



MIXED METAPHOR IN ENGLISH AS A LINGUO-COGNITIVE
PHENOMENON

Mirzaahmedov Mirjalol Mansurjon ugli

Master's degree student of FerSU

Annotation: *The article analyzes the mixed metaphor and its metaphor subspecies in the context of the insufficiently studied space of cognitive antimimetics, which is the scientific novelty of the study. The purpose of this work is to study the cognitive and pragmatic functioning of a mixed metaphor in anti-memes in English in modern online communication. The results of the study showed that the generation of a mixed metaphor in the anti-meme mainly occurs due to the process of metaphorical projection between the source and target domains.*

Key words: *and phrases: mixed metaphor; metaphor; anti-meme; reframing; cognitive dissonance; metaphorical projection.*

Mixed metaphor and metaphor in cognitive anti-memetics based on the material of the English language. The conventional metaphor has long been considered a linguistic unit inherent only in poetry and works of art, where it played the role of one of the stylistic techniques that help express the author's thoughts in a more colorful and unusual way. At the end of the twentieth century, with the development of cognitive linguistics, the attitude to metaphor began to change dramatically, and the revolutionary thought of J. Lakoff and M. Johnson that metaphor, first of all, is connected with the thinking and activity of the individual, while its connection with language is secondary, it allowed us to consider the phenomenon of metaphor and its varieties as a "global mechanism of creative conceptualization of the world". A mixed metaphor as several conventional metaphors that arise directly in the text, but have different ontology, and a malaphor is a subspecies of a mixed metaphor in which the accidental or intentional fusion of two idioms/aphorisms/cliches leads to a change in the meanings of the original idiomatic expressions, for a long time they were not perceived by philologists as a linguistic phenomenon worthy of study. This was explained by the perception of these linguistic phenomena as a rhetorical error, reservation, "a mental hiccup" (mental hiccup) (here and further translated by the author of the article. – M. T.). Today, the creative nature of the mixed metaphor is the subject of an increasing number of scientific linguistic studies. In modern research, the term "modality" is often used in relation to metaphor, denoting the general name of the channels of primary perception of internal information processing by an individual. Monomodal metaphors have a single form of representation (for example, verbal, graphical or auditory), while multimodal metaphors have various forms, for example, verbal-graphic. The combination of visual and verbal metaphors in the modern world (that is, polymodality) is a very frequent phenomenon in which the number of possible variations in the interpretation of visual elements, as a rule, is limited to verbal elements. Similar metaphors and mixed metaphors are involved in the creation of a large number of modern Internet memes, since they often "show linguistic creativity (language



play, code switching, intentional violation of language norms, etc.), which also contributes to metaphorization". In this study, malaphora as a subspecies of mixed metaphor is analyzed for the first time in the context of Internet discourse on the example of English-language Internet memes, which constitutes the scientific novelty of the study. The relevance of the study is due to the need to consider the cognitive foundations of mixed metaphor (in particular malaphora) on the material of English-language memes, which are becoming increasingly widespread in modern Internet communications.

The main purpose of this work is to analyze the cognitive mechanism of the functioning of a small handicap and determine the factors of its success/failure. The objective of the study is to gradually identify the specifics of its functioning from a pragmatic and cognitive point of view. Facebook Instagramm was used as the research material for several Internet memes, the verbal component of which is a metaphorical expression (metaphor / mixed metaphor / malaphor), selected by continuous sampling in English-language Internet resources (Facebook and Instagram social networks), as well as in visual media corpora. VisMet.org and a Google Image. To solve the tasks set in the work, such research methods as frame analysis and the method of cognitive metaphor analysis are used. A possible practical application of the results of the study is that identifying the specifics of the functioning of the media in the context of an Internet meme in English will help to increase the level of successful inference by the recipient of the meaning of such units of Internet discourse and, accordingly, reduce the likelihood of incorrect decoding and communicative failures.

The intellectual virus infected us all at some point. What we absorb from a multitude of ideas influences our thoughts, the decisions we make, and the ideas we convey to others. Stamps of consciousness on the basis of substructures formed as a result of certain associations and types of information available to the recipient, a certain frame is formed, and the more such frame substructures or associative connections are involved, the more effective the achievement of the final pragmatic result (impact on the recipient). It is well known that the creation of the majority of anti-memes in Internet discourse is a way of ironic/sarcastic denial of established rules, judgments, moral norms of modern society, and this attitude is constantly and inevitably changing, as the cultural, economic, political, social atmosphere in a particular linguistic community changes. It can be assumed that the purposeful creation of mixed metaphors in discourse is also a deliberate violation of established rules, linguistic norms, mixing of unconventional domains, which only makes sense in a certain situation at a certain time. And the process of inference of their meaning is the linguistic interpretation of a certain fragment of the world picture at several levels, where each stage "layers additional meanings and cultural connotations on the basic meaning of the unit". To analyze this phenomenon, we will use R. Langaker's theory about the presence of a "profile" and an "active zone" in the hierarchy of cognitive-semantic representation of knowledge, which states that the active zone changes by activating various semantic aspects in different contexts. Meme Frames/Metaphors and we will understand the anti-meme/mixed metaphor after Ch. Fillmore as "means of organizing the experience and tools of cognition, description and explanation, and ultimately as alternative ways of seeing things". When a recipient encounters an anti-meme or, for



example, a malaphora, profile frames and their active zones become formed in his consciousness, which, as a rule, leads to the emergence of a certain cognitive tension, or cognitive dissonance. As a result, a reframing change occurs emphasis, switching the recipient's attention to an alternative cognitive context, which allows a person to perceive an established expression in a new, unusual way for him. For example, a meme may look like We all have bridges to cross, the question is... Will you cross it? (we all have problems that need to be solved, the question is, will we solve them?), referring the recipient to the well-known metaphor We'll cross that bridge when we come to it (we will solve problems as they arrive). The anti-meme looks like a small handicap combinator We'll cross that bridge and eat it too, adding the second idiom You can't to its structure have your cake and eat it too (Figure 1) (you can't sit on two chairs), which can be interpreted as "We will not only solve this problem, but also succeed in this matter."

In such cases, the analogy principle based on the extension of meaning obviously works when, according to Lakoff and Johnson, some attribute, being a source domain, introduces certain additional cognitive semantic elements into the target domain. In our example, the features of the source domain cake are projected (a word that is not present in a metaphor, but available in the graphic part of the anti-meme and metaphorically denoting something positive – money, pleasure, etc.) in the target domain bridge (that is, a metaphorical image of the brewing problems), thereby forming the core of a new expression, a new anti-meme. It should be noted here that "metaphorical projection between the source domain and the target domain/ target houses is consciously motivated selective and has a specific profiling: only those frame slots that carry relevant features of metaphor-like concepts are involved in it". Perhaps the author of the meme did not take into account that trees falling down never stand upright again, and tried to simply express the idea of the original domain PERSISTING IS REMAINING ERECT (where an object in an upright position is a human body), however, the body and the tree have completely different properties – the more trials a person has, the more He's stronger;

As the above analysis shows, a mixed metaphor (in particular, a malaphor) is a popular means of metaphorical understanding of the surrounding world through the prism of an anti-meme in the Internet, which is based on the interaction of verbal and nonverbal components. The cognitive mechanisms of malaphora functioning as a subspecies of a mixed metaphor were analyzed in the work. A step-by-step analysis of the functions of the malaphora allowed us to draw conclusions that are in the following: according to the principle of analogy, some features of the source domain introduce additional cognitive elements into the target domain, and this metaphorical projection has a motivated selective character, having specific profiling. The pragmatic task of the mixed metaphor in the anti-meme is to ensure the compression of information, greater efficiency and expressiveness as a result of the manifestation of the author's linguistic creativity. The conducted research can be applied in the future in a more extensive study of the mixed metaphor as a linguistic-cognitive phenomenon not only in Internet communication, but also in other types of discourse. This direction seems to be very relevant due to the lack of sufficient knowledge of the problems of the appearance and cognitive behavior in the discourse of mixed metaphor.



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