



ZOOMORPHISMS AS THE MEANS OF REPRESENTATION OF PRAISE CONCEPT IN THE ENGLISH LINGUISTIC CULTURE

Kadirova Dilduza Alisherovna

English teacher, Kokand State Pedagogical Institute, Uzbekistan

dilfuza.charmed.qodirova@mail.ru

Abstract. *This scientific article deals with the use of animal names in giving human appearance and character traits. The ability of language to express human appearance through zoonim is examined.*

Keywords: *personality, character, zoonim, appearance, zoomorphism, cultural linguistics, masculinity concept, femininity concept.*

Linguoculturology is one of the largest directions in modern language knowledge. This branch of linguistics is engaged in studying the relationship of language and culture, interpretation of linguistic phenomena in terms of cultural categories.

Zoonims, which are the names of the reality of the animal world, constitute one of the oldest semantic groups in the lexicon of many languages. Due to the development of figurative meanings, zoolexemas are actively used to describe human qualities and actions.

Zoomorphism or zoomorphic images are used to figuratively use the image of animals in order to form a figurative description of a person or object.

Zoomorphisms reflect the mentality of the linguistic and cultural community through cultural and national standards, stereotypes, and certain descriptive discourses.

In zoolexic brighter than in any other language areas, reflects the features of comprehension extra-linguistic reality. It is characteristic that the names of animals in different languages contain different qualities.

Zoomorphisms or zoomorphic images can determine as secondary nominations of names animals (zoonims) used for figurative characteristics of a person. Zoomorphisms associated with cultural and national standards, stereotypes, which used in speech reproduce characteristic of one or other linguistic cultural community mentality.

Zoomorphisms representing the concept of Masuline (men's)

Character, personal qualities

Lion zoomorphism which is used to nominate brave, strong (often famous) men: “*He was a lion of a man. No, make that three lions,*” said Lineker...¹.

Cock zoomorphism characterizing the man (often a leader in something), on the one hand, logo and active:

*Keith Allen, actor, 53, London: People either love me or hate me. Why would they hate me? Oh, you know: arrogant cock*².

Squirrel zoomorphism is used for people who work hard.

Zoomorphisms representing female concepts

¹ The Times, 21.09.2009

² The Observer, 24.09.2006



Character, according to personal qualities:

Lioness zoonim means “brave, strong, energetic woman”: *Mum was an absolute lioness and I give equal thanks for my survival to her and my surgeon*³.

The Tigress is characterized by “brave, energetic, enerurbing”. For example, we can see this in the following context: *...his wife could have made Ivan the Terrible quake in his boots. A tigress when it came to pursuing career appointments both for her husband and their eldest son...*⁴.

Age:

Zoomorphism Chick used to nominate young women, girls: *My first love was a chick named Lisa Cohen, you know what I mean?*⁵.

The zoomorphism of lamb with the positive connotation, which is used for nominations of a good, calm, soft person.

Intellectual abilities:

In English linguoculture, the image fox zoomorphism characterizes a smart, but at the same time, cunning person:

*She's a clever fox, the Madonna of oral history*⁶.

According to the results of the analysis, the names of a number of animals and birds (dove, nightgale, lark, eagle) were found to have positive qualities.

When the British refer to people who do something quickly as hare, tiger, they use animals such as mule, horse, bull and bear to describe a strong person.

In this table we can see the use of zoomorphisms in English as praise:

Semas	Zoomorphisms																	
	Lion	Fox	Tiger	Lioness	Tigress	Bear	Lamb	Cock	Hare	Mule	Horse	Chick	Bull	Dove	Eagle	Lark	Nightingale	Swan
Famous	+																	
A leader in something, active								+										
Vigorous, brave				+	+													
Looks young												+						

³ The Sunday Times, 03.06.2007

⁴ The Guardian, 21.03.2009

⁵ The Times, 09.04.2009

⁶ The Times, 26.09.2008



Kind, gentle																			
Clever																			
Brave, strong																			
Someone who does something quickly																			
Sharp-eyed																			
Has a melodious voice																			
Gentle																			
Very happy																			
Elegant, beautiful																			

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