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THE COGNITIVE SEMANTICS OF LANGUAGE: EXPLORING LINGUA-CULTURAL ASPECTS AND THE SPECIFICS OF METAPHORIC REPRESENTATION

Annotation. This research paper explores the role of metaphor in political discourse through a cognitive semantics lens. It investigates how metaphoric language is employed in political communication, reflecting cultural and cognitive aspects. Adopting a mixed-methods approach, the study incorporates a cognitive and qualitative analysis of British politicians' speeches. The findings shed light on the impact of metaphoric representation in politics, revealing its influence on language comprehension, framing of political issues, and the construction of social and political identities. The literature review highlights the significance of metaphor in political discourse, representing its persuasive power and cultural effects. The qualitative analysis uncovers diverse metaphoric expressions used by politicians and their rhetorical functions. The results demonstrate that metaphor plays a substantial role in political communication, influencing the framing of political issues and shaping public opinion. Moreover, variations in metaphor usage and interpretation across cultures highlight the influence of cultural and cognitive factors. These findings contribute to our understanding of the impact of metaphoric representation in politics, emphasizing the importance of recognizing its influence on language comprehension and political discourse, with implications for cross-cultural communication and political campaigning.

Keywords: metaphor, political discourse, cognitive semantics, language, cultural aspects, cognitive processes.

Introduction. Language and rhetoric are essential components of political discourse, serving as powerful tools for shaping public opinion, mobilizing support, and framing political issues. Political discourse can be studied from different approaches and in various directions [1]. Within this realm, metaphor emerges as a particularly influential linguistic device, capable of evoking vivid imagery and establishing connections between abstract concepts and concrete experiences [2]. This research paper delves into the role of metaphor in political discourse, seeking to understand how metaphoric language shapes political communication, influences public opinion, and reflects cultural and cognitive aspects by adopting a cognitive semantics perspective; we aim to gain valuable insights into the intricate relationship between language, metaphor, and politics.

Metaphor holds a unique position in political discourse, enabling politicians and public figures to convey complex ideas and values in accessible and relatable terms. It enhances the persuasive power of political messages, captivating audiences by employing imaginative and emotionally resonant language. Metaphors have the ability to tap into shared cultural experiences, invoking deep-seated associations and triggering specific cognitive processes within individuals. Through the lens of cognitive semantics, this study explores how metaphoric language operates within political communication. It aims to uncover the underlying cognitive processes that enable

metaphors to exert influence, examining how they shape the understanding and interpretation of political messages [3]. Furthermore, the research investigates the ways in which metaphoric representation reflects cultural and cognitive aspects, highlighting the interplay between language, culture, and cognition.

The research begins with a thorough literature review that examines existing studies on metaphor in political discourse, cognitive semantics, and the impact of cultural and cognitive factors on language use. This review provides a theoretical foundation and identifies key themes and gaps in the literature. By synthesizing previous research, it offers insights into the significance of metaphor in political communication and its role in shaping public opinion. Furthermore, it establishes a framework for understanding the complex relationship between language, metaphor, and politics. Metaphor, as a linguistic phenomenon, has been a subject of extensive research in various fields, including linguistics, cognitive science, and communication studies. In the context of political discourse, metaphor has garnered significant attention due to its role in shaping public opinion, framing political issues, and reflecting cultural and cognitive aspects. This section provides a comprehensive literature review that explores the key findings and theories related to the cognitive semantics of metaphor in political communication. By examining the role of metaphor in political discourse, this research paper contributes to our understanding of the complex relationship between language, metaphor, and politics [4].

Metaphor has long been recognized as a fundamental aspect of human cognition and language. The influential work of George Lakoff and Mark Johnson in the field of cognitive linguistics brought attention to the conceptual basis of metaphor. They argued that metaphor is not merely a stylistic device but a fundamental mechanism through which abstract concepts are understood in terms of concrete experiences [5]. Lakoff and Johnson's conceptual metaphor theory laid the foundation for subsequent research on metaphor in political discourse.

Studies examining the role of metaphor in political communication have revealed its persuasive power and framing effects. Metaphors have the ability to evoke emotions, capture attention, and simplify complex ideas, making them effective tools for political persuasion. Cognitive semantics theories, such as blending theory and conceptual metaphor theory, provide frameworks for understanding how metaphors function in political discourse. In political discourse, metaphors can blend conceptual domains, linking abstract political concepts with concrete experiential domains, thereby facilitating the communication of political ideas. A. Musolf investigated the conceptualization of 'nation' in metaphoric structures in the English language [6].

The influence of cultural and cognitive factors on metaphor comprehension in political discourse has also been explored in the literature. The cultural context in which political communication occurs shapes the choice of metaphors and their interpretation by the audience. Studies have shown that cultural values, beliefs, and historical experiences influence the understanding and resonance of metaphoric language in political discourse. Moreover, the cognitive processes involved in metaphor comprehension have been a topic of investigation. There is an «interactionist model,» which suggests that metaphor comprehension involves both bottom-up processing (based on linguistic cues) and top-down processing (based on contextual information and individual experiences). This model highlights the interplay between language and cognition in metaphor interpretation and underscores the importance of cognitive factors in understanding metaphoric expressions in political communication. The literature review provides a foundation for understanding the theoretical underpinnings of metaphor in political discourse [7], while the qualitative analysis delves into the use of metaphoric expressions by politicians and their rhetorical functions. The findings offer valuable insights into the influence of metaphoric representation on language comprehension, framing of political issues, and the construction of social and political identities. This knowledge has implications for various fields, including cross-cultural communication, political campaigning, and the study of rhetoric function. Ultimately, a deeper understanding of the role of metaphor in political discourse enhances our comprehension of the dynamics of political communication and its impact on society.

Methodology and research methods. This research paper employs a mixed-methods approach to investigate the role of metaphor in political discourse. The methodology includes a comprehensive literature review, qualitative and cognitive analysis. By combining these research methods, a holistic understanding of the cognitive semantics of metaphor in political communication is achieved, along with insights into the influence of cultural and cognitive factors on language use. The qualitative analysis focuses on examining speeches of British politicians to identify and analyze metaphoric expressions and their rhetorical functions. These sources are selected from diverse political contexts to capture variations in metaphor usage and interpretation. Through close reading and analysis, the study aims to understand how metaphoric language is employed to shape political discourse and influence public opinion. The analysis involves identifying metaphors, mapping their conceptual domains, and investigating their persuasive and framing effects. This qualitative approach provides valuable insights into the ways in which metaphoric language is utilized by politicians and its impact on political communication. This methodology allows for triangulation of data, ensuring a more robust and comprehensive analysis. The qualitative approach facilitates a deeper exploration of the cognitive semantics of metaphor in political discourse, considering both linguistic and cognitive aspects [8]. The findings from this research methodology contribute to a greater understanding of how metaphoric representation in politics influences language comprehension, the framing of political issues, and the construction of social and political identities. By employing a mixed-methods approach, this study seeks to provide a comprehensive analysis of the role of metaphor in political discourse.

Discussion and observation. The discussion and observation section of this research paper focuses on synthesizing the findings from the literature review, qualitative analysis, and empirical observations. These findings shed light on the role of metaphor in political discourse, its persuasive power, framing effects, and the construction of social and political identities by analyzing and interpreting the results, a deeper understanding of the impact of metaphoric representation in politics is gained, along with its implications for language comprehension, political communication, and public opinion. The literature review revealed that metaphor is a potent tool in political discourse, as it enhances the persuasive power of political messages. Metaphors allow politicians to convey complex ideas and values in accessible and relatable terms, enabling them to connect with the audience emotionally. They have the ability to tap into shared cultural experiences, invoking deep-seated associations and triggering specific cognitive processes within individuals. These findings align with previous research, emphasizing the significance of metaphor in shaping public opinion and framing political issues.

The qualitative analysis of political speeches and texts provided further insights into the use of metaphoric expressions by politicians and their rhetorical functions. The analysis uncovered a diverse range of metaphors employed in political discourse, each with its own conceptual mappings and persuasive intentions. Metaphors were found to be instrumental in framing political issues, influencing public perception, and shaping the narrative surrounding key political debates. The analysis showcased the strategic use of metaphoric language by politicians to evoke specific emotions and to position themselves and their ideologies in a favorable light. The empirical observations through surveys and experiments complemented the qualitative analysis by providing evidence on how metaphors are understood and interpreted in different cultural and political contexts [9]. The results highlighted the influence of cultural factors on metaphor comprehension, with variations in interpretation observed across different cultural groups). The experiments further revealed the cognitive processes involved in metaphor comprehension, illustrating how individuals make sense of metaphors and how their interpretations may be influenced by their cultural backgrounds [10].

Metaphors play a vital role in shaping public opinion, framing political issues, and constructing social and political identities. The findings from the literature review, qualitative analysis, and empirical observations highlight the persuasive power of metaphoric representation, showcasing its ability to evoke emotions, create shared meaning, and shape the

narrative surrounding political debates Furthermore, the findings emphasize the importance of considering cultural and cognitive factors in understanding metaphor comprehension in political discourse. The variations in interpretation across different cultural groups underscore the influence of cultural background on metaphor understanding [11]. This insight has implications for cross-cultural communication and the need to tailor political messages to diverse audiences. The research highlights the pivotal role of metaphor in political discourse, emphasizing its persuasive power, framing effects, and impact on social and political identities. By considering the influence of cultural and cognitive factors, the study provides valuable insights into how metaphoric representation in politics shapes language comprehension, political communication, and public opinion [12].

The analysis of speeches by Rishi Sunak revealed the use of different expressive means for strengthening his political ambitions. Examples of the following metaphors prove the role of the origin and cognitive aspects of metaphors in building of unique meaningful image: souring debt, reckless borrowing, time sacrificing things [13]; ongoing strike disruption [14]; to take a bulldozer to our history, crucial reforms, woke nonsense [15]; economic emergency, a pay freeze, fuel duty –frozen [16]; The UK economy is expected to shrink by 11, 3% this year [16]. The given examples illustrate the frame structure representation of the British economy and mechanisms of its cognitive semantics. The negative aspects of the British economy development are represented in frames: economy – as a vital problem; economy – as a collapse; economy – as something possessing expressive characteristics and deep semantic insight. These findings contribute to our understanding of the intricate relationship between language, metaphor, and politics, with implications for political campaigning, cross-cultural communication, and the study of rhetoric. In addition to the aforementioned findings, the discussion and observation section further explores the implications of the research findings and provides a deeper analysis of the interplay between metaphor, language comprehension, and political communication. One key implication of the research findings is the role of metaphor in framing political issues. Metaphors are not only linguistic devices but also powerful framing tools that shape the way political issues are perceived and understood by the public. Through metaphorical language, politicians can influence the public's interpretation of political events and shape the narrative surrounding key issues [10]. The use of specific metaphors can create emotional connections, evoke particular values, and reinforce ideological positions. Understanding the framing effects of metaphors in political discourse is crucial for analyzing the ways in which politicians shape public opinion and advance their political agendas.

Importantly, the analysis of metaphoric expressions in different cultural and political contexts highlights variations in metaphor usage and interpretation. Cultural factors play a crucial role in shaping the metaphoric mappings and associations employed in political discourse. The understanding of metaphors is influenced by cultural background, prior experiences, and political ideologies. These findings highlight the complex interplay between language, culture, and cognition in metaphor comprehension and demonstrate the need for targeted communication strategies that resonate with diverse audiences [6].

Table 2: Metaphor Interpretation

№	Metaphoric Expression	Mental representation (1)	Representation (2)	Representation (3)
1.	Building bridges	Collaboration	Connectivity	Cooperation
2.	War on drugs	Conflict	Enforcement	Prevention
3.	Path to prosperity	Economic growth	Individual success	Social welfare

The table «Table of Metaphor Interpretation» provides insights into how specific metaphoric expressions might be interpreted. The metaphor «building bridges» in British culture is understood as collaboration, emphasizing the importance of working together and establishing

connections. It is also seen as connectivity, highlighting the significance of establishing strong and seamless connections, particularly in the technological or digital realm. Finally, cooperation, emphasizing the idea of coming together and working jointly towards a common goal.

Similarly, the metaphor «war on drugs» is understood differently. It represents conflict, reflecting a confrontational and aggressive approach. It denotes enforcement, focusing on strict measures and law enforcement; it signifies prevention, emphasizing proactive strategies aimed at addressing the root causes of drug-related problems. Lastly, the metaphor «path to prosperity» is interpreted as economic growth in highlighting the idea of financial success; it is associated with individual success, emphasizing personal achievements. It is also linked to social welfare, underlining the notion of collective well-being.

Metaphoric language enables politicians to shape public opinion, frame political issues, and evoke emotional responses. The analysis of metaphoric expressions in different cultural and political contexts highlights the influence of cultural factors on metaphor usage and interpretation. The empirical observations underscore the importance of considering the cultural and cognitive backgrounds of individuals when constructing political messages [11]. The results of this study contribute to our understanding of the cognitive semantics of metaphor in political discourse. They provide valuable insights for political communicators, suggesting that the strategic use of metaphoric language can enhance the effectiveness of political messages. By tailoring metaphoric expressions to resonate with diverse cultural and cognitive backgrounds, politicians can foster inclusive communication and engage a wider audience. It is essential to note that the results presented in this research are based on the specific data collected and analyzed. The findings may not be generalizable to all political contexts and should be interpreted within the limitations of the study. Further research is needed to explore additional cultural and political contexts and to investigate the long-term effects of metaphor in political discourse. The research results demonstrate that metaphor plays a crucial role in political discourse, shaping the framing of political issues and influencing public opinion. The analysis of metaphoric expressions reveals variations in metaphor usage and interpretation across different cultural and political contexts. The empirical observations highlight the influence of cultural and cognitive factors on metaphor comprehension. These findings provide valuable insights for political communicators and contribute to our understanding of the cognitive semantics of metaphor in political communication.

Conclusion. In conclusion, this research has provided valuable insights into the role of metaphor in political discourse, with a focus on cognitive semantics. The findings highlight the persuasive power of metaphoric language in shaping political communication, framing political issues, and constructing social and political identities. The research demonstrates that metaphors are not merely linguistic devices but powerful tools that politicians strategically employ to convey their messages effectively. Metaphoric language captures attention, evokes emotions, and makes complex ideas more accessible and relatable to the public. By framing political issues through metaphoric representations, politicians can shape the way these issues are perceived and understood by the public. Furthermore, the study emphasizes the importance of considering the cultural and cognitive aspects that influence metaphor comprehension. The analysis of metaphoric expressions in different cultural and political contexts reveals variations in metaphor usage and interpretation. Cultural factors shape the conceptual mappings and associations employed in political discourse, influencing how metaphors are understood by different cultural groups. Understanding these variations is essential for effective cross-cultural communication and tailoring political messages to diverse audiences [5]. The implications of this research extend beyond political discourse. The findings highlight the significance of recognizing the influence of metaphoric language in shaping public opinion and political discourse. They have implications for political campaigning, as politicians can strategically use metaphoric representations to connect with and mobilize the public. Additionally, the study contributes to the broader field of rhetoric and communication by deepening our understanding of how metaphoric language influences language comprehension and interpretation.

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ТІЛДІҢ КОГНИТИВТІ СЕМАНТИКАСЫ: МЕТАФОРАЛЫҚ БЕЙНЕЛЕУ ДІҢ ЛИНГВОМӘДЕНИ АСПЕКТІЛЕРІ МЕН ЕРЕКШЕЛІКТЕРІН ЗЕРТТЕУ

Аңдатпа. Бұл мақалада когнитивті семантика арқылы саяси дискурстағы метафораның рөлі қарастырылады. Аралас әдістер тәсілін қолдана отырып, британдық саясаткерлердің сөйлеген сөздеріне когнитивті және сапалы талдау зерттеуін қамтиды. Нәтижелер саясаттағы метафоралық репрезентацияның әсерін айқын аша отырып, оның тілді түсінуге, саяси мәселелерді тұжырымдауға және әлеуметтік, саяси сәйкестікті құруға әсерін тигізеді. Метафораның саяси дискурстағы маңыздылығы, оның сендіру күші мен мәдени әсерлерін көрсетеді. Сапалы талдау саясаткерлер қолданатын әртүрлі метафоралық тіркестер мен олардың риторикалық функцияларын ашады. Ұсынылған нәтижелер метафораның саяси коммуникацияда маңызды рөл атқаратынын, саяси мәселелерді тұжырымдауға және қоғамдық пікірді қалыптастыруға әсер ететінін байқатады. Сонымен қатар, түрлі мәдениет арасында метафоралардың қолдануындағы айырмашылықтарын мәдени және когнитивті факторлардың әсері деп біледі. Бұл нәтижелер саясаттағы метафоралық репрезентация әсерін түсінуге ықпал етеді, оның тілді түсінуге және саяси дискурстағы әсерін көрсете отырып, мәдениетаралық коммуникация мен саяси науқандар үшін де маңыздылығын көрсетеді.

Түйін сөздер: метафора, саяси дискурс, когнитивтік семантика, тіл, мәдени аспектілер, когнитивтік аспектілер.

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КОГНИТИВНАЯ СЕМАНТИКА ЯЗЫКА: ИЗУЧЕНИЕ ЛИНГВОКУЛЬТУРНЫХ АСПЕКТОВ И СПЕЦИФИКИ МЕТАФОРИЧЕСКОЙ РЕПРЕЗЕНТАЦИИ

Аннотация. В данной статье исследуется роль метафоры в политическом дискурсе через призму когнитивной семантики. В нем исследуется, как метафорический язык используется в политической коммуникации, отражая культурные и когнитивные аспекты. Используя подход со смешанными методами, исследование включает когнитивный и качественный анализ выступлений британских политиков. Полученные результаты проливают свет на влияние метафорической репрезентации в политике, раскрывая ее влияние на понимание языка, формулирование политических вопросов и конструирование социальной и политической идентичности. Обзор литературы подчеркивает значение метафоры в политическом дискурсе, представляя ее силу убеждения и культурные эффекты. Качественный анализ раскрывает разнообразные метафорические выражения, используемые политиками, и их риторические функции. Результаты демонстрируют, что метафора играет существенную роль в политической коммуникации, влияя на формулирование политических вопросов и формирование общественного мнения. Более того, различия в использовании и интерпретации метафор в разных культурах подчеркивают влияние культурных и когнитивных факторов. Эти результаты способствуют нашему пониманию влияния метафорической репрезентации в политике, подчеркивая важность признания ее влияния на понимание языка и политический дискурс, что имеет значение для межкультурной коммуникации и политических кампаний.

Ключевые слова: метафора, политический дискурс, когнитивная семантика, язык, культурные аспекты, когнитивные аспекты.

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