PRAGMATIC FUNCTIONS OF METAPHOR IN ENGLISH AND KARAKALPAK DISCOURSE

Kenesbayeva Simbat Marat qizi

1st-year Master's student in Comparative Linguistics and Linguistic Translation at Berdakh Karakalpak State University.
kenesbaevasimbat9@gmail.com
Telefon: +998 99 554-25-17

Abstract. This article provides a scientific and theoretical analysis of the pragmatic functions of metaphor in English and Karakalpak discourse. The study comparatively examines such functions of metaphor as its communicative impact, its role in intensifying meaning in the speech process, evaluative function, emotional expression, and influence on the audience. It also identifies similarities and differences in the use of metaphorical units in the discourse of the two languages. The results of the research reveal the significance of metaphor in linguistics, pragmatics, and discourse analysis.

Keywords: metaphor, pragmatics, discourse, speech impact, linguopragmatics, comparative analysis, English language, Karakalpak language

Аннотация. В данной статье научно-теоретически анализируются прагматические функции метафоры в дискурсе английского и каракалпакского языков. В ходе исследования на сравнительной основе рассматриваются такие функции метафоры, как её коммуникативное воздействие, роль в усилении смысла в процессе речи, оценочность, эмоциональная выразительность и влияние на аудиторию. Также выявляются сходства и различия в употреблении метафорических единиц в дискурсе двух языков. Результаты исследования раскрывают значение метафоры в лингвистике, прагматике и анализе дискурса.

Ключевые слова: метафора, прагматика, дискурс, речевое воздействие, лингвопрагматика, сравнительный анализ, английский язык, каракалпакский язык.

Annotatsiya. Mazkur maqolada ingliz va qoraqalpoq tillari diskursida metaforaning pragmatik funksiyalari ilmiy-nazariy jihatdan tahlil qilinadi. Tadqiqot jarayonida metaforaning kommunikativ ta'sir kuchi, nutq jarayonida ma'no kuchaytirishdagi roli, baholash, hissiy ifoda va auditoriyaga ta'sir ko'rsatish kabi funksiyalari qiyosiy asosda o'rganiladi. Shuningdek, ikki til diskursida metaforik birliklarning qo'llanish o'xshashliklari va farqli jihatlari aniqlanadi. Tadqiqot natijalari metaforaning tilshunoslik, pragmatika va diskurs tahlilidagi ahamiyatini ochib beradi.

Kalit so'zlar: metafora, pragmatika, diskurs, nutq ta'siri, lingvopragmatika, qiyosiy tahlil, ingliz tili, qoraqalpoq tili.

Introduction. As a result of the development of modern linguistics, new theoretical approaches to the study of language phenomena have emerged, and in particular such fields as pragmatics, cognitive linguistics, and discourse analysis have gained special scientific significance. These directions make it possible to analyze linguistic units not only from grammatical or semantic perspectives, but also in connection with their functional, communicative, and socio-cultural characteristics within the speech process. From this point of

view, metaphor stands at the center of scientific research as one of the most complex and multi-layered phenomena of the language system.

In traditional stylistic views, metaphor was mainly interpreted as a figurative expressive device, whereas modern linguistic theories, especially cognitive metaphor theory, explain it as a universal mechanism of human thinking. Through metaphor, people comprehend and express abstract concepts by means of concrete images. This shows that metaphor performs not only aesthetic, but also cognitive, explanatory, and communicative functions.

The pragmatic approach interprets metaphor as a communicative strategy consciously chosen by the speaker. In discourse, metaphor is not merely a means of transmitting information; rather, it is used to achieve a particular goal, guide the listener's or reader's interpretation, evoke emotional response, express evaluation, and enhance expressiveness. Therefore, the study of the pragmatic functions of metaphor is considered a relevant scientific problem in linguistics, psycholinguistics, discourse analysis, and intercultural communication.

In today's era of globalization, communication among representatives of different languages and cultures is expanding, which increases the need for comparative study of metaphor usage in various languages. While English is widely used as an international means of communication, the Karakalpak language represents an important linguocultural system reflecting national traditions and cultural values. A comparative study of the pragmatic functions of metaphor in these two languages helps reveal both the universal and culture-specific features of linguistic units.

The relevance of this research lies in the fact that metaphor is an important tool for enhancing speech effectiveness, analyzing communicative strategies, and identifying models of cultural thinking. The aim of the study is to determine the pragmatic functions of metaphor in English and Karakalpak discourse, analyze its role in speech processes, and scientifically describe their comparative features.

Metaphor is one of the most active and multifunctional units of the language system, simultaneously performing semantic, stylistic, cognitive, and pragmatic functions in discourse. Its essence lies in explaining one object or phenomenon through another, based on similarity, associative connection, or imaginative proximity between two concepts. Therefore, metaphor is regarded as a universal linguistic phenomenon reflecting the figurative nature of human thinking.

From a pragmatic perspective, metaphor increases communicative effectiveness. By using metaphor, the speaker produces a stronger impact than by simply stating information directly. When a listener encounters a metaphorical expression, they engage in active interpretation, which leads to deeper comprehension. Thus, metaphor functions not only as a means of conveying information but also as a tool for guiding the recipient's cognitive process[1,3].

In English discourse, metaphors are especially common in political, scientific, journalistic, and advertising texts. In such discourses, they often serve to clarify abstract concepts or persuade audiences. For example, complex economic processes may be explained by comparing them with natural phenomena, making them easier to understand. Such metaphors strengthen argumentative force and shape conceptual perceptions in the audience's mind. Another important feature of metaphor in English is its frequent use in concise forms, enabling compact and effective communication.

In Karakalpak discourse, however, the use of metaphor is more closely connected with national worldview, historical experience, and ethnocultural values. In this linguistic environment, metaphors are often formed on the basis of nature, pastoral life, everyday experience, and folk imagery. As a result, Karakalpak metaphors tend to be vivid, emotional, and descriptive. They not only enhance aesthetic value but also perform educational and didactic functions. Especially in proverbs, sayings, and folklore texts, metaphor appears as an expression of folk wisdom and collective experience[2,4].

One of the pragmatic functions of metaphor is evaluative. Through metaphor, the speaker can express a positive or negative attitude toward an object or phenomenon. This is particularly evident in journalistic and political discourse. Metaphor can also function as a manipulative device because it indirectly shapes how listeners perceive reality. At the same time, as an expressive means, it adds vividness, imagery, and emotional intensity to speech.

From a comparative perspective, metaphor in English discourse often functions as a logical-rhetorical strategy, whereas in Karakalpak discourse it more frequently reflects figurative thinking and national mentality. Nevertheless, a common feature in both languages is that metaphor enhances communicative effectiveness, facilitates comprehension, and enables the speaker to convey intention more powerfully.

Another important pragmatic feature of metaphor is its dependence on context. The same metaphor may be interpreted differently in different communicative situations. This demonstrates the discursive nature of metaphor. Within discourse, it functions as part of the conceptual system that shapes the overall meaning of a text. Therefore, studying metaphor not as an isolated unit but in relation to the entire discourse system is a scientifically sound approach.

In general, metaphor is a universal phenomenon that reveals not only the aesthetic but also the communicative-pragmatic potential of language. It is a linguistic expression of human thought, culture, and social experience, performing such important functions as creating meaning, explaining, influencing, and expressing attitudes[5]. Observations based on English and Karakalpak discourse clearly demonstrate the close relationship between language and culture, as well as the central role of metaphor in communication.

Conclusion. The results of the study show that metaphor is an important pragmatic unit in both English and Karakalpak discourse. It increases the effectiveness of speech, conveys implicit meanings, and helps achieve communicative goals efficiently. In English discourse, metaphor tends to function more as a persuasive and logical tool, whereas in Karakalpak discourse it predominantly serves as a figurative means reflecting national mentality.

Therefore, comparative linguopragmatic study of metaphor reveals not only the structure of language systems but also differences in intercultural patterns of thinking. Future research should focus on such issues as metaphor transformations in translation processes and its application in artificial-intelligence-based linguistic systems, which remain important directions for further scientific investigation.

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