

METAPHOR AS A FORM OF EXPRESSION OF IDEAS

Metaphor has long been talked about as a component of human thinking and speech. The basis of this statement is the works of famous philosophers and psychologists. Aristotle, who laid the foundations for consideration of the nature of metaphor, considered it a linguistic ornament and the only possible means of encoding meanings, asserted that with its help a person can notice similarities between objects or phenomena, "speak in an unusual way about the usual."

The desire of people to explain new phenomena with the help of familiar concepts, the transfer of certain signs from one subject to another subject based on their similarity, was noticed by ancient philosophers. Many images-symbols appeared that helped to associate different concepts. In the Middle Ages, symbolic thinking was replaced by logical thinking. Philosophers considered metaphoricality as a secondary form of knowledge, a way of describing the hypothetical properties of the subjects being studied. Today, metaphor is considered as an important part of the human thinking process, as an opportunity to explain new concepts with the help of familiar, traditional ones. Thus, the transfer allows you to quickly find a clear meaning of unfamiliar concepts, to correlate them with already known ones. Metaphors make it possible not only to imagine a new phenomenon, but also to give birth to other associative series, enriching a person's social experience.

Metaphor performs several different functions, depending on which it can be considered as a stylistic device, as a way of figuratively expressing content, as a way of learning and naming new concepts, and as a way of thinking. The functions of metaphors include communicative – the function of communication, cognitive – the function of knowledge, aesthetic – the feeling of beauty.

There are many classifications of metaphors. Even Aristotle singled out four types of metaphorical transfers: from genus to species; in view of the genus; from type to type and transfer according to the principle of proportional analogy. This classification is still relevant today, but researchers often emphasize that only the fourth type is actually a metaphor, and all the others are either semantic contraction (from genus to species), or metonymy (from species to species), or synecdoche (from species to genus) . Quintilian took the characteristic of being/non-being as the basis of classification and distinguished the transference: from being to non-being; from non-being to being; from creature to creature; from non-being to non-being. In modern linguistics, the most common classification of metaphors is based on the belonging of the word denoting the auxiliary subject of the metaphor to a certain semantic or thematic group: anthropomorphic metaphors (modeling the surrounding world according to human similarity); nature-morphic metaphors (the world, man, various spheres of his activity are likened to animate and inanimate nature). The second type is divided into zoomorphic metaphors (modeling reality by analogy with an animal), phytomorphic (modeling reality by analogy with a plant), landscape (modeling reality by analogy with elements of a certain area). Zoomorphic and phytomorphic metaphors have an ethnocultural color and are associated with a

mythical worldview; sociomorphic – model the world according to the similarity to various spheres of human social activity, for example, sports, art, religion, everyday life; artifactual metaphors that model the world by similarity to objects, create a person. Metaphors of this type represent the world as a mechanism (complex machines, vehicles, weapons), a building, a computer, a tool (tools, musical instruments), etc. Syncretic metaphors built on the basis of associative cognitive structures related to various human sensory spheres are also distinguished.

In our time, metaphor has widely entered various fields of science, it is actively used by creative individuals who, with the help of vivid metaphorical metaphors, raise the artistic level of their works, by scientists and practical psychologists. Its ability to change people's worldview, ambiguity, which helps to develop thinking, become the basis for creating new creative products that are relevant for today. When communicating, a person often consciously or unconsciously uses metaphorical formations, which makes it possible to fully express his thoughts, figuratively reproduce the essence of things. Many new metaphors quickly become traditional, commonly used; they allow you to quickly identify unfamiliar things.

With the help of metaphors that a person often uses, it is possible to trace the foundations of his worldview, the system of vital values, the peculiarities of everyday life, etc. Speech is often called the clothing of thought, therefore, the level of expression, the ability to use linguistic richness, to fill the conversation with bright tropes determine the general level of a person. The brighter and more interesting a person is, the more meaningful and associative his thinking and speech are.

Metaphor remains in the center of attention of scientists, its potential is not fully explored and needs deeper research. With the passage of time, people's worldview changes, new information forms other images, new metaphorical metaphors appear. Rethinking the ideas and advice of psychologists, philosophers, and scientists gives impetus to modern hypotheses. Metaphor is increasingly included in school analysis, helps to deeply analyze images, reveal problems, understand the idea and features of the author's worldview. Practical psychologists work with metaphor, widely use its possibilities for metaphorical maps. Metaphors are reinterpreted and created by new people of creative professions: writers, artists, designers.

We see the prospects for further scientific research in the study of new functional possibilities of metaphors taking into account the requirements of modernity.