HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

THE LINGUOSTYLISTIC FUNCTIONS OF METAPHOR IN NEWSPAPER TEXTS

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Doi: https://doi.org/10.5281/zenodo.22257988

Abstract. Today, in the field of linguistics, metaphor stands out for its semantic and stylistic power as a tropical device. Especially in newspaper texts, it performs a number of linguistic-stylistic tasks, such as figuratively depicting reality, giving information an emotional-high expression, and attracting the reader's attention. Metaphor is interpreted not only as an aesthetic device but also as a linguistic unit that carries a significant meaning during the communication process. In the journalistic style, as in literary texts, it serves as a means of revitalizing the text, figuratively expressing the idea, strengthening the author's position, and promoting a specific ideological direction. In the following article, we will try to study the linguostylistic functions of metaphor as much as possible.

Key words: linguostylistic, figurative meaning, linguistic unit, metaphorical unit, expressive means, conceptual mechanism.

Аннотация: В современной лингвистике метафора как тропическое средство отличается своей семантической и стилистической мощью. Особенно в газетных текстах он выполняет ряд лингвостилистических функций, таких как образное изображение действительности, эмоционально-высокое выражение информации, привлечение внимания читателя. Метафора интерпретируется не только как эстетическое средство, но и как языковая единица, несущая в процессе общения важный смысловой блеск. Как и в литературных текстах, в публицистическом стиле он служит средством оживления текста, образного выражения мысли, усиления позиции автора, продвижения определенного идеологического направления. В следующей статье мы постараемся по возможности исследовать лингвостилистические функции метафоры.

Ключевые слова: лингвостилистический, фигуративное значение, лингвистическая единица, метафорическая единица, экспрессивные средства, концептуальный механизм.

Annotatsiya: Bugungi kunda lingvistika sohasida metafora tropik vosita sifatida o‘zining semantik va stilistik qudrati bilan ajralib turadi. Ayniqsa, gazeta matnlarida u voqelikni obrazli tasvirlash, axborotga emotsional-yuksak ifoda berish, o‘quvchi e’tiborini jalb etish kabi bir qator lingvostilistik vazifalarni bajaradi. Metafora faqatgina estetik vosita emas, balki muloqot jarayonida muhim ma’no jilosini tashuvchi lingvistik birlik sifatida ham talqin etiladi. U adabiy matnlarda bo‘lgani kabi publitsistik uslubda ham matnni jonlantirish, fikrni obrazli ifodalash, muallifning pozitsiyasini kuchaytirish, muayyan ideologik yo‘nalishni ilgari surishda vosita bo‘lib xizmat qiladi. Quyidagi maqolada biz imkon qadar metaforaning lingvostilitik vazifalarini tadqiq etishga harakat qilib ko‘ramiz.

Kalit so‘zlar: lingvostilistik, figurativ ma’no, lingvistik birlik, metaforik birlik, ekspressiv vositalar, konseptual mexanizm.

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Introduction. Although the study of metaphor has an ancient tradition, modern linguistic research shows that metaphorical units, especially in media texts, have not yet been fully analyzed, and many scientific issues are awaiting resolution. This, in turn, indicates the need for a deeper study of the communicative and manipulative possibilities of metaphor. Especially in newspaper materials of socio-political and economic content, the author expresses his attitude in an unconventional way through metaphorical expressions, which makes the analysis of their linguistic and stylistic features an urgent issue.

Metaphor holds a special place in linguistics as a stylistic device that expresses the transfer of meaning between words and phrases. With the help of metaphor, one object or phenomenon is compared to another object or phenomenon, which creates new and rich meanings through language. Linguistically, metaphor performs the aesthetic, communicative, and psychological functions of language. Metaphor is widely used in the media, particularly in newspaper texts, as it not only facilitates the comprehension of meaning but also attracts the reader's attention and influences the target audience.

Literature review and methodology. Metaphor is defined in linguistics as a means of expressing the meaning of one thing by likening it to another. According to I.K. Zhitomirsky, a metaphor is often the depiction of one object or phenomenon in relation to another object or phenomenon, in which the figurative effect is enhanced. I.K. Zhitomirsky emphasizes that the main task of metaphor is to represent reality in a new form through language[1].

Metaphor participates in the description of objects in newspaper texts. This is one of the most important tools for writing newspaper pages. Initially, it is in this way that objects are described for journalistic consciousness. At the same time, the metaphorical activity of the creator of the newspaper text is a direct result of his cognitive activity. The author of the newspaper text almost always makes effective use of metaphors in evaluating any object in emotional and figurative perception in his speech activities[2].

Also, V.N. Telkun called metaphor "the most valuable aesthetic tool of language" and described its creative possibilities[3]. V.A. Uspensky saw metaphor as a means of enriching the semantic system of language, and in his opinion, with the help of metaphor, language not only preserves the integrity of speech, but also introduces new meanings[4].

Metaphor, as analyzed by M.A.K. Halidey, expands the communicative capabilities of language, as it is not only used to convey information but also serves as an important tool for creating emotional impact. M.A.K.Holliday analyzed how metaphor works in the speech structures of language, its dependence on context, as well as the activities of linguists in creating meaning through metaphor[5].

Sh. Safarov studied the problem of metaphor in Uzbek linguistics from a cognitive and pragmatic point of view, connecting it with the theoretical foundations of linguistics. According to his views, metaphor is a universal linguistic phenomenon that combines cognitive, semantic, and

[1] Житомирский И.К. Метафора и её лингвистический анализ. – Москва: Академия, 1973. – С. 45-67.

[2] Коврыга В.М. Роль метафоры в англоязычной прессе // Учёные записки, № 36, 2022. – С. 123-126.

[3] Телькун В.Н. Метафора и её место в лингвистике. – Ленинград: Наука, 1983. – С. 112-138.

[4] Успенский В.А. Метафора и семантика. – Москва: Университетское издательство, 1973. – С. 88-102.

[5] Halliday M.A.K. Language as social semiotic. – London: Edward Arnold, 1978. – P. 74-89.

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pragmatic aspects. He interprets metaphor as a conceptual mechanism of human thinking, presenting it in linguistics not only as an artistic tool but also as an object of scientific and theoretical analysis[6].

Mirzo Tursunov's research focuses on studying the issue of metaphor in Uzbek linguistics based on phraseological units and a linguocognitive approach. He interprets metaphor not only as an artistic tool but also as a conceptual mechanism of human thinking. This approach creates a new theoretical basis in linguistics through a comparative analysis of metaphorical expressions in Uzbek and English[7].

In addition, the use of metaphor in newspaper texts also comes from the national and cultural context. As defined by N.S. Trubetskoy, metaphors in each culture are specific to a specific language and culture. For example, in Uzbek newspapers and the press, metaphors that correspond to national traditions can be used, which affects the national feelings of readers and helps to shape their opinion[8].

Results. In English newspaper texts, the means of metaphor performs important linguostylistic functions. Including:

The cognitive task allows for the perception and visualization of specific concepts.

Emotional impact - metaphors affect the reader's emotions, which enhances the impact of the journalistic text.

Threat and warning - through metaphor, a journalist indirectly signals about danger.

Creating a critical image is a metaphor used to describe the excess of technology or political power.

Expressing an uncertain direction – used to indicate uncertainty in political or social situations.

In English-language newspapers, metaphor serves not only as an artistic device but also as an important communicative strategy. It successfully meets the requirements of journalistic style, such as brevity, impressiveness, and influence on the public consciousness.

Discussion and suggestions. The stylistic richness and impact of modern mass media, particularly newspaper texts, are directly linked to the choice and application of language tools. Especially in newspaper texts, the process of forming social consciousness, determining emotional mood, and instilling the author's point of view into the reader through metaphor is intensified.

Below is an example of a metaphor from an English newspaper that performed a linguostylistic function!

Description: The metaphor "**Rollersoaster ride**" describes the Brexit negotiation process in an exciting, unstable, and unpredictable manner.

Attracting attention: Metaphor attracts students' attention and encourages them to read the text [The Guardian, July 3, 2024].

Emotional impact: The "Rollersoaster ride" metaphor conveys the Brexit process in an emotionally impactful way and engages readers in the process.

Identifying abstract concepts: "**Economy**" is an abstract concept, and the metaphor "on a knife edge" makes it more understandable. [The Scotsman, January 16, 2025].

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[6] Сафаров Ш. Прагмалингвистика. – Тошкент: “Ўзбекистон миллий энциклопедияси” давлат илмий нашриёти, 2008. – Б 127-135.

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Conclusion. In a newspaper text, metaphor serves not only as a means of ensuring artistry and aesthetics but also as a linguistic-stylistic unit that allows information to be conveyed to the reader in an emotional and figurative manner. Metaphorical expressions add semantic depth, stylistic richness, and expressiveness to the text. Through them, the journalist describes the event in a clearer, more memorable form, thereby creating the necessary associations in the reader's mind. Especially when viewed from a cognitive approach, metaphor directly affects the level of information comprehension.

In conclusion, the use of many metaphors in English-language newspaper texts demonstrates the breadth of their communicative function. Through them, the journalist dramatizes events, creates an emotional background, and directs the reader to a specific point of view. This confirms that metaphor is an important tool in the formation of social consciousness and the transfer of ideological load.

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