Future research could quantify via corpora, building on Sagatova's linguistic insights.

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