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## **Metaphor and its application**

Metaphor (ancient Greek μεταφορά "transfer; figurative meaning", from μετά "above" + φερός "carrying") - a word or expression used in a figurative meaning, which is based on a comparison of an object or phenomenon with some other based on their common feature. ..the term belongs to Aristotle and is associated with his understanding of art as an imitation of life. Aristotle's metaphor, in essence, is almost indistinguishable from hyperbole (exaggeration), from synecdoche, from simple comparison or personification and assimilation. ..in all cases, there is a transfer of some meaning from one word to another.

An indirect message in the form of a story or figurative expression using a comparison.

The turn of speech, consisting in the use of words and expressions in a figurative sense, based on some kind of analogy, similarity, comparison.

There are 4 “elements” in the metaphor:

Category or context

An object within a specific category,

The process by which this object performs a function,

Application of this process to real situations, or intersections with them.

In lexicology - a semantic relationship between the meanings of one polysemantic word, based on the presence of similarities (structural, external, functional).

Metaphor often becomes an aesthetic end in itself and supplants the original original meaning of the word. In Shakespeare, for example, it is often not the original everyday meaning of the statement that is important, but its unexpected

metaphorical meaning - a new meaning. This puzzled Leo Tolstoy, who was brought up on the principles of Aristotelian realism. Simply put, a metaphor not only reflects life, but also creates it for example, Major Kovalev's nose in Gogol's general's.

Uniform is not only personification, hyperbole or comparison, but also a new meaning that did not exist before. The Futurists did not strive for the plausibility of the metaphor, but for its maximum distance from the original meaning. For example, "a cloud in pants". Researchers note the relatively rare use of metaphor in Soviet fiction, although there is no need to talk about its "expulsion" (see, for example: "So we parted. The stomp ceased, and the field was empty" (A. Gaidar, "The Fate of the Drummer") [1,50].

In the 1970s, a group of poets appeared who inscribed on their banner "metaphor in a square" or "metametaphor" (the term of Konstantin Kedrov).

A distinctive feature of the metaphor is its constant participation in the development of language, speech and culture in general. This is due to the formation of a metaphor under the influence of modern sources of knowledge and information, the use of metaphor in defining the objects of technological achievements of mankind.

## Views

In the modern theory of metaphor, it is customary to distinguish between aperture (a sharp, contrasting metaphor) and an epiphora (a familiar, erased metaphor).

A harsh metaphor is a metaphor that brings together concepts that are far from each other. Model: filling of the statement [2,18].

An erased metaphor is a generally accepted metaphor, the figurative character of which is no longer felt. Model: chair leg. (Initially, without a metaphor, a leg in the literal meaning is a small leg of a living creature: a child's leg, and then this word, by analogy, began to be used metaphorically in Russian to denote the supporting parts of inanimate objects; similarly metaphorically, the names of other parts began to be used bodies: tongue in mouth -> tongue of a boot, nose on face -> spout of a teapot, nose of a ship; animal and human head -> city mayor);

A metaphor-formula is close to an erased metaphor, but differs from it in an even greater stereotype and sometimes in the impossibility of converting into a non-figurative construction. Model: the worm of doubt.

An expanded metaphor is a metaphor that is consistently implemented throughout a large piece of a message or the entire message as a whole. Model: Book hunger does not go away: products from the book market more and more often turn out to be stale - they have to be thrown away without even trying.

The realized metaphor presupposes operating with a metaphorical expression without taking into account its figurative nature, that is, as if the metaphor had a direct meaning. The result of the realization of a metaphor is often comic. Model: I lost my temper and got on the bus.

Among other tropes, metaphor occupies a central place, as it allows you to create capacious images based on vivid, unexpected associations. The basis of metaphors can be based on the similarity of various attributes of objects: color, shape, volume, purpose, position, and so on [3,102].

According to the classification proposed by N.D. Arutyunova, metaphors are divided into.

Nominative, consisting in replacing one descriptive meaning with another and serving as a source of homonymy.

Figurative metaphors serving the development of figurative meanings and synonymous means of language.

Cognitive metaphors resulting from a shift in predicate word compatibility (meaning transfer) and creating polysemy.

Generalizing metaphors (as the end result of a cognitive metaphor), erasing the boundaries between logical orders in the lexical meaning of a word and stimulating the emergence of logical polysemy [4,68].

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