

## **Metaphor as a Means of Expressing the Cultural Characteristics of the Text**

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**Abstract:** *This article is devoted to the study of the importance of metaphor as a means of expressing the cultural characteristics of the text. Metaphors not only enrich the content of the text, but also convey to the reader information about national culture, values and worldview. The article analyzes various texts and identifies the linguistic and cultural and semantic features of metaphors. Metaphors act as a bridge in understanding cultural differences and developing intercultural communication. The results of the research show that metaphors are an important tool that reveals the integral connection between language and culture.*

**Key words:** *Metaphor, text, cultural characteristics, linguoculture, semantics, intercultural communication, values, text analysis, linguistics.*

### **Introduction**

Language forms the cultural characteristics of society as the main means of expressing human thought and transmitting spiritual values. The use of metaphors in the text is important in the process of intercultural communication. Metaphor is not only a means of artistic expression, but also one of the linguistic units that inform about the worldview, lifestyle and values of different peoples. The specific cultural aspects of each nation are reflected in the language and text, and these aspects are shown through metaphors. Therefore, it is important to determine the cultural semantic load of metaphor in text analysis. Metaphors not only enrich the aesthetic aspect of the text, but also help the reader to understand the cultural traditions of a particular nation. In this article, metaphor is considered as a means of expressing the cultural characteristics of the text, and its connection between language and culture is analyzed.

### **Literature analysis**

The role of metaphor in the expression of cultural characteristics has been widely analyzed in linguistics. Lakoff and Johnson (1980) considered metaphor as a central tool in the process of human thought system and world perception, and emphasized their importance in identifying intercultural differences [1,38]. Their research shows that metaphors are interpreted differently according to the culture, traditions and historical experience of different peoples. In the works of Mishenko (2010), the linguistic and cultural function of the metaphor in the text was analyzed in detail and evaluated as the main tool for revealing the cultural characteristics reflected in the text [5,63].

Also, Kramsch (1998) researched the relationship between language and culture and showed metaphors as an important element of understanding cultural values through language. In Uzbek linguistics, the research conducted by Kurbanov (2004) highlighted the manifestation of cultural aspects through metaphors and how the text affects the reader in this process [7,81]. The analysis of the literature shows that through metaphors the text is enriched not only linguistically, but also

culturally. Therefore, through the metaphors used in the text, it is possible to get deep information about the spiritual values, worldview and way of life of a certain culture.

## **Methodology**

This article uses linguistic and cultural-semantic analysis methods to study the role of metaphors as a means of expressing cultural features in the text. During the research, the metaphors in the selected texts were analyzed contextually, and it was aimed to reveal their cultural content and national characteristics. As a method, the method of comparative analysis is used, and differences and similarities between texts belonging to different cultural groups are studied. At the same time, with the help of linguistic and cultural analysis, it is determined what cultural values the metaphors in the texts reflect and what meaning they convey to the reader.

Various literary works and journalistic texts were selected as primary sources in the research. Metaphors from these texts were analyzed linguistically to reveal how cultural concepts were expressed through them. In the process of analysis, a discursive approach was also used, and the cultural context of the texts was taken into account. This methodology has been an important tool in determining how cultural values are transmitted through text and which aspects of culture are reflected by metaphors as a language tool.

## **Discussion and Results**

Metaphor is an effective linguistic tool for expressing cultural concepts and values and enriches the content of the text. During the research, while analyzing various cultural texts, it was found that the cultural characteristics of each nation are revealed through metaphors. For example, in Eastern peoples, metaphors related to water, sun and nature appear as symbols of vitality and stability, while in Western culture, such images represent concepts of freedom and independence. One of the important aspects revealed during the analysis is that metaphors serve not only as language units, but also as a factor that forms and preserves culture. Metaphorical expressions in the text provide the reader with important information about national traditions, customs and values, and make it easier to understand the cultural context. At the same time, metaphors are important in the process of language learning and illuminate the inextricable connection between language and culture.

During the discussion, the context of metaphors in the texts was studied using the method of discursive analysis. The results show that the same metaphors can have different meanings in texts belonging to different cultural groups. For example, the word "heart" is a symbol of love and sincerity in Eastern cultures, while in some Western cultures it is used as a symbol of courage and determination. The conclusion of the study is that metaphors are an important tool in expressing the cultural characteristics of the text. Although there are cultural differences between authors and readers of texts, metaphors act as a bridge to bridge cultural differences and enhance understanding. This once again confirms the inextricable connection between language and culture.

## **Conclusion**

Metaphors are an important tool for expressing the cultural features of the text, through which national traditions, customs and values are conveyed to the reader. This article analyzes the linguistic and cultural significance of metaphors and shows how they reflect the worldview and cultural heritage of different peoples. The results of the research showed that every culture has its own system of metaphorical images, through which the way of life and values of that people are manifested.

Metaphors are of great importance in overcoming cultural differences, in establishing cultural communication between different peoples, and in the process of language learning. By understanding the cultural meanings of metaphors, the reader will have a deeper understanding of the author's thoughts and a broader interpretation of the text's content. Also, as revealed in the process of text analysis, metaphors enhance mutual understanding and serve as a means of developing intercultural communication. In short, metaphors are an important linguistic unit that reveals the integral connection between language and culture, and they enrich the content of the text not only aesthetically, but also culturally. For this reason, the study of metaphors in texts is one of the current trends in linguistics.

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