

FORMATION OF COGNITIVE METAPHORS IN COMMERCIAL  
TEXTS AND THEIR CULTURAL FOUNDATIONS

Xolisova Gavharoy Mannobjon qizi Andijon davlat chet tillari instituti  
Umumiy va qiyosiy tilshunoslik kafedراسi dotsenti f.f.f.d

**Abstract:** The formation of cognitive metaphors in Uzbek commercial discourse is directly linked to the national linguistic picture of the world and cultural codes, serving to activate positive cognitive associations in the consumer's mind. The construction of cognitive metaphors in commercial texts primarily relies on several core models, one of the most prominent being the "Product — Human" (Anthropomorphism) model.

**Keywords:** language, cognition, pragmatics, social context, theoretical foundations, functional characteristics.

In commercial discourse, metaphor is not merely a figurative tool of language but functions as a cognitive mechanism that creates a new reality regarding a product or service in the consumer's mind. Based on the theory of J. Lakoff and M. Johnson that "*Metaphors are the reality we live by,*" it can be argued that cognitive metaphors in commercial texts facilitate the perception of abstract economic concepts (trust, quality, convenience, profit) through concrete images (space, movement, emotion) derived from everyday human experience. In Uzbek commercial discourse, the formation of these metaphors is inextricably linked to the national linguistic worldview. One of the dominant models is "**Product — Human**" (**Anthropomorphism**). By attributing human qualities to inanimate objects, an emotional bridge is established between the brand and the customer. For instance, units such as "*Technology that understands you,*" "*Tea that cures pain,*" or "*Shoes that give rest to your feet*" categorize the product not just as an object, but as a "caring friend" or "assistant" capable of solving the consumer's problems.

Metaphorical Model	Linguistic Expression	Cognitive Essence
<b>COMMERCE IS MOVEMENT (Path)</b>	"A step toward success," "You will go far with us."	Perceiving economic cooperation as spatial movement.
<b>QUALITY IS DURABILITY</b>	"A brand with a solid foundation," "A rock-solid guarantee."	Evaluating abstract trust through physical attributes.
<b>MARKET IS A BATTLEFIELD</b>	"Squeezing out the rival," "Conquering the market."	Understanding commercial competition as military conflict.

***Cultural Context and National Values***

The cultural basis of cognitive metaphors is closely tied to the national and spiritual values of the Uzbek people. Specifically, the "**Product — Family**" and "**Quality — Mother’s Love**" models are the most persuasive tools. Advertisements for food products often use metaphors like *"Like the bread your mother baked"* or *"Just like home-cooked,"* which trigger the consumer's childhood memories, nostalgia, and sense of security. Here, the concepts of "Home" and "Mother" act as cultural codes for the highest guarantee of quality and safety.

Furthermore, spiritual-ethical concepts like "**Baraka**" (**Blessing**) and "**Fayz**" (**Grace**) are manifested in furniture or real estate discourse as *"Bringing grace to your home,"* elevating an economic transaction to the level of a moral value.

***Psychological and Manipulative Power***

Cognitive metaphors such as "**Price — Physical State**" (e.g., *"Soft prices," "Frozen prices"*) and "**Service — Protection**" (e.g., *"Your financial shield"*) possess significant manipulative power. The "soft price" metaphor creates a cognitive map of a "painless" and "comfortable" payment process. In the banking sector, the "financial shield" metaphor forces the perception of the service as a protective barrier against social risks. In Uzbek market communication, somatic metaphors involving the human body are also highly effective. Phrases like *"Heart-warming prices"* or *"Ear-pleasing discounts"* shift abstract price/quality concepts to the level of physical sensations. This causes the consumer to perceive the price emotionally rather than through logical analysis.

***Conclusion***

Cognitive metaphors in commercial texts function as "information packaging" that directs the buyer's attention toward the positive attributes of a product. Whether it is the "**Product — Social Ladder**" model (e.g., "*Key to success*") or the "**Wealth — Plant**" model (e.g., "*Taste the fruit of your investment*"), these metaphors synthesize national mentality, cultural codes, and universal human emotions. They transform dry information into a cognitively and aesthetically appealing image, directly influencing the subconscious decision-making process of the buyer. Ultimately, they align the consumer's worldview with the brand's strategic goals by anchoring them in the deep layers of national archetypes and stereotypes.

**Adabiyotlar ro'yhati**

1. . Ломоносов М.В. Полное собрание сочинений. Т. 7: Труды по филологии 1739–1758 гг. – М.-Л.: Изд-во АН СССР, 1952. – С. 392.
2. Гумбольдт В. фон. Избранные труды по языкознанию. – М.: Прогресс, 1984. – С. 68.
3. Уорф Б. Л. Наука и языкознание // Новое в лингвистике. Вып. 1. – М.: Изд-во иностр. лит., 1960. – С. 169-182.
4. Юсупов Ў.Қ. Сравнительный анализ английских и узбекских сложноподчиненных предложений с придаточными условными. - дисс... канд.филол.наук. Т.1971г.49с.
5. Хошимов Ғ. М. К теории концептов и их таксономики в когнитивной лингвистике // Систем-структур тилшунослик муаммолари. Филология фанлари доктори, профессор Н.К.Турниёзов таваллудининг 70-йиллигига бағишланган Республика илмий-назарий конференцияси материаллари. Самарканд, 2010й. 68б.
6. Николаева, Т.М. Краткий словарь терминов лингвистики текста / Т.М. Николаева // Новое в зарубежной лингвистике: Лингвистика текста ; сост., общ. ред. и вступ. ст. Т.М. Николаевой. – М., 1978. – Вып. VIII. – С. 467 – 472.
7. Карасик, В.И. Языковой круг: личность, концепты, дискурс / В.И. Карасик. – М. : Гнозис, 2004. – 390 с
8. Арутюнова, Н.Д. Метафора / Н.Д. Арутюнова // Лингвистический энциклопедический словарь. – М., 1990. – С. 296 б