



METAPHOR AND MIXED METAPHOR IN COGNITIVE LINGUISTICS AND ITS USES

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ABSTRACT

This article explores the character of Tess in Thomas Hardy's novel *Tess of the d'Urbervilles* as a tragic figure caught between fate and a rigid Victorian social structure. The study analyzes how Tess's innocence is gradually lost due to societal norms, gender expectations, and the inescapable force of destiny. By examining key moments in her life, the paper sheds light on Hardy's critique of moral hypocrisy and injustice. The article also discusses Tess as a symbol of purity, resistance, and inevitable downfall, offering a deeper understanding of Hardy's social and philosophical worldview.

KEYWORDS

Metaphor, mixed metaphor, cognitive linguistics, conceptual metaphor, cognition, language and mind.

INTRODUCTION

In recent decades, cognitive linguistics has emerged as an approach focused on studying language in close connection with human cognition. In this approach, language is viewed not only as a means of communication but also as a carrier of cognitive structures in the mind. [3] In particular, the phenomenon of metaphor holds a central place in cognitive linguistics. Whereas traditional linguistics considered metaphor merely as a stylistic device, the cognitive approach interprets it as a conceptual structure that shapes human thought.[1] Metaphor serves as a tool for understanding complex concepts through simple, real-life experiences, allowing for the perception of abstract ideas based on concrete experiences.[2] Mixed metaphors, in particular, play an important role in forming more complex conceptual structures.[5] The aim of this article is to theoretically analyze metaphor and mixed metaphor within cognitive linguistics and to demonstrate their place in the unity of thought and language.

METHODOLOGY

This research was conducted using a theoretical-analytical method. The main focus was on the works of George Lakoff and Mark Johnson, founders of the Conceptual Metaphor Theory (CMT)[1]. Additionally, metaphorical expressions and their structural features observed in language were analyzed.[4][2] Types of mixed metaphors were studied using a comparative approach based on foreign and local scientific literature. Linguistic materials from English, Russian, and Uzbek were considered as examples.

RESULTS

1.The nature of conceptual metaphor



In cognitive linguistics, a conceptual metaphor is a model for understanding abstract concepts through real-life experiences. For example, through the metaphor 'Life is a journey', a person's life is likened to a path with a destination: expressions like 'He found his way', 'This road is closed to me', 'He got lost in life' illustrate this metaphor.[1]

2. Types of mixed metaphors

A mixed metaphor combines several metaphorical sources simultaneously.[3] For example:

* 'He fought a silent battle on a chessboard and was defeated.' In this sentence, 'chess' (strategy), 'battle' (war), and 'silent' (speechlessness) are metaphorical sources combined.

* 'He was like a ship sailing in a river of thoughts.' Here, 'thoughts' — river, mind — ship, learning — sailing metaphors are united.

3. Cognitive mechanisms of metaphor

Metaphor organizes existing conceptual structures in the human mind. They mediate the processes of perception, reasoning, and understanding. Mixed metaphors complicate but also enrich these processes, enabling a deeper understanding of concepts through more context and imagery.

DISCUSSION

The role of metaphors and mixed metaphors in language and thought is invaluable. Simple metaphors explain one conceptual domain through another. Mixed metaphors, on the other hand, form complex conceptual frameworks based on multiple source domains. [5] This phenomenon is especially common in political speeches, advertising texts, and literature.

The cognitive approach views metaphor as the basis of perception and considers it an inseparable part of the human mind.[3] Therefore, for linguists and psychologists, studying metaphors provides insight into how human cognition functions. Through mixed metaphors, people are able to integrate new knowledge and place concepts into more complex structures.

CONCLUSION

A metaphor is not only an aesthetic tool of language but also a fundamental cognitive means of human thinking.[1] A mixed metaphor serves to express conceptual structures in the mind in a broader and more complex manner. Cognitive linguistics emphasizes the need to study metaphor not only as a linguistic phenomenon but also as a psychological and philosophical one. In the future, integrating metaphors into artificial intelligence systems may open new directions for research.[3]

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