MODERN APPROACHES TO THE CONCEPT OF SOCIAL AND CULTURAL METAPHOR

Vyusalya V. Abbasova, Azerbaijan University of Languages (Azerbaijan)
E-mail: s_suleymanov5@hotmail.com

Annotation. The article discusses the areas of socio-cultural activities of people, the relationship with them of social linguistics and the social content of metaphors. In this context, each of these three interconnected phenomena has its own functions. The article determines the degree of their coordination in the context of socio-cultural metaphors. Metaphors have a sociocultural background, due to which cultural values can unite in a common system that positively affects the socialization of people. Sociocultural metaphors form the structure of basic concepts that are part of the worldview of people. Here we can talk about universal values. Metaphors arising in the sociocultural environment reflect the characteristics of those areas of activity to which they relate. The sociocultural sphere of activity includes the spiritual life of people and its practical manifestations. This includes the field of art, literature, language, life, national traditions and customs. Sociocultural activity activity means activity in any social sphere. Therefore, the socio-cultural part of the metaphor is the environment in which it is formed. The semantic space of each people, ethnic group is formed depending on the social and natural conditions of their existence. The richest metaphor is formed with the complication of social relations based on direct communication. To this should also be added the diversity of the natural environment. It is no coincidence that the diversity of the natural landscape and climatic conditions is manifested in the imagery and flexibility of human thinking. An analysis of the main approaches to the problems of metaphor from the point of view of the sociocultural environment of their formation showed that the researchers took into account the target audience and the goals of communication. The complexity of the problem led to a variety of approaches to its study.

Consideration of both practical and theoretical aspects of the methods and features of enriching the vocabulary of the English language through the formation and development of metaphors has shown that the metaphor of the language is directly related to its speakers and to the environment in which they live and act. In the context of globalization, new parameters of the functioning of language processes appear, which requires a new, more in-depth analysis. The formation of new approaches to the theory of metaphor is also based on the consideration of the features of modern sociocultural metaphor in each of the languages that are functioning today, including in English. This direction of metaphor development is the most effective, because it determines the mood of people, their attitude to life, to each other. The interaction of linguistics and linguistics in this area of research can give fruitful results.

References

1. Chanyshev, A.N. *Aristotel* [Aristotle]. Moscow, Mysl Publ., 1981, 200 p.

2. Shveytser, A.D. *Voprosy sociologii yazyka v sovremennoy amerikanskoy lingvistike* [The field of language sociology in modern American linguistics]. Leningrad, Nauka Publ., 1971, 102 p.

3. Shheglova, I.V. *Rossiyskaya sociolingvistika segodnya* [Russian sociolinguistics today]. *Vestnik Severnogo (Arkticheskogo) federalnogo universiteta. Seriya: Gumanitarnye i socialynye nauki* [Bulletin of Northern (Arctic) Federal University. Series: Humanities and Social Sciences], 2017, no. 5, pp. 138-144.

4. Lotman, Yu.M. *Ritorika. Izbrannye statyi v 3 tomah* [Rhetoric. Selected articles in 3 volumes]. Tallinn, Aleksandra Publ., 1992, vol. 1, 480 p.

5. Lakoff, G., Johnsen M. *Metafory, kotorymi my zhivem* [Metaphors We Live by]. Moscow, Editorial URSS Publ., 2004, 256 p.

6. Apresyan, Yu.D. *Leksicheskaya semantika* [Lexical semantics]. *Izbrannye trudy: v 2 tomah* [Selected works: in 2 volumes]. Moscow, Yazyki russkoy kultury Publ., 1995, vol. 1, 472 p.

7. Tendahl, M. A Hybrid Theory of Metaphor. New York, Palgrave Macmillan, 2009, 282 p.

8. Davidson, D. *Chto oznachayt metafory* [What Metaphors Mean]. Arutyunova, N.D. (ed.) *Teoriya metafory* [Metaphor Theory]. Moscow, Progress Publ., 1990, pp. 173-192.

9. Pankratova, S.A. *Kognitivno-semanticheskie aspekty kognitivnogo modelirovaniya* [Cognitive and semantic aspects of cognitive modeling]. *Izvestiya Rossiyskogo gosudarstvennogo pedagogicheskogo universiteta im. A.I. Gercena* [Proceedings of the Herzen Russian State Pedagogical University], 2009, no. 3, pp. 88-100.

10. Sinakayeva, L.I. *Zoonimicheskie metafory* [Zoonymic metaphors]. *Mezhdunarodny zhurnal gumanitarnyh i estestvennyh nauk* [International Journal of Humanities and Natural Sciences], 2017, no. 1, pp. 78-80.

11. Nemyka, A.A., Skhalyakhova, S.Sh., Khachemizova, M.A. *Metafora kak obshhiy element nauchnogo i hudozhestvennogo tekstov* [Metaphor as a common element of scientific and literary texts]. *Istoricheskaya i socialno-obrazovatelnaya mysl* [Historical and Socio-Educational Thought], 2016, vol. 8. – № 1/2, pp. 34-39.

12. Shelepova, N.V. *Metafora kak sredstvo vyrazheniya emotsiy v yazyke (na materiale angliyskih cvetooboznacheniy)* [Metaphor as a means of expressing emotions in the language (based on English color meanings)]. *Vestnik Astrahanskogo gosudarstvennogo tehnicheskogo universiteta* [Bulletin of Astrakhan State Technical University], 2005, no. 5 (28), pp. 114-120.

13. Zubkova, O.S. *Metafora v filosofskoy paradigme* [Metaphor in the Philosophical paradigm]. *Uchenye zapiski. Elektronny nauchny zhurnal Kurskogo gosudarstvennogo universiteta* [Scientific Notes. Electronic Scientific Journal of Kursk State University], 2010, issue 1 (13), pp. 47-56.

14. Ageev, S.V. *Metafora kak faktor pragmatiki rechevogo obshheniya. Avtoref. diss. kand. filol. nauk* [Metaphor as a factor of speech communication pragmatics. Extended abstract of cand. philol. sci. diss.]. Saint Petersburg, 2002, 32 p.

15. Black, M. *Metafora* [Metaphor]. Arutyunova, N.D. (ed.) *Teoriya metafory* [Metaphor Theory]. Moscow, Progress Publ., 1990, pp. 153-172.

16. Dolores Porto, M., Romano, M. Newspaper Metaphors: Reusing Metaphors Across Media Genres. *Metaphor and Symbol*, 2013, vol. 28, issue 1, pp. 60-73. DOI: 10.1080/10926488.2013.744572.

17. Ferreira, A.A. Sociocultural development in the spectrum of concrete and abstract ideation. *Mind Culture and Activity*, 2020, vol. 27, issue 1, pp. 50-69. DOI: 10.1080/10749039.2019.1686027

18. Cushing, I. Resources not rulebooks Metaphors for grammar in teachers` metalinguistic discourse. *Metaphor and the Social World*, 2019, vol. 9, issue 2, pp. 155-176. DOI: 10.1075/msw. 18022.cus.

19. Cavalcanti, F., Ferreira, L. The Gender of the Conventional Expression "Cabra": A Categorical Model with Metaphorical Extensions and its Cultural Implications. *Revista de Estudos da Linguagem*, 2019, vol. 27, issue 1, pp. 137-163. DOI: 10.17851/2237-2083.27.1.137-163.

20. Poppi, F., Urios-Aparisi, E. De Corporibus Humanis: Metaphor and Ideology in the Representation of the Human Body in Cinema. *Metaphor and Symbol*, 2018, vol. 33, issue 4, pp. 295-314. DOI: 10.1080/10926488.2018.1549838.

21. Maalej, Z., Alghbban, M., Ben Salamh, S. The Fragrance of Flowers, or Metaphoric and Metonymic Pseudonyms. *Metaphor and Symbol*, 2016, vol. 31, issue 4, pp. 212-229. DOI: 10.1080/10926488.2016.1223467.

22. Ansah, G.N. Culture in Embodied Cognition: Metaphorical/Metonymic Conceptualizations of FEAR in Akan and English. *Metaphor and Symbol*, 2014, vol. 29, issue 1, pp. 44-58. DOI: 10.1080/10926488.2014.859483.