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## **СРАВНИТЕЛЬНЫЙ АНАЛИЗ КОГНИТИВНЫХ МЕТАФОР В РУССКОМ И АНГЛИЙСКОМ ЯЗЫКАХ: ЛИНГВОКУЛЬТУРНЫЕ И ЛИНГВОКОГНИТИВНЫЕ АСПЕКТЫ**

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### **Аннотация**

Данное исследование представляет сравнительный анализ когнитивных метафор в русском и английском языках, уделяя внимание их культурным и когнитивным особенностям. Используя описательно-сравнительный метод и данные из словарей и художественных текстов, работа выявляет, что, хотя оба языка имеют общие метафорические модели, русские метафоры чаще подчеркивают духовные и эмоциональные переживания, тогда как английские метафоры отражают прагматизм и объективность. Результаты исследования способствуют более глубокому пониманию взаимосвязи между языком, культурой и мышлением.

**Ключевые слова:** Когнитивная метафора, культурные различия, концептуальное моделирование, язык, мышление.

## **A COMPARATIVE ANALYSIS OF COGNITIVE METAPHORS IN RUSSIAN AND ENGLISH: LINGUOCULTURAL AND LINGUOCOGNITIVE PERSPECTIVES**

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### Abstract

This thesis presents a comparative analysis of cognitive metaphors in Russian and English, focusing on their cultural and cognitive characteristics. Using a descriptive-comparative method and data from dictionaries and literary texts, the study reveals that while both languages share common metaphorical models, Russian metaphors often emphasize spiritual and emotional experiences, whereas English metaphors reflect pragmatism and objectivity. The findings contribute to a deeper understanding of the relationship between language, culture, and thought.

**Keywords:** cognitive metaphor, cultural differences, conceptual mapping, language, thought.

### Introduction

Language is not just a means of communication but also a reflection of human cognition. Cognitive metaphors shape how people perceive and interpret the world. According to Lakoff and Johnson's (1980) Conceptual Metaphor Theory (CMT), metaphors are not just decorative but fundamental to human thought. Through metaphorical mappings, abstract concepts are interpreted via concrete experiences, shaping how we process reality. Our concepts structure our perceptions, how we get around in the world, and how we relate to other people. [2; 4] The study of cognitive metaphors reveals shared cognitive structures while highlighting language- and culture-specific differences. Metaphors influence thought patterns, social behavior, and decision-making, offering insight into the relationship between language, culture, and cognition. Comparing Russian and English metaphors is particularly valuable due to their distinct linguistic and cultural traditions. While both languages share universal metaphorical patterns, Russian metaphors often emphasize physical endurance and collectivism, while English metaphors highlight individual agency and pragmatism. By analyzing metaphorical models in Russian and English, this study enhances our understanding of cross-linguistic cognition and how metaphors reflect cultural worldviews. This research is particularly relevant in today's globally interconnected world.



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## Main part

Cognitive metaphors are mental and linguistic mechanisms through which abstract concepts are conceptualized using concrete experiences. Cognitive metaphor posits that individuals utilize more familiar concepts and images to describe and comprehend less familiar or abstract phenomena. In this context, categorizing or comprehending new information involves the use of metaphors to structure and integrate it into one's existing knowledge. [1; 2] According to George Lakoff and Mark Johnson's Conceptual Metaphor Theory (CMT) (1980), metaphors are not merely figures of speech but are fundamental to human cognition. This theory emphasizes that metaphors structure thought processes and shape how individuals perceive, categorize, and describe the world. Lakoff and Johnson argue that abstract reasoning depends seriously on metaphorical mappings, where source domains (concrete, physical experiences) are projected onto target domains (abstract concepts). Naturally, the extraction of cognitive information from metaphors requires not only sheer knowledge, but also opinions, values and emotions required for the correct conceptualization of the metaphorical image. [3; 906] This projection is not random but reflects systematic patterns of human thought rooted in embodied experience. For instance, the metaphor "Argument is War" shapes how we discuss disagreements: in Russian: *Он разбил мои доводы* (He shattered my arguments) and in English: *He attacked my arguments*. Both languages depict arguments using war-related vocabulary, implying that communication involves conflict, strategy, and victory. Such metaphors not only structure linguistic expressions but also influence behavior, reinforcing adversarial attitudes in discourse. The study of cognitive metaphors in Russian and English reveals both universal patterns, due to shared bodily experiences, and culturally specific conceptualizations. Analyzing these metaphors provides insights into the cognitive mechanisms underlying language and the cultural ideologies embedded within metaphorical expressions. According to CMT, cognitive metaphors are classified into structural, orientational, and ontological metaphors. This categorization is based on the nature of the conceptual mapping and how it frames human experience. **Structural metaphors** reveal how abstract experiences are understood through concrete frameworks. Both Russian and English employ similar metaphorical models, but their linguistic forms



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and cultural associations highlight different conceptual frames. For instance, the Russian «*Палка о двух концах*» (“a stick with two ends”) and the English “a double-edged sword” both convey the dual nature of situations. However, Russian emphasizes the inevitability of consequences through a symmetrical image, suggesting a worldview where outcomes are unavoidable. In contrast, the English metaphor emphasizes danger and unpredictability, reflecting a risk-oriented perspective. Similarly, «*ключ к решению проблемы*» in Russian and “key to the problem” in English both conceptualize solutions as tools that “unlock” difficulties. This shared metaphor indicates a pragmatic worldview in both cultures, where problems are viewed as mechanical obstacles to be resolved with the right approach.

**Ontological metaphors** project intangible concepts as physical entities, shaping how mental and emotional experiences are understood. These metaphors often reveal cultural attitudes toward human agency and emotional control. In Russian, «*душа болит*» (“the soul hurts”) reflects a spiritualized view of emotional suffering, where pain resides within an immaterial soul. English speakers, however, use “*heartbroken*,” suggesting that emotions are localized in the physical heart. This contrast reflects a dualistic Russian worldview that separates the body and soul, while English conveys a biological and physical interpretation of emotions. Moreover, the metaphor «*железная воля*» is equivalent to “*iron will*” in English. Both languages connect strength with durability, reflecting a universal valuation of emotional resilience. However, Russian often employs material metaphors for internal states, suggesting a mechanical and enduring view of human character.

**Orientational metaphors** structure experiences through spatial relations, influencing how cultures conceptualize power, status, and emotion. Both Russian and English utilize vertical orientation to express positive and negative states. For example, «*быть на высоте*» (“to be on top”) corresponds to the English “*to be on top of things*.” Both languages associate height with competence and success, reflecting a hierarchical worldview where elevation implies control and authority. However, differences arise in emotional metaphors. The Russian «*выйти из себя*» (“to lose oneself”) describes anger as an external escape from one’s core, implying a loss of inner stability. In contrast, the English “*lose your cool*” frames anger as the dissipation of a controlled state, highlighting a regulatory approach to emotional



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experience. These metaphors suggest that Russian emphasizes internal fragmentation, while English reflects a focus on external behavior and social composure.

### Conclusion

Cognitive metaphors shape how individuals perceive and interpret reality. This analysis reveals both similarities and differences between Russian and English metaphors. While both languages share universal metaphorical models, Russian metaphors emphasize spiritual and emotional aspects, whereas English metaphors reflect pragmatism and objectivity. These differences highlight the impact of cultural and cognitive frameworks on metaphor formation. This study contributes to cognitive linguistics by enhancing the understanding of how metaphors reflect and shape thought across languages. It also offers practical insights for translation, intercultural communication, and language learning. Future research could explore cognitive metaphors in other languages and examine emerging metaphorical models in digital communication.

### The list of used literature:

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