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## **METAPHORICAL TRANSFERS IN THE AZERBAIJANI AND ENGLISH LANGUAGES IN PUBLICISTIC TEXTS**

*The purpose of the study is to identify current trends in metaphorical transfers in publicistic texts in Azerbaijani and English languages.*

***Research methodology.** In the course of the research, during the elaboration of the theoretical achievements of scholars the methods of analysis, synthesis, generalization, systematization were used; the method of comparison was used for identification of common and different in journalistic texts in Azerbaijani and English. The study is based on the theory of cognitive linguistics, according to which transfers are both linguistic and philosophical acts.*

***Results.** The article deals with metaphorical transfers in Azerbaijani and English. They apply to all people, regardless of their race or nationality. Linguistic sources of the outlined subject are analyzed. Human consciousness is able to maintain an infinite system of associations. As a rule, the conceptualization of different branches of knowledge based on metaphorical transfer is based on logical-syntactic and semantic frameworks of language. Metaphorical transfers, according to the theory of cognitive linguistics, are both linguistic and philosophical actions. The rationale for such provisions is presented in Western linguistics, modern research has confirmed that metaphorization is the result of intellectual activity, and its manifestation is the structure of the language. As for the human imagination, which usually has infinite limits, it is able to create the most complex cognitive models. These models of transfer, which are part of cultural thinking, are expressed through language. At the same time, people share the same cognitive models because they have similar life experiences. The article shows that metaphorical transfers in Azerbaijani and English languages are practically indistinguishable or have slight variations.*

***Novelty.** It is demonstrated by concrete examples that in the minds of all people there is a common metaphorical model and that forms of expression change depending on the interlocutors.*

***Practical importance.** The results obtained may be of interest to media language researchers and lecturers of philology and journalism.*

***Key words:** English language, Azerbaijani language, cognitive linguistics, metaphorical transfer, publicistic text.*

### **I. Introduction**

The article deals with metaphorical transfers in English and Azerbaijani languages. It is noted that metaphorical transfers are applicable to all people, regardless of race or nationality. Since there is a general model of transfers in a human mind, metaphorical transfer is one of its sides. From the cognitive linguistics' point of view, metaphorical transfers are both linguistic and mental acts. The linguistic side of the problem is characterized by the enrichment of the semantic structure with the corresponding lexical units. The article shows that the metaphorical transfers in Azerbaijani and English languages are almost indistinguishable or differ slightly.

Although certain work has been done in this direction in European linguistics, work in this direction is delayed in Azerbaijani linguistics. M. Adilov, G. Maharramli [5], as well as a number of linguists (N. Arutyunova, A. Baranov, D. Davidson, J. Econ, V. Humbolt, M. Johnson, N. Karaulov, G. Lakoff, A. Leontiev, J. Lotman, A. Luria, McCloskey, T. Popova, V. Teliya, L. Vygotsky) in recent years have addressed these problems about the features of the print language in our linguistics. However, modern science puts forward another requirement, which is associated with the definition of typological features in the context of the overall development of mankind. In this sense, the study of metaphorical transfers in the English and Azerbaijani press fills a large gap in our linguistics.

### **II. The purpose of the study and research methodology**

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study is based on the theory of cognitive linguistics, according to which transfers are both linguistic and philosophical acts.

### III. Results

Metaphors perform a multifaceted function in the language; they not only create images, but also penetrate into different spectrums of communication. Researcher in this area V. K. Kharchenko [1] summarizes the function of metaphors in language as follows.

1. Nominative function. In this aspect the role of metaphors in word formation is considered.
2. Information function. It is intended for the transfer of some information about a subject or event through a metaphor.
3. Mnemonic function. All metaphors have a memory. Often the mentioned part creates conditions for unification.
4. Text generation function.
5. Genre formation function.
6. Explanation function.
7. Emotional-evaluative function.
8. Secret function. This function is related to the possibility to hide an idea in a metaphor.
9. Game function. This feature is more related to the folk style.
10. Ritual function. This function of metaphor is used during meetings and greetings [1, p. 19].

Metaphorical transfers in the modern Azerbaijani language can be classified as follows.

1. Transfer of signs related to a person or living beings into social concepts.
2. Transfer of signs of one person to another.
3. Transfer of human features to spatial metonymic concepts.
4. Transfer of natural phenomena to social concepts.
5. Transfer the sign of nature to social concepts.
6. Transfer of human features based on other biological concepts.
7. Transfer of a person's abstract concepts to other living beings.

This classification is based on associations. Metaphorical transfers in modern English language are not much different from transfers in modern Azerbaijani language. Let's take a look at them.

1. Transfer of geographical events and signs into abstract concepts. For example:

«Zouping's plight offers a sobering example of the problems that could lurk within China's vast and murky debt load. A nearly decade-long Chinese lending spree drove growth but burdened the economy with one of the world's heaviest debt loads, equal to \$21,600 worth of bank loans, bonds and other obligations for every man, woman and child in the country. Debt in China has expanded twice as fast as the overall economy since 2008» [3].

In the metaphor «murky debt load» (qaranlıq (anlaşılmaz) borc yükü) used here, the sign of nature appears to be an abstract concept.

Or:

«Hospital wards have become crucibles where the forces tearing Venezuela apart have converged. Gloves and soap have vanished from some hospitals. Often, cancer medicines are found only on the black market. There is so little electricity that the government works only two days a week to save what energy is left» [4].

In this example, the metaphor «black market» (qara bazar) created the «geographic sign + abstract concept» tandem and led to the emergence of a similar metaphorical model.

2. Transfer of signs and characteristics of living things to geographical events. For example:

«The heist was cinematically daring even for the South American borderland famed as a smuggler's haven. In the dead of night, the squad of outlaws set cars ablaze on the streets of Ciudad del Este, the Paraguayan city on the so-called Triple Frontier where Paraguay, Brazil and Argentina share a border. Amid the chaos, they sprayed gunfire on the entrance of a Spanish cash transporting company before using explosives to blast their way into the safe room» [2].

In this example, we can see that the metaphor «in the dead of night» (gecə can verərkən, yəni, gecəyarısı) is based on the «dying» property of people and other living beings.

3. Transfer of signs and characteristics of inanimate objects to abstract concepts.

«It is clear that this "review" is a thinly veiled attempt to appease special interests and sell off our national parks, public lands, oceans and cultural heritage to the highest bidder, said Christy Goldfuss, vice president of energy and environment policy at the liberal Center for American Progress and a former environmental policy official in the Obama White House» [6]. As it can be seen from this example, the metaphor «a thinly veiled attempt» (zəif pərdələnmiş əməl, yəni, yaxşı ört-basdır edilməmiş pis hərəkət) introduced an abstract concept, reminiscent of the sign of subtlety inherent in a curtain, which is an inanimate object.

4. Transfer of features and properties of abstract concepts to abstract concepts.

«This is why the Russian government is ready to acknowledge corruption's ubiquity – the slickest propaganda couldn't convince people otherwise. But the government also advances the idea that corruption is a way of life and is thus a natural phenomenon. In a way, corruption is like vodka: You know it hurts, but Russia is unimaginable without it» [8]. The metaphor «corruption is a way of life and is thus a natural phenomenon» (korrupsiya həyat tərzidir və beləliklə təbii fenomendir) given in this pas-

sage is actually a metaphorical model based on a double analogy: 1) corruption = a way of life; 2) corruption = natural phenomenon.

5. Transfer of human features and characteristics to inanimate objects:

«China, the world's second-largest economy after the United States, has considerable firepower to address any financial crisis. But many economists worry that hidden debt bombs could expose the breadth and severity of the problem» [3].

In this example, the metaphor «hidden debt bombs» (gizlədilmiş borc bombaları) transfers a person's ability to hide to an inanimate bomb.

6. Transfer of medical signs to social concepts.

«But they are still developing and expanding projects that were already underway, including a new 18-hole golf course at a Scottish resort. And as it has for 20 years, Alan Garten, chief legal officer for the Trump Organization, said in an email, the company is still “zealously enforcing and protecting its intellectual property rights around the world” especially in countries where “infringement is rampant» [7].

In the metaphor «infringement is rampant» (qanun pozuntusu sürətlə yayılır) given in the example, the medical term «unstoppable» (rapidly spreading, developing (disease)) represents the law violation as a social phenomenon, which gives rise to a different metaphorical model.

8. Transfer of signs and characteristics of nature to material concepts.

«On one hand, for him, mutual accusations of corruption are the dirty bombs of the intra-elite wars, which cause a lot of collateral damage. Research has long demonstrated that corruption, although hitting +the poorest groups in society hardest, is primarily a middle-class concern – and in today's Russia, the middle class to a great extent is composed of these same bribe-taking officials that anti-corruption campaigns should target» [8].

In this example, the metaphor «the dirty bombs» (çirkli bombalar) refers to «bombs» that have acquired the property of «contaminating» nature.

#### IV. Conclusion

The article gives a typology of metaphorical expressions in English and Azerbaijani languages. Metaphorical models of transfer with specific examples are presented. As a result, the study concluded that there is a common metaphorical pattern in the minds of all people and that their forms of expression differ depending on the speakers. On the other hand, the allocation of national-mental features in metaphorical transfers testifies to the originality of the worldview of peoples. In this sense, the models of metaphorical copying discussed in the article and the study of their functions in the language play an important role in optimizing the language of the press. Metaphorical transfers are based on associations. Quite often a target reader is not familiar with the background information behind the topic discussed and is focusing only on the provided information. This information should be concrete, authentic, reliable, catchy, rather moderate, grotesque and silver-tongued. Further research can touch upon other types of discourses and genres as the sphere of trite metaphor actualization.

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Стаття надійшла до редакції 02.06.2022.

Received 02.06.2022.

### Гуснія Танрівердієва. Метафоричні перенесення азербайджанською та англійською мовами в публіцистичних текстах

**Мета дослідження** – виявити сучасні тенденції щодо метафоричних перенесень у публіцистичних текстах азербайджанською та англійською мовами.

**Методологія дослідження.** У ході дослідження використано методи аналізу, синтезу, узагальнення, систематизації – під час опрацювання теоретичних здобутків учених; порівняння – для виявлення спільного й відмінного в публіцистичних текстах азербайджанською та англійською мовами. Дослідження ґрунтується на теорії когнітивної лінгвістики, відповідно до якої перенесення є як мовними, так і філософськими актами.

**Результати.** У статті йдеться про метафоричні перенесення в азербайджанській та англійській мовах. Вони стосуються всіх людей, незалежно від їх раси та національності. Проаналізовано лінгвістичні джерела окресленої тематики. Свідомість людини здатна підтримувати нескінченну систему асоціацій. Як правило, концептуалізація різних галузей знань на основі метафоричного перенесення ґрунтується на логіко-синтаксичних та семантичних рамках мови. Метафоричні перенесення, відповідно до теорії когнітивної лінгвістики, це як мовні, так і філософські дії. Обґрунтування таких положень представлено в західній лінгвістиці, сучасні дослідження підтвердили, що метафоризація є результатом інтелектуальної діяльності, а її проявом є структура відповідної мови. Що стосується людської уяви, яка зазвичай має нескінченні межі, то вона здатна створювати найскладніші когнітивні моделі. Ці моделі передачі, які є частиною культурного мислення, виражаються за допомогою мови. Водночас люди поділяють однакові когнітивні моделі, оскільки мають схожий життєвий досвід.

У статті показано, що метафоричні перекази азербайджанською та англійською мовами практично не відрізняються або мають незначні варіації.

**Новизна.** Продемонстровано на конкретних прикладах, що у свідомості всіх людей існує загальна метафорична модель і що форми вираження змінюються залежно від співрозмовників.

**Практичне значення.** Одержані результати можуть бути цікавими дослідникам мови медіа та викладачам філологічних та журналістських спеціальностей.

**Ключові слова:** англійська мова, азербайджанська мова, когнітивна лінгвістика, метафоричне перенесення, публіцистичний текст.

### Gusnija Tanriwerdijewa. Przeniesienia Metaforyczne w tekstach publicystycznych w języku azerbejdżańskim i angielskim

**Cel badania** – ujawnić nowoczesne tendencje co do przeniesień metaforycznych w tekstach publicystycznych w języku azerbejdżańskim i angielskim.

**Metodologia badania.** W trakcie badania wykorzystano metodę analizy, syntezy, uogólnienia, systematyzacji – podczas opracowania dorobku teoretycznego naukowców; porównanie – dla ujawnienia wspólnych i odmiennych cech w tekstach publicystycznych w języku azerbejdżańskim i angielskim. Badanie na teorii językoznawstwa kognitywnego, zgodnie z którą przeniesienia są zarówno aktami językowymi, jak i filozoficznymi.

**Wyniki.** W niniejszym artykule chodzi o metaforyczne przeniesienia w języku azerbejdżańskim i angielskim. Dotyczą one wszystkich ludzi, bez względu na ich rasę czy narodowość. Zostały przeanalizowane źródła językowe określonej tematyki. Świadomość ludzka jest w stanie utrzymywać nieskończony system asocjacji. Z reguły konceptualizacja różnych dziedzin wiedzy na podstawie przekazu metaforycznego opiera się na logiczno-syntaktycznych i semantycznych ramach języka. Przeniesienia metaforyczne, zgodnie z teorią językoznawstwa kognitywnego, są działaniami zarówno językowymi, jak i filozoficznymi. Uzasadnienie takich zapisów jest przedstawione w językoznawstwie zachodnim, współczesne badania potwierdzają, że metaforyzacja jest wynikiem aktywności intelektualnej, a jej przejawem jest struktura odpowiedniego języka. Jeśli chodzi o ludzką wyobraźnię, która zwykle ma nieskończone granice, to jest ona w stanie tworzyć najbardziej złożone modele kognitywne. Te modele przekazu, które są częścią myślenia kulturowego, są wyrażane za pomocą języka. Jednocześnie ludzie dzielą te same modele poznawcze, ponieważ mają podobne doświadczenia życiowe.

**Niniejszy artykuł pokazuje,** że tłumaczenia metaforyczne w języku azerbejdżańskim i angielskim są praktycznie nie do odróżnienia lub mają niewielkie różnice.

**Nowość.** Zademonstrowano konkretne przykłady, które pokazują, że w umysłach wszystkich ludzi istnieje wspólny model metaforyczny i że formy ekspresji zmieniają

**Zadanie praktyczne.** Uzyskane wyniki mogą zainteresować badaczy języka mediów oraz wykładowców specjalności filologicznych oraz dziennikarskich.

**Słowa kluczowe:** język angielski, język azerbejdżański, językoznawstwo kognitywne, przeniesienie metaforyczne, tekst publicystyczny.