



CONCEPTUAL ANALYSIS AND METHAPHORICAL MEANING OF NATURAL PHENOMENON IN ENGLISH

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Abstract

This article discusses significant principles of metaphor themes employed in discourse and usage of passages in English on natural catastrophes to represent a natural phenomenon. The main aim is to reveal what ideological perspective is embedded in such a metaphorical conceptualization, with the focus on the examination of the several sample utterances taken from daily newspapers and reading texts within the frame of natural disaster.

Keywords: metaphor, concept, expression, nature, analysis, disasters, analogue.

Introduction

One of the most common problems in advanced etymology is metaphorization in unusual language. Representation is typically seen as a phrase with a metaphorical meaning that relies on the similarity of the items being compared. Researchers today have come to the opinion that metaphorization is necessary to communicate contemporary concepts of a remarkable area of information using the approachable nominative suggests. In other words, a representation becomes something of a key to comprehending the fundamentals of thinking about and the different ways to represent the world in one's head [3]. Because of this, the metaphorical terms inside the remarkable conversation were selected, and they were based on the similarity of one indication of the concept to create comparisons between two unique subjects, as a result, the characteristics of one subject were seen via those of another. The following indicators were utilized to identify the professional terms: a man's bodily life, his mental and social life, his family relationships, etc. Metaphorical models, a type of scheme by which a person thinks and behaves, are said to be ingrained in the conceptual framework of the human mind, according to contemporary scholars [4].

Methodology

Unfortunately, despite any loss of life or property, natural disasters serve as the foundation for many popular metaphors. Nevertheless, these catastrophes are a part of our everyday lives and are metaphorically used to describe unanticipated or sad events in different cultural contexts [9]. Here are a few illustrations:

1. An avalanche is a tremendous movement of snow down a mountain, often destroying whatever is in its path. Metaphorically, an avalanche is a tremendous amount of something that was not expected, such as an avalanche of errors, an avalanche of examples, or an avalanche of responses to a decision [10].

Example: If politicians start talking about reducing people's social security benefits, they will most likely receive an avalanche of angry responses from senior citizens.

2. Earthquakes are caused by shifts in the earth's crust or continental plates. Tremors are smaller quakes that happen before or after a major earthquake. Metaphorically, earthquakes and tremors can describe important events that happen in an organization that change the normal course of activities [6].

Example: When Democrats lost many seats in the House of Representatives in 2010, it sent tremors through the Democratic Party and they knew that they had to regroup in order to win elections in 2012.

3. When a volcano explodes, this is called an eruption. In common terms, anything that happens quickly without notice may be called an eruption.

Example: Cheers erupted all around the world when it was announced that the famous terrorist Osama bin Laden had been killed in Afghanistan.

4. A landslide is similar to an avalanche, but usually indicates a great deal of land and mud falling rapidly down a hill. Metaphorically, a landslide is a large amount of something that happens quickly and forcefully [1].

Example: In 1984, Ronald Reagan was reelected for a second term of president, beating Walter Mondale in a landslide victory.

5. When a river overflows its banks, the surrounding countryside, towns, and cities can be flooded with water. As a metaphor, the concept of flooding is used to describe a large amount of something that covers a wide area [8].

Example: In times of high unemployment, a business advertising for workers will be flooded with applications.

6. In some areas, rivers are dammed up and the water is held back with gates. When the water reaches a high level, the floodgates may be opened to release the pressure. Metaphorically, opening the floodgates means that a large amount of information or many actions are suddenly released.

Example: When a war breaks out, floodgates open and many refugees flee the fighting.

7. A tsunami is a huge ocean wave that devastates coastal communities as happened in Indonesia in 2004 and in Japan in 2011. Metaphorically, the word tsunami is used similarly to the term flood indicating a large amount of something happening quickly [10].

Example: Critics of Barack Obama feared that his consumer watchdog efforts would result in a tsunami of new regulations on businesses.

In this post I continue with a few examples of metaphors from the world around us. We all have experience with flat plains, high mountains and low valleys. We use these experiences to create metaphors used to describe political situations [7].

1. A geographical area where no plants can grow due to either pollution or lack of water may be called a wasteland. In common terms, any economic, political or artistic environment that does not promote success may be called a wasteland.

Example: Critics of Barack Obama claimed that his economic policies created a wasteland of high unemployment in the United States.



2. Steep inclines on mountains and hills make it challenging to ascend or descend them. These slopes may become tough to climb or descend when it rains. A person trying to ascend a damp hill is much more likely to lose balance and slide all the way to the bottom. Generally speaking, a slippery slope is any circumstance in which a certain course of action or decision could lead to the failure of the entire procedure or endeavor.

Example: Critics of the 2010 Supreme Court Citizens United decision to allow corporations to contribute money to election campaigns complain that it was the beginning of a slippery slope to corporations taking over our entire democracy.

3. Flat areas are easy to walk on. Areas filled with rocks make walking difficult [8]. Metaphorically, a difficult situation or process may be described as walking on rocky ground.

Example: With constant criticism, presidential candidates find running for office is a rocky ground to walk on.

Conclusion

The examination of newspaper and television speeches reveals that the natural phenomena tends to be mentioned at the start of most stories and is frequently portrayed as an active force behind damaging processes with responsibility clearly given to it. In order to provide the reports a logical explanation and to emphasize the size of the tsunami, storm, and earthquake, the discourses frequently use physical identification of the natural phenomenon and its measurements. The data also shows that certain publications portray natural phenomena as indiscriminate, which contributes to the media's myth-making function.

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