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CONCEPTUAL METAPHOR AS THE BASIS OF COGNITIVE MODELS

Abstract
The article deals with the conceptual metaphor presented by J. Lakoff and M. Johnson as an interactive model based on the invariance principle. This idea was further developed by such scientists as Gerard Steen and Raymond Gibbs, M. Pielenz, which is also analyzed in this article.
Keywords: *metaphor, cognitive models, source area, target area, theory, metaphorization.*

Repeating well-known idea of G.Lakoff and M.Johnson about metaphorical system of our conceptual system (in the original language it reads: "Our ordinary conceptual system in terms of which we both think and act is fundamentally metaphorical in nature"), and correlating this thought with an equally famous view (interaction view) on the metaphor of M. Black, we believe that it was the interactionist point of view of a well-known philosopher that paved the way for George Lakoff and Mark Johnson, whose study of metaphor some linguists call interaction-cognitive theory. The convergence of the interactionist point of view is formulated in the following statement: "... the essence of metaphor is understanding and experiencing one kind of thing in terms of another" (Lakoff G., Johnson M., 1980, p.5.). They believe that each conceptual metaphor reflects a part of the life experience of the cultural community. Each metaphor has an individual historical background which being revealed shows the socio-cultural dependence of each metaphor separately.

The process of metaphorization, G.Lakoff and M.Johnson consider as the transfer from source area to target domain, that is the understanding of one area occurs through the prism of the other. "We will speak of such a set of correspondences as a mapping between conceptual domains" (Lakoff G., Turner M., 1989, p. 230). The very "figurative-schematic structure of the source region is projected onto the target region in a manner corresponding to the structure of the latter" (Lakoff G., Turner M., 1989, p. 355).The authors, in particular, call this the principle of invariance, emphasizing the creative aspect of metaphor. But how this process proceeds in detail, they unfortunately don`t explain, citing only as examples with the use of military vocabulary. But the dispute is not just a war ("He broke all my arguments", "Your statements do not stand up to criticism"), it's also a journey and a building ("We approached the next problem", "As soon as we reach the next point", "Step by step we are moving forward", "Building your arguments is somewhat strange", "Your theory is falling apart", "There is no foundation under your theories"). And all this can be built into the following scheme:

SOURCE TARGET DOMAIN
WarArgument

Further, the authors suggest to look at love through the eyes of the traveller: "Our relationship is at an impasse," "It was a long and difficult journey," "We can`t turn back". But love is also a game: "She pulled out a lucky lottery ticket"."Most people feel themselves in love, not only in a casino, but as in a war": "He tried to conquer her"," She fought for him", "He teamed up with her mother". Projecting the source on the target area, we get the following:

SOURCE TARGET DOMAIN
Journey Love
Game War

As you can see, the same area can be a "desired object" of several sources that characterize it from different perspectives. Thus, from the above conceptual metaphors we get a network that can be supplemented. The arrows that connect individual concepts show the direction of the process of metaphorization.

Carefully having analyzed the focus of metaphors, we can conclude that they are based on one common concept: all lexical units acting as a focus are a kind of "filling" of the same conceptual metaphors. For example, the concept of time is moving object. To show the transience of time, we resort to such verbs as: to fly, to go, to run, thanks to which the realization of this conceptual metaphor takes place: "Time passes very quickly", "The hours have flown by", "The years are running".

Picture 1.
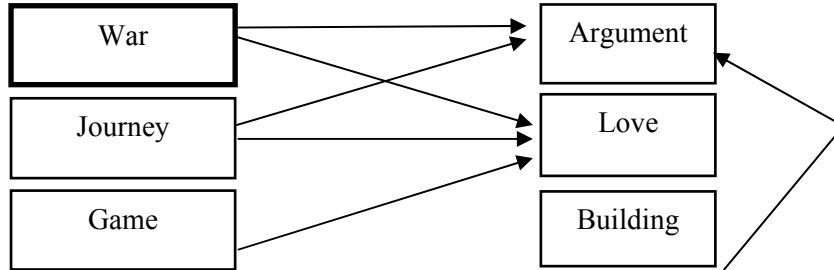
Gerard Steen and Raymond Gibbs considering metaphor in cognitive linguistics, refer to the work of G.Lakoff and M.Johnson and cite, in particular, a series of conceptual metaphors about the nature of ideas that "captured" our thoughts: Ideas are food , Ideas are people, Ideas are plants, Ideas are results, Ideas are goods. The fact that these metaphors are only an abstraction of ideas that are hidden behind the generally accepted expressions. And the authors "fill" the conceptual metaphor, for example, Ideas are money by the following phrases: "He's rich in ideas. That book is a treasure trove of ideas. He has a wealth of ideas"(Stehen G., Gibbs R., p. 153). Researchers supported the point of view that "conventional linguistic metaphors are perhaps the best source for discovering these metaphoric schemes of thought" (Stehen G., Gibbs R., p. 155).

The process of "filling" conceptual metaphor of the German linguist M. Pielenz considers as the relationship between type and token. In this case, type is nothing more than conceptual metaphor (argument is a war or love is a journey, etc.), the separately taken metaphorical expression that fills this metaphor, the author denotes as token (his criticisms hit the target precisely or he broke all my arguments, etc.). To better understand the type / token relationship, we can build the following schema:

Picture 2.
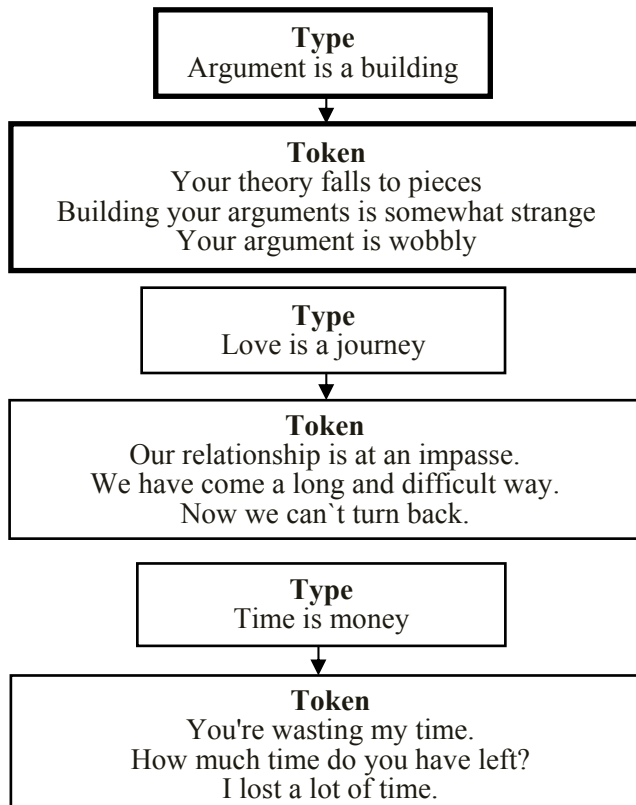
This scheme can be "read" as information that a conceptual metaphor is a context-free abstract form that is translated into reality through specific metaphorical expressions. For example, Lawler comments on this process: "... these instantiations are freely generable as types, and frequently encounted as tokens" (Lawler S., 1982, p. 172). Thus, the very concept of "metaphor" is characterized by a systematic polysemy: it can be related both to a concrete metaphorical expression (token) and to the conceptual type (type) standing above it.

If we continue the process of "filling", then the consequence will be the emergence as a lexicalized metaphor (Cliche-Metaphern): "We approached the next problem", "You're wasting my time", "Years fly", etc. and the metaphors of occasional (adhoc), which catch the eye immediately and mostly – the author's: "By slowing the river, rinsing the colored beads lanterns ... " M. Tsvetayeva.

Not only interesting, but also useful in this case, to see how George Lakoff together with Mark Turner see in the work "More than coolreason" a concept such as travel. "The structure of our knowledge of journeys can be seen as having well-differentiated components such as travellers, a starting point, a path, impediments, and so on; some are required and some, like destinations, vehicles, companions, and guides, are optional (Lakoff G., Turner M., 1989, p.61). The skeletalform is called a "scheme", and the elements that fill it are considered slots, which means that the TRAVEL scheme has a slot for the VEHICLE, and this slot can be filled with the designation of any means. Thus, metaphor of LIFE IS A TRAVEL is a transfer of the structure of the scheme to a journey into the realm of life that occurs as the establishment of appropriate analogies between TRAVELLER and FACE, the IDEAS OF LIFE, between the BEGINNING of the WAY and BIRTH, etc.

The significance of such a metaphor lies in its ability to create the necessary structures in our understanding of life, which comes in this case (in particular) and the structure of our knowledge of travel. In fact, when we think of life in terms of directions, forks of roads, roadblocks, guides, etc., we import models of inferences from the field of travel into the realm of life and most of our thinking about life largely passes through the metaphor. We also think with the help of our conceptual system, which includes a list of structures, where necessary metaphors and schemes are introduced. And once having mastered the scheme, we do not need to teach or refresh it again: it comes to mind automatically.

Phenomena and objects live in our conceptual system for our constant use of them. And for the same reason that conceptual schemes and metaphors give us the power to "conceptualize and think," they also have power over us, as the authors claim, highlighting several sources of this power:

- The power to structure – metaphoric transfer allows you to convey to the conceptual structure that which can`t exist without a metaphor.

- The power of options – this power allows us to expand the metaphorical structure and get a new understanding of the target area.

- The power of reason – metaphors give us the ability to "borrow patterns from interference from the source domain to use in reasoning about some target domain"(Lakoff G., Turner M., 1989, p.65).

-The power of evaluation – we not only import entities and structure from the source area to the target area, we also transfer the methods for evaluating entities.

-The power of being there – the very existence and existence of generally accepted conceptual metaphors make them strong in the sense of a habitual and expressive tool: they are used automatically and easily, and therefore we almost don`t notice them, we consider it unnecessary to question their necessity.

So, conceptual schemes organize our knowledge. They introduce cognitive models of certain aspects of the world – the models that we use to comprehend our life experience and reflect on it. In this case, "we can`t observe them directly; they are inferred from their effects» (Lakoff G., Turner M., 1989, p.66).

- mastering cognitive models goes in two directions: through our own experience, and through our culture. Scientists believe that people who have never seen a millstone can, nevertheless, get acquainted with the life of the people, imagine what a mill stone is. Hence, the cognitive models that we master through culture are typical models for a given culture that exist for a long time.

Hence the conclusion that the metaphor is not just content: after all, "if metaphor were only a matter of words, such global second-order reading would not be possible"(Lakoff G., Turner M., 1989, p.139).

M.Pielenz says that conceptual metaphors can be most pronounced in real life when used by different social group. But the decisive question at the same time is which metaphors are the standard bearer of this or that thinking, still need to be understood. M.Pilenz considers that it is necessary to specify two moments: 1) what metaphors are preferred by those or other social groups, and 2) in what formulas the thinking of this or that social group is organized. That is, it is a question of both the social distribution of conceptual metaphors and the collective structures of thinking. And in the end it turns out that the network of conceptual metaphors is not a kind of free assimilation, a figurative rapprochement of words; their application directly depends on the cultural community. With the same success metaphor can be considered as a "building material" of our worldview. In fact, M. Johnson notes that the metaphors "are seen as irreducible thought processes that can stretch and reorganize conceptual boundaries" (Johnson M., 1989, p.233).

Thus, conceptualization is an integral part of our thinking process. And the construction and projection of conceptual structures is a necessary tool of thinking. "A metaphor between mind and computer, an analogy between electricity and water, a newsocial event, imagined as a version of one, we know, an assimilation of something novel to an established category, a creation of a provisional category for local purposes these and many other cognitive operations involve the projection of a conceptual structure " (Fauconnier G., Turner M., 1998, p. 187). Without conceptual structures it is impossible to imagine such a fundamental and universal process as BLENDING, which is directly related to many cognitive phenomena, including categorization, analogy, metaphorization, etc.

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ИСМАГУЛОВА, Г.Б.
КОНЦЕПТУАЛДЫҚ МЕТАФОРА КОГНИТИВТІК ҮЛГІЛЕРДІҢ НЕГІЗІ РЕТІНДЕ
Мақалада Дж.Лакофф және М. Джонсон ұсынған концептуалдық метафоралар инвариант-ты принципке негізделген интерактивті модель ретінде қарастырады. Бұл идеяны одан әрі Герард Стейн және Раймонд Гиббс, М. Пиленц сынды ғалымдар дамытты.

Мақаланың мәнін ашатын сөздер: метафора, когнитивтік модельдер, деректеме, мақсат-ты аймақ, теория, метафоризация.

ИСМАГУЛОВА, Г.Б.
КОНЦЕПТУАЛЬНАЯ МЕТАФОРА КАК ОСНОВА КОГНИТИВНЫХ МОДЕЛЕЙ
В статье рассматривается концептуальная метафора, представленная Дж.Лакоффом и М.Джонсконом в качестве интеракционистской модели на основе принципа инвариантности. Эта идея в дальнейшем развивалась такими учеными как Герард Стейн и Раймонд Гиббс, М.Пиленц, что также анализируется в данной работе.

Ключевые слова: метафора, когнитивные модели, область-источник, область-цель, теория, метафоризация.