



COMPARATIVE STUDY OF METAPHORS IN ENGLISH AND UZBEK MEDIA DISCOURSE

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ABSTRACT

This article investigates the use of metaphors in English and Uzbek media discourse. Metaphors are not only stylistic devices but also important cognitive tools that help people understand complex social, political, and economic issues. The study aims to identify similarities and differences in metaphorical expressions used in English and Uzbek media texts. The analysis is based on the conceptual metaphor theory proposed by Lakoff and Johnson. Examples from English and Uzbek online news sources are examined to reveal how metaphorical language shapes public perception. The findings indicate that both languages employ similar conceptual metaphors such as JOURNEY, WAR, and BUILDING metaphors, while cultural and linguistic differences influence their specific realization.

Introduction: Language plays a significant role in media communication. Journalists use various linguistic devices to make information more understandable and persuasive. Among these devices, metaphor occupies a special place. Metaphors allow abstract concepts to be understood through more familiar experiences. In media discourse, metaphors are frequently employed to explain political events, economic changes, social problems, and public health issues.

The importance of studying metaphors lies in their ability to influence readers' perceptions and attitudes. Since English and Uzbek belong to different language families and cultural traditions, comparing their metaphorical patterns can provide valuable insights into language, culture, and communication.

The purpose of this study is to analyze and compare metaphorical expressions found in English and Uzbek media discourse and identify their similarities and differences.

Literature Review

The modern study of metaphor was greatly influenced by Lakoff and Johnson (1980), who introduced the Conceptual Metaphor Theory. According to this theory, metaphor is not merely a linguistic ornament but a fundamental mechanism of human thought. People understand abstract concepts through concrete experiences.

Kövecses (2010) further developed this approach by demonstrating that conceptual metaphors are often universal but may vary across cultures. His work highlights the relationship between language, cognition, and culture.

Charteris-Black (2004) examined metaphors in political and media discourse. He argued that metaphor is a powerful persuasive tool used to shape public opinion and ideological perspectives.

Fairclough (1995) emphasized the importance of discourse analysis in understanding media language. According to him, media texts reflect social structures and power relations, often through metaphorical language.

These studies provide the theoretical foundation for the comparative analysis of metaphors in English and Uzbek media discourse.

Methodology

This study employs a qualitative comparative approach. Data were collected from English-language media sources such as BBC and CNN, and Uzbek-language media sources such as Kun.uz and Daryo.uz. News articles related to politics, economics, and social issues were selected for analysis.

The collected examples were categorized according to their conceptual domains. The study focuses on three common metaphorical models:

- 1. JOURNEY metaphor**
- 2. WAR metaphor**
- 3. BUILDING metaphor**

The metaphorical expressions were analyzed and compared to identify similarities and differences between English and Uzbek media discourse.

Analysis and Discussion

1. Journey Metaphors

One of the most common metaphorical patterns in both English and Uzbek media discourse is the JOURNEY metaphor.

English examples:

- "The country is moving forward."
- "The economy is on the right path."
- "The reform process has reached a new stage."

Uzbek examples:

- "Mamlakat taraqqiyot yo'lidan bormoqda."
- "Islahotlar yangi bosqichga ko'tarildi."
- "Iqtisodiy rivojlanish yo'li davom etmoqda."

In both languages, social and political development is conceptualized as movement along a path. Progress is viewed as forward movement, while difficulties are often represented as obstacles on the road.

2. War Metaphors

WAR metaphors are widely used in media discourse, especially when discussing challenges and crises.

English examples:

- "The government is fighting inflation."

- "The battle against corruption continues."
- "The country faces an economic war."

Uzbek examples:

- "Korrupsiyaga qarshi kurash davom etmoqda."
- "Inflyatsiyaga qarshi kurash kuchaytirildi."
- "Jinoyatchilikka qarshi kurash olib borilmoqda."

Both English and Uzbek media portray social problems as enemies that must be defeated.

Such

metaphors create a sense of urgency and collective action.

3. Building Metaphors

BUILDING metaphors are frequently employed to describe state development and institutional growth.

English examples:

- "Building a strong economy."
- "The foundations of democracy."
- "Strengthening the structure of society."

Uzbek examples:

- "Mustahkam iqtisodiyot barpo etish."
- "Demokratiya poydevorini mustahkamlash."
- "Jamiyat taraqqiyotining mustahkam asoslari."

These metaphors conceptualize society and institutions as physical structures that require construction and maintenance.

Similarities and Differences

The analysis reveals several similarities between English and Uzbek media discourse. Both languages use metaphors to simplify complex issues and make information accessible to readers. JOURNEY, WAR, and BUILDING metaphors are common in both media traditions.

However, certain differences are also evident. English media often employ more innovative and creative metaphorical expressions, while Uzbek media tend to prefer conventional and culturally familiar metaphors. Furthermore, some metaphorical concepts reflect national values, historical experiences, and social traditions unique to each culture.

Another difference concerns the frequency of metaphor usage. English media frequently utilize metaphors for persuasive and rhetorical purposes, whereas Uzbek media often use them to explain and clarify social and political developments.

Conclusion: Metaphors play an essential role in both English and Uzbek media discourse. They help journalists communicate complex information effectively and influence public understanding of social realities. The comparative analysis demonstrates that despite linguistic and cultural differences, English and Uzbek media share several common conceptual metaphors, including JOURNEY, WAR, and BUILDING metaphors.

At the same time, cultural factors shape the specific forms and functions of metaphorical expressions in each language. Therefore, the study of media metaphors contributes not only to linguistic research but also to a deeper understanding of intercultural communication and media practices.

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