

Conceptual Metaphors In English Economic Discourse

Tursunmuradova Aziza Saidvaliyevna

English teacher at academic lyceum under Tashkent State University of law, Uzbekistan

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Abstract: Recent trends in linguistics require interdisciplinary approaches to the analysis of linguistic features. The reason is that in anthropocentric paradigm, which is dominant now, puts human in the centre of the linguistic studies. For this reason, current cognitive, pragmatic and linguapragmatic analysis consider human factor in linguistic analysis to understand how language is formed and how it is expressed. In this article, from this point of view, economic terms will be analyzed and their cognitive features are discussed to prove their linguapragmatic features. The analysis will develop the explanation behind the terms and how they emerge as a human creation product. The article will use conceptual and cognitive analysis methods to illustrate them. The main object of this article under the analysis is conceptual metaphors and phraseological units which can represent creative and cognitive features of language development.

Keywords: Conceptual metaphor, concepts, anthropocentric paradigm, phraseological units.

Introduction: Traditionally, the features such as figurativeness and ambiguity are not considered a part of scientific language as it is a common sense to be believed precise and literal. However, after the introduction of anthropocentric paradigm interdisciplinary study of language and its cognitive analysis have gained a great importance in linguistic studies. According to Uzbek linguist researcher D. Ashurova anthropocentric paradigm has caused a number of new spheres, including Cognitive linguistics, Psycholinguistics, Ethnolinguistics, Linguoculturology, and interdisciplinary approaches derived from them. For this reason, in the new paradigm it has been common to encounter interdisciplinary features of scientific language.

In modern linguistics it has become popular to see metaphors in not only economic lessons, but also in reports. The reason is that the late progress in linguistics has made it possible to view metaphor from a cognitive approach, as a device to explain abstract notions clearly. Conceptual metaphor is not considered as a linguistic ornament, but a device to deal with human cognition and knowledge structures. According to G. Lakoff and M. Johnson, the importance of metaphor is to use one thing to understand and experience another one. Conceptual metaphor contains two domains: target domain and source domain. Analyzing through mapping from source

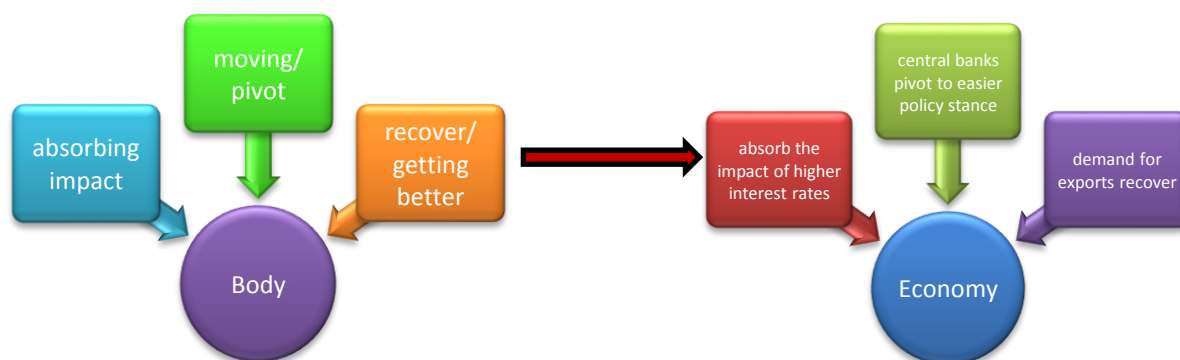
domain to target can enable us to understand better the notions of economics. G. Lakoff and M. Johnson contend that metaphor is a feature of ideas that serves as a means of assisting us in comprehending ideas that we are unfamiliar with. According to Valenzuela and Evans, conceptual metaphor is a cognitive phenomenon rather than a linguistic one. It is among the five conceptual structure types that rely on the process of mapping two fields of knowledge. Furthermore, Valenzuela and Lakoff and Johnson contend that our conceptual framework is metaphorical. Everything around us is metaphoric because our conceptual system is metaphoric. Furthermore, a human's conceptual framework is ubiquitous; it may be felt and found everywhere, according to Hamawand. Lakoff and Johnson contend that metaphor is not a linguistic issue and that our conceptual system and thoughts are metaphorical in nature. It is possible to argue that our language serves as a means of communicating our metaphorical ideas. To put it another way, we use metaphoric phrases to convey our metaphoric ideas.

Nowadays due to the freedom of economic media some scholars believe that economic discourse has started applying figurative language to some extent, especially metaphors and metaphorical phraseological units.

“As the global economy absorbs the impact of higher

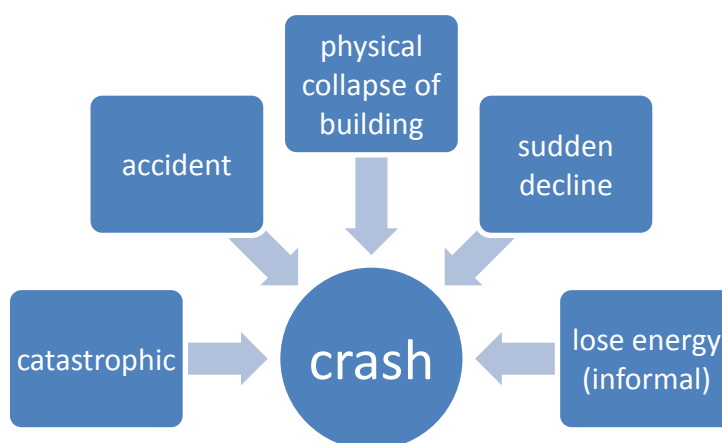
interest rates and central banks pivot to an easier policy stance, demand for Canada's exports is expected to recover in the second half of the year after a soft start". The extract contains two metaphorical units that require conceptual analysis to comprehend thoroughly. One of them is "global economy absorbs the impact", "demand for Canada's exports is expected to recover"

these phrases require to compare economy to a living organism or a body to understand how it functions. In the phrases the economy is functioning like a human body that can absorb the impact and recover from the disease, difficult condition. Another metaphorical phrase is "central banks pivot to an easier policy". The phrase describes policy as a "movement" and the verb "pivot" serves as a base of this comparison.



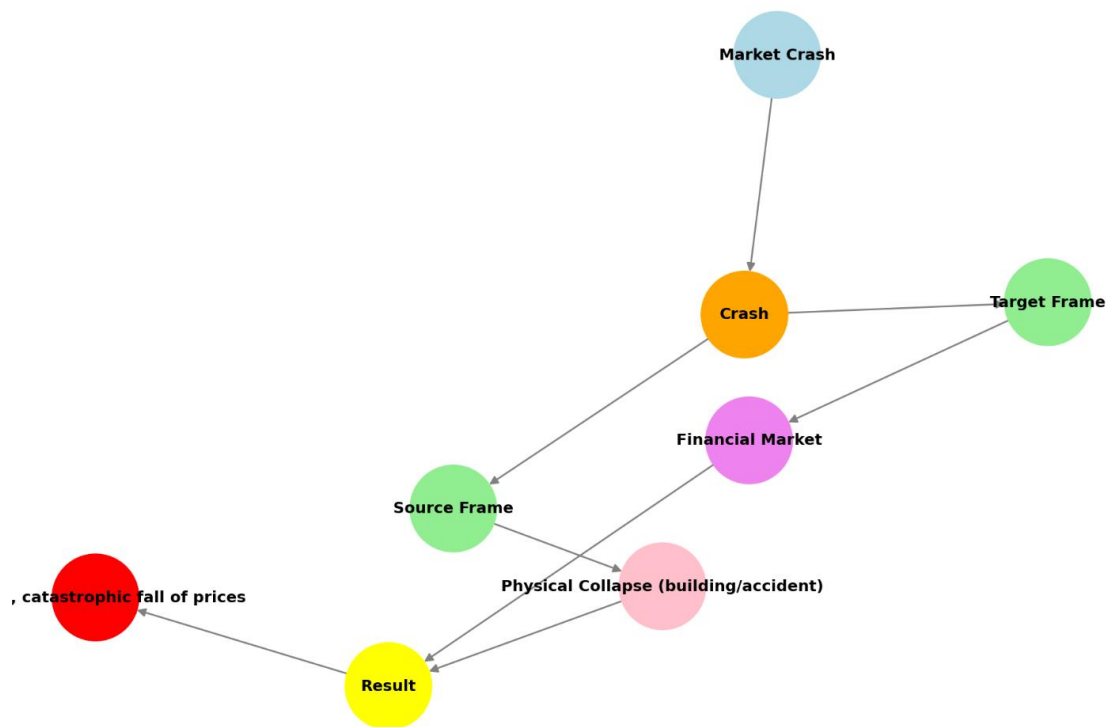
Some economic phrases are also formed in the basis of metaphor and makes it much easier to understand and visualize with real life objects. One of them is "market crash". The notion of "crash" is familiar from real life experience and the knowledge structures related to it

are already available in human cognition. So the features related to "crash" enable readers to apply its features to "market" and help visualize what happens. The following structure will analyze the word "crash" to connect its meanings with market and its features.



The following diagram will connect lines that overlap similar meanings related to "market" and the features of "crash". As Uzbek linguist D.Ashurova mentioned,

cognitive interpretation of a word is aimed to uncover its conceptual structure . On the ground of human experiences and encyclopedic knowledge the aforementioned parameters of CRASH can be outlined:



Another phrase that can be analysed conceptually is “economic shock”. The phrase has been based on the source domain of “economy is a human body”. The

following diagram will showcase the connection of the source domain and target domain to get better understanding.

Physical shock (source)		Economic shock (target)
External force		External factors (crisis, war, etc.)
Human body		Economy, market
Sudden trauma		Sudden disruption (instability)
Recovery/collapse		Recovery/ recession

The table can illustrate that conceptual metaphor is based on the domain of “physical shock” to make “economic shock” comprehensible. Related knowledge around “physical shock” will trigger similarities between these two activities and forms a link between two domains.

CONCLUSION

In conclusion, the analysis above will show that knowledge structures that are stored in human mind will actively participate in forming specific terms that are related to economic discourse. The reason has been proved that freedom in media and writing has enabled economic field to be creative in terms and mixed real-life knowledge with linguistic creativity. The analysis of conceptual metaphors and phraseological units has shown that similarities between economic activities

and human every-day life has been reflected in the formation of some economic terms. The cognitive process that can link these similarities between domains will enable people to comprehend the meaning of the terms.

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