
The ways of expressing metaphors of space, time and life in English and Uzbek Media Texts

Yuldosheva Shafolat Yuldosh qizi
shafolat.1994.yuldosheva@gmail.com

Master's degree student,
Uzbekistan State World Languages University

Annotation *This article is devoted to the comparative study of the ways of expressing metaphors of space, time and life in English and Uzbek media texts. In modern linguistics, metaphor is considered not only as a stylistic device, but also as an important cognitive mechanism through which human beings conceptualize abstract phenomena, social processes and cultural values. From this point of view, media texts are of particular importance, because they actively influence public consciousness, shape social attitudes and reflect the linguistic worldview of a particular nation. The article analyzes how the concepts of space, time and life are represented through metaphorical expressions in English and Uzbek journalistic discourse. In media language, space is often associated with movement, direction, boundary, distance, expansion and social position. Time is metaphorically expressed through images of flow, path, pressure, change, speed and historical continuity. Life, in turn, is conceptualized as a journey, struggle, development, test, stage or process of transformation. These metaphorical models help journalists present complex political, economic, social and cultural events in a more vivid and understandable form.*

Keywords *Metaphor, conceptual metaphor, media text, journalistic discourse, space metaphor, time metaphor, life metaphor, English language*

Ingliz va o'zbek tillaridagi media matnlarida makon, zamon va hayot metaforalarining ifodalanish usullari

Yo'ldosheva Shafolat Yo'ldosh qizi
shafolat.1994.yuldosheva@gmail.com

Magistrant,
O'zbekiston davlat jahon tillari universiteti

Annotatsiya *Mazkur maqolada ingliz va o'zbek tillaridagi media matnlarida makon, zamon va hayot metaforalarining ifodalanish usullari qiyosiy-lingvistik hamda kognitiv yondashuv asosida tahlil qilinadi. Zamonaviy tilshunoslikda metafora faqat badiiy tasvir vositasi sifatida emas, balki inson tafakkuri, dunyoni anglash jarayoni va mavhum tushunchalarni idrok etishning muhim kognitiv mexanizmi sifatida qaraladi. Shu nuqtayi nazardan media matnlari alohida ahamiyatga ega, chunki ular jamoatchilik fikrini shakllantiradi, ijtimoiy munosabatlarga ta'sir ko'rsatadi hamda muayyan xalqning lisoniy dunyoqarashi va madaniy qadriyatlarini aks ettiradi. Maqolada makon, zamon va hayot konseptlarining ingliz va o'zbek jurnalistik nutqida metaforik birliklar orqali qanday ifodalanishi o'rganiladi. Media tilida makon ko'pincha harakat, yo'nalish, chegara, masofa, kengayish, ijtimoiy mavqe va taraqqiyot maydoni kabi ma'nolar bilan bog'liq holda namoyon bo'ladi. Zamon esa oqim, yo'l, bosim, tezlik, o'zgarish, tarixiy davomiylik va kelajakka intilish obrazlari orqali metaforik tarzda ifodalanadi. Hayot tushunchasi esa safar, kurash, sinov, rivojlanish, bosqich, tanlov va o'zgarish jarayoni sifatida talqin qilinadi.*

Bunday metaforik modellar ommaviy axborot vositalarida murakkab siyosiy, iqtisodiy, ijtimoiy va madaniy hodisalarni obrazli, ta'sirchan va tushunarli tarzda yoritishga xizmat qiladi.

Kalit so'zlar *Metafora, konseptual metafora, media matni, jurnalistik diskurs, makon metaforasi, zamon metaforasi, hayot metaforasi, ingliz tili*

Способы выражения метафор пространства, времени и жизни в английских и узбекских медиатекстах

Юлдошева Шафоат Юлдош кизи
shafoat.1994.yuldosheva@gmail.com

*Магистрант,
Узбекский государственный университет
мировых языков*

Аннотация *В данной статье рассматриваются способы выражения метафор пространства, времени и жизни в английских и узбекских медиатекстах на основе сравнительно-лингвистического и когнитивного подходов. В современной лингвистике метафора рассматривается не только как средство художественной выразительности, но и как важный когнитивный механизм, с помощью которого человек осмысливает абстрактные явления, социальные процессы и культурные ценности. С этой точки зрения медиатексты имеют особое значение, поскольку они активно воздействуют на общественное сознание, формируют социальные представления и отражают языковую картину мира определённого народа. В статье анализируется, каким образом концепты пространства, времени и жизни репрезентируются посредством метафорических единиц в английском и узбекском журналистском дискурсе. В языке средств массовой информации пространство часто ассоциируется с движением, направлением, границей, расстоянием, расширением, социальной позицией и сферой развития. Время метафорически выражается через образы потока, пути, давления, скорости, изменений, исторической преемственности и устремлённости в будущее. Жизнь, в свою очередь, концептуализируется как путь, борьба, испытание, развитие, этап, выбор и процесс трансформации. Подобные метафорические модели позволяют журналистам более образно, выразительно и доступно представлять сложные политические, экономические, социальные и культурные события.*

Ключевые слова *Метафора, концептуальная метафора, медиатекст, журналистский дискурс, метафора пространства, метафора времени, метафора жизни, английский язык*

Introduction

In modern linguistics, metaphor is no longer regarded only as a decorative stylistic device used to make speech more expressive. It

is increasingly studied as a cognitive and communicative phenomenon through which people understand, interpret and evaluate reality. Human thinking is largely based on

metaphorical associations, because many abstract concepts such as time, life, progress, crisis, success, failure and social change are difficult to explain without reference to more concrete experiences. For this reason, metaphor occupies an important place in the study of language, culture and communication (Lakoff, 1980).

Media texts are one of the most active spheres where metaphors are widely used. Newspapers, online news portals, television reports, interviews, analytical articles and publicistic materials do not simply transmit information; they also influence the reader's perception of events. Through metaphorical expressions, media discourse can present political, economic, social and cultural processes in a more vivid, emotional and convincing way. For example, expressions connected with movement, direction, growth, decline, journey, struggle, barrier, speed or flow help journalists describe complex realities in a form that is easier for the audience to understand.

The concepts of space, time and life are especially significant in metaphorical representation. Space is often connected with ideas of direction, distance, border, position, expansion and limitation. In media texts, social development may be described as moving forward, political relations may be presented as entering a new stage, and economic difficulties may be interpreted as obstacles on the path of progress. Time, in turn, is frequently conceptualized as a moving object, a valuable resource, a pressure or a continuous flow. Media language often uses such metaphorical models to describe rapid changes, historical processes, future expectations and current challenges. Life is commonly represented as a journey, struggle, test, process of growth or transformation. These metaphors help to express human experience, social values and national worldview (Lakoff, 1987).

The comparative study of English and Uzbek media texts is important because each language reflects not only universal patterns of

human cognition, but also culturally specific ways of perceiving the world. English media discourse often emphasizes individual progress, competition, innovation, speed and institutional development. Uzbek media texts, while also using universal metaphorical models, frequently reflect collective values, national identity, social harmony, historical memory and moral experience. Therefore, the analysis of metaphors in both languages makes it possible to reveal similarities and differences in the linguistic representation of reality.

The relevance of this article is determined by the growing role of media discourse in shaping public consciousness and by the necessity of studying metaphor as a powerful means of meaning-making. In the context of globalization and intercultural communication, the comparison of metaphorical expressions in English and Uzbek media texts allows researchers to better understand how language, culture and cognition interact. Such analysis is also useful for translation studies, because metaphors often create difficulties in transferring meaning from one language into another.

The aim of this article is to analyze the ways of expressing metaphors of space, time and life in English and Uzbek media texts and to identify their linguistic, cognitive and cultural features. The object of the research is metaphorical expressions used in English and Uzbek media discourse. The subject of the research is the semantic, conceptual and functional characteristics of metaphors related to space, time and life. The study focuses on the role of these metaphors in creating imagery, expressing evaluation, influencing readers and reflecting the national-cultural worldview of English and Uzbek speakers.

Thus, the investigation of space, time and life metaphors in English and Uzbek media texts contributes to a deeper understanding of metaphor as a linguistic, cognitive and cultural phenomenon. It also demonstrates that metaphor is not only a means of stylistic expression, but also an essential instrument of

interpreting social reality in modern media communication.

Theoretical interpretation of metaphor in media discourse

Metaphor is one of the most important linguistic and cognitive means through which people understand and describe reality. Traditionally, metaphor was studied mainly as a stylistic device used in literary texts to create imagery and expressiveness (Lakoff, 1987). However, in modern cognitive linguistics, metaphor is interpreted as a way of thinking, conceptualizing and evaluating the world (Semino, 2008). It means that metaphor is not limited to poetry or fiction; it actively functions in everyday speech, political communication, advertising, journalism and media discourse.

In media texts, metaphor performs several important functions. First, it helps to explain complicated social, political and economic processes in a simple and understandable way. Second, it gives emotional and evaluative meaning to the information. Third, it influences the reader's attitude toward the described event. Fourth, it reflects the cultural worldview of a certain linguistic community. Therefore, the study of metaphors in English and Uzbek media texts is significant not only from a linguistic point of view, but also from cultural, cognitive and communicative perspectives.

Media discourse is characterized by expressiveness, clarity, persuasion and social influence. Journalists often use metaphorical expressions in order to attract readers' attention and make information more effective. For example, economic growth may be described as "a step forward", political conflict as "a battle", social crisis as "a storm", and reforms as "a new path of development." In Uzbek media texts, similar metaphorical constructions can be observed in such expressions as "taraqqiyot yo'li", "islohotlar bosqichi", "hayot sinovlari", "vaqt talabi", "kelajak sari intilish." These expressions show that metaphor helps media language to

present abstract ideas through concrete images.

Expression of space metaphors in English and Uzbek media texts. Space is one of the fundamental categories of human cognition. People understand many abstract concepts through spatial experience. In media texts, space metaphors are widely used to express development, social position, political direction, economic expansion and cultural change. Spatial metaphors are based on such notions as up/down, forward/backward, inside/outside, near/far, center/periphery, border, field, road and direction (Lakoff, 1987).

In English media texts, the concept of space is often connected with progress and movement. Expressions such as "moving forward," "a step toward democracy," "a new direction in foreign policy," "expanding economic opportunities," "entering a new stage," and "crossing political boundaries" are frequently used. These metaphors represent social and political processes as physical movement in space. For instance, when a country is said to be "moving forward," it does not literally move in space; rather, the expression means that the country is developing or improving.

In Uzbek media texts, space metaphors are also actively used. Expressions such as "taraqqiyot yo'lidan borish," "yangi bosqichga ko'tarilish," "islohotlar maydoni," "kelajak sari qadam tashlash," "xalqaro maydonga chiqish," "ijtimoiy hayotda o'z o'rnini topish" are common in journalistic language. These examples show that the concept of space is often associated with national development, social activity, public participation and historical progress.

A comparative analysis shows that both English and Uzbek media texts use the metaphorical model PROGRESS IS FORWARD MOVEMENT. In English, this model is expressed through phrases like "to move ahead," "to go forward," "a path to success." In Uzbek, it appears in such expressions as "oldinga siljish," "taraqqiyot sari yurish," "rivojlanish yo'li." The

similarity can be explained by the universal human experience of movement: people usually associate forward movement with improvement and backward movement with decline.

However, there are also cultural differences. English media discourse often uses space metaphors in connection with competition, global position and institutional development. Uzbek media discourse, on the other hand, frequently connects space metaphors with national progress, collective movement, social unity and moral development. For example, the Uzbek expression "xalq bilan birga taraqqiyot yo'lidan borish" contains not only the idea of progress, but also the idea of collective participation and social harmony.

Expression of time metaphors in English and Uzbek media texts. Time is an abstract concept, and it is difficult to describe without metaphor. In many languages, time is understood through movement, value, pressure, flow and direction. In media texts, time metaphors are especially important because journalism always deals with current events, historical processes and future expectations.

In English media texts, time is often conceptualized as a moving object or a limited resource. Expressions such as "time is running out," "the future is approaching," "a turning point in history," "a period of uncertainty," "a race against time," and "the flow of events" are widely used. These metaphors show that time is perceived as something dynamic, valuable and sometimes threatening. For example, the phrase "time is running out" creates a sense of urgency and pressure. It is often used in political, environmental or economic contexts.

In Uzbek media texts, time metaphors are also rich and meaningful. Expressions such as "vaqt talabi," "zamon bilan hamnafas bo'lish," "davr ruhi," "tarixiy bosqich," "kelajak sari intilish," "vaqt sinovi," "bugungi kun talabi" are frequently found in journalistic discourse.

These metaphors represent time as a social force, historical condition or moral test. For instance, "vaqt talabi" means not simply a demand of time, but a necessity created by social development and historical circumstances.

Both English and Uzbek media texts use the metaphorical model TIME IS MOVEMENT. In English, this can be seen in expressions like "time passes," "the future comes," "years go by." In Uzbek, similar meanings are expressed through "vaqt o'tadi," "kelajak yaqinlashmoqda," "yillar ortda qolmoqda." These metaphors are universal because human beings perceive time through changes, movement and sequence.

Another common metaphorical model is TIME IS A RESOURCE. In English media discourse, this model appears in phrases such as "save time," "waste time," "invest time," "time is valuable." In Uzbek, similar expressions are used: "vaqtni tejash," "vaqtni behuda sarflash," "vaqtdan unumli foydalanish." These expressions reflect the practical and social importance of time in modern life.

At the same time, Uzbek media texts often give time a more moral and historical meaning. Expressions like "zamon sinovi," "tarix saboqlari," "davr talabi" show that time is connected with responsibility, experience and national memory. English media texts, by contrast, often emphasize speed, deadlines, urgency and change. This difference reflects certain cultural and communicative tendencies in both languages.

Expression of life metaphors in English and Uzbek media texts. Life is one of the most metaphorically rich concepts in language. Since life includes many experiences, emotions, difficulties and changes, it is often described through concrete images such as journey, struggle, test, game, road, stage and growth. In media texts, life metaphors are used to discuss social issues, human stories, public values and national development.

In English media discourse, life is often represented as a journey. Expressions such as

"life journey," "a road to success," "a difficult path," "new chapter in life," "crossroads," "life challenges," and "moving on" are widely used. These metaphors present life as a process of movement from one stage to another. For example, the phrase "a new chapter in life" suggests change, renewal and personal development.

Another important metaphor in English media texts is LIFE IS A STRUGGLE. This model appears in expressions such as "fight for a better life," "battle against poverty," "struggle for survival," "overcome obstacles." Such metaphors are often used in social, political and humanitarian contexts. They create emotional intensity and emphasize human effort.

In Uzbek media texts, the concept of life is also frequently expressed through the metaphors of journey, test, struggle and growth. Expressions such as "hayot yo'li," "hayot sinovlari," "turmush tashvishlari," "baxt sari intilish," "hayot maktabi," "orzular sari qadam," "yangi hayot bosqichi" are common. These metaphors show that life is understood as a meaningful process connected with experience, patience, moral strength and social responsibility.

The metaphor LIFE IS A JOURNEY is universal in both languages. English media texts may use "path of life" or "journey to success," while Uzbek texts use "hayot yo'li" or "muvaffaqiyat sari yo'l." In both cases, life is presented as movement toward a certain goal. However, Uzbek media texts often contain stronger moral and collective meanings. For example, "hayot maktabi" emphasizes experience and wisdom, while "hayot sinovlari" suggests patience, endurance and spiritual strength (Safarov, 2006).

In English media discourse, life metaphors often focus on individual achievement, personal choice and self-realization (Fowler, 1991). In Uzbek media discourse, life metaphors are more frequently related to family, society, moral values and collective well-being. This does not mean that one language lacks the meanings found in the

other; rather, it shows that each language gives priority to different cultural aspects of the same universal concept.

Functional features of metaphors in English and Uzbek media texts. Metaphors in media texts perform not only descriptive, but also persuasive and evaluative functions (Bell, 1991). They help journalists to interpret events and guide the reader's perception. For example, if an economic problem is described as "a barrier," the reader perceives it as something that can be overcome. If reforms are described as "a road to progress," they are understood as a necessary and positive process. If social difficulties are presented as "life tests," they gain moral and emotional significance.

In English media texts, metaphorical expressions often serve to create a dynamic and competitive image of reality. Political and economic processes are frequently presented as races, battles, challenges or movements toward success. Such metaphors reflect the importance of activity, efficiency, innovation and competitiveness in English-language media discourse (Cameron, 2003).

In Uzbek media texts, metaphors often serve to strengthen ideas of national development, social unity, moral responsibility and historical continuity. Expressions such as "yangi taraqqiyot bosqichi," "kelajak sari dadil qadam," "milliy yuksalish yo'li," "vaqt talabi," "hayot sabog'i" show that metaphor is used to express not only information, but also values. These metaphors create a positive emotional tone and connect current events with broader national and cultural meanings.

Another important function of metaphor in media texts is simplification. Political reforms, economic strategies, social changes and international relations may be difficult for ordinary readers to understand. Metaphors make these processes more accessible (Musolff, 2004). For example, the metaphor "economic growth is rising" or "iqtisodiy o'sish yuqorilamoqda" helps readers imagine economic development as upward movement.

Similarly, “a crisis wave” or “inqiroz to’lqini” presents a complex social phenomenon through the image of natural movement.

Metaphors also perform an emotional function. They can create hope, fear, confidence, urgency or sympathy. For instance, “a bright future” and “yorqin kelajak” create a positive image, while “a dark period” and “og’ir davr” express difficulty and uncertainty. Thus, metaphor becomes a powerful instrument in shaping public opinion.

Similarities and differences between English and Uzbek metaphorical expressions

The analysis of English and Uzbek media texts shows that both languages share many common metaphorical models. This is connected with universal human experience. People in different cultures experience space, time and life through the body, movement, direction, growth and change. Therefore, metaphors such as LIFE IS A JOURNEY, TIME IS MOVEMENT, PROGRESS IS FORWARD MOVEMENT, DIFFICULTY IS AN OBSTACLE and SUCCESS IS UPWARD MOVEMENT exist in both English and Uzbek.

For example:

Conceptual metaphor	English expression	Uzbek expression
<i>Life is a journey</i>	a path of life, life journey	hayot yo’li, umr yo’li
<i>Time is movement</i>	time passes, the future is coming	vaqt o’tadi, kelajak yaqinlashmoqda
<i>Progress is forward movement</i>	move forward, step ahead	oldinga siljish, taraqqiyot sari qadam
<i>Difficulty is an obstacle</i>	overcome barriers	to’siqlarni yengib o’tish
<i>Success is upward movement</i>	rise to success	yuksak marralarga erishish

Table 1.

At the same time, there are important cultural distinctions. English media metaphors are often shaped by concepts of individualism, competition, innovation and speed. Uzbek media metaphors tend to reflect social solidarity, national identity, moral values and historical experience. For example, English media may describe reforms as “a competitive race for progress,” while Uzbek media may describe them as “xalq farovonligi yo’lida amalga oshirilayotgan islohotlar.” The first expression emphasizes competition and movement, while the second emphasizes social welfare and collective purpose.

This difference is especially visible in life metaphors. English media often presents life as a field of personal achievement and self-realization. Uzbek media often presents life as a process connected with family, society, morality and patience. Therefore, metaphorical

analysis helps to reveal not only linguistic meanings, but also cultural values hidden behind words.

Media language has a strong influence on how people understand events. Metaphors are among the main tools of this influence. When readers encounter metaphorical expressions, they do not simply receive information; they also receive a certain interpretation of reality. In this sense, metaphor is connected with ideology, evaluation and social perception.

For example, if migration is described as “a wave,” it may create an image of a powerful and uncontrollable movement. If economic reforms are described as “a path to prosperity,” they are presented as positive and necessary. If time is described as “running out,” the reader feels urgency. If life is described as “a struggle,” attention is focused on difficulties and human effort.

In both English and Uzbek media texts, metaphors help to organize public discourse. They make abstract concepts visible and emotionally meaningful. They also create a bridge between language and culture. Through metaphors of space, time and life, media texts show how society understands development, change, responsibility, success and future.

Thus, metaphorical expressions in media texts are not accidental linguistic ornaments. They are meaningful cognitive and communicative structures. Their analysis allows us to understand how English and Uzbek media discourse represents social reality and how language participates in the formation of public consciousness.

Conclusion

In conclusion, the analysis of space, time and life metaphors in English and Uzbek media texts shows that metaphor is not only a stylistic means of expression, but also an important cognitive and communicative tool. Through metaphorical language, media texts make abstract social, political, economic and cultural processes more concrete, understandable and emotionally influential for readers. Metaphors help journalists not only describe events, but also interpret them, evaluate them and guide public perception.

The study reveals that both English and Uzbek media texts widely use universal conceptual metaphors such as LIFE IS A JOURNEY, TIME IS MOVEMENT, PROGRESS IS FORWARD MOVEMENT, DIFFICULTY IS AN OBSTACLE, and SUCCESS IS UPWARD MOVEMENT. These similarities are connected with common human experience, since people perceive the world through movement, direction, space, change and personal

experience. Therefore, many metaphorical models in both languages have similar cognitive foundations.

At the same time, the research demonstrates that metaphorical expressions in English and Uzbek media discourse have certain national and cultural features. In English media texts, metaphors are often associated with individual progress, competition, speed, innovation and institutional development. In Uzbek media texts, metaphors more frequently reflect collective values, national identity, social harmony, historical memory and moral responsibility. This shows that metaphor is closely connected with the cultural worldview of a nation.

Space metaphors in both languages mainly express movement, direction, development, social position and progress. Time metaphors represent time as movement, resource, pressure, historical stage or social demand. Life metaphors are commonly based on the ideas of journey, struggle, test, growth and transformation. These metaphorical models perform explanatory, persuasive, evaluative and emotional functions in media discourse.

Thus, the comparative study of metaphors of space, time and life in English and Uzbek media texts allows us to understand the relationship between language, culture, cognition and mass communication more deeply. The results of the research may be useful for cognitive linguistics, comparative linguistics, media linguistics, translation studies and intercultural communication. Metaphor should therefore be considered as one of the key linguistic mechanisms through which media discourse represents reality and shapes social consciousness.

References:

1. Bell, A. (1991). *The language of news media*. Blackwell.
2. Cameron, L. (2003). *Metaphor in educational discourse*. Continuum.
3. Fowler, R. (1991). *Language in the news: Discourse and ideology in the press*. Routledge.

4. Lakoff, G. (1987). *Women, fire, and dangerous things: What categories reveal about the mind*. University of Chicago Press.
5. Lakoff, G., & Johnson, M. (1980). *Metaphors we live by*. University of Chicago Press.
6. Musolff, A. (2004). *Metaphor and political discourse: Analogical reasoning in debates about Europe*. Palgrave Macmillan.
7. Semino, E. (2008). *Metaphor in discourse*. Cambridge University Press.