
CONFERENCE ARTICLE**LINGUOPRAGMATIC FEATURES OF METAPHOR AND METONYMY IN THE TRANSLATION OF PUBLICISTIC TEXTS (BASED ON ENGLISH AND UZBEK MATERIALS)****Gafurova Gulrukh Bakhtiyarovna**Senior Lecturer, Faculty of Philology, Jizzakh State Pedagogical University, Uzbekistan

ABSTRACT

This paper analyzes the linguostylistic and pragmatic features of metaphor and metonymy in the translation of publicist texts. The research is conducted on the basis of English and Uzbek language materials and examines the role of these stylistic devices in ensuring textual expressiveness as well as the problems of their adequate rendering in translation. The study substantiates the necessity of preserving not only semantic equivalence but also pragmatic equivalence in the translation process.

Keywords: Publicist text, translation, metaphor, metonymy, linguopragmatics, stylistic device, pragmatic effect, communicative intention, media discourse, imagery, equivalence, English and Uzbek languages.

INTRODUCTION

Metaphor is considered one of the most significant means of figurative interpretation of reality in publicist texts. It enables complex socio-political, economic, and cultural processes to be presented in an understandable and emotionally powerful way for a wide audience. A metaphor is constructed not through direct nomination of a phenomenon but through its representation via another conceptual image. Thus, it reveals not only the informational layer of the text but also its evaluative and emotional components. Metaphor is a figurative unit based on similarity, analogy, or shared characteristics between two entities, where the features of one object are transferred to another. As a result, a new semantic field is created, and the message becomes more vivid, expressive, and memorable. In publicist discourse, metaphor plays a crucial role because it reflects the author's attitude toward reality and serves to shape public opinion. Therefore, metaphor should be regarded not only as a linguostylistic phenomenon but also as a linguopragmatic one. I. R. Galperin defines the publicist style as a combination of informing and influencing functions, which explains the communicative importance of stylistic devices in this type of discourse. "The economy is on the brink of collapse."

The expression "on the brink" metaphorically indicates a dangerous and critical state of the economy. Translating it simply as "in a difficult situation" would weaken its figurative force. The Uzbek equivalent "Iqtisodiyot qulash yoqasida turibdi" preserves the metaphorical imagery and pragmatic intensity of the original. Metonymy, in contrast, is based on contiguity rather than similarity. L. T. Bobxonova defines metonymy as a figurative unit grounded in associative relations between concepts. For instance: "The White House announced new measures." Here, "The White House" stands for the U.S. government. The Uzbek translation "Oq uy yangi choralarni e'lon qildi" maintains the metonymic structure, whereas replacing it with "The U.S. government" would neutralize the stylistic effect. According to Norman Fairclough, media texts function as part of social discourse and carry ideological implications. Consequently, metaphor and metonymy serve not only as expressive devices but also as instruments of implicit evaluation. Political discourse frequently employs metaphor, for example: "The country is fighting an invisible enemy." The phrase

"invisible enemy" may refer to a pandemic or terrorism. The Uzbek version "Mamlakat ko'rinmas dushmanga qarshi kurashmoqda" preserves the metaphorical impact.

L. Nelyubin emphasizes that the purpose of metaphor lies not merely in naming a phenomenon but in providing its expressive characterization. Similarly, N. D. Arutyunova considers metaphor as a transpositional mechanism that transfers identifying features from one semantic domain to another. The semantic structure of metaphor includes several interrelated components: the primary meaning of the word, the image created through comparison, the new conceptual meaning arising from interpretation, and the newly formed nomination. This dual semantic nature explains its multifunctionality and richness in meaning. In publicistic texts, these additional meanings intensify the communicative and pragmatic load.

For example, the BBC headline: "Afghan women 'banned from midwife courses' in latest blow to rights." The phrase "latest blow to rights" metaphorically conveys a severe violation of women's rights. The Uzbek version published on BBC Uzbek service reads: "Afg'on ayollariga doyalikka o'qish ham ta'qiqlandi – huquqqa so'nggi zarba berildimi?" The metaphor "blow" is rendered as "zarba", preserving the figurative meaning and stylistic coloring. The addition of the particle "ham" intensifies the pragmatic implication, suggesting that this restriction follows previous limitations. In this case, the strategy of literal metaphor translation combined with lexical addition is employed. An alternative version such as "inson huquqlariga so'nggi zarba" could further clarify the evaluative nuance.

Conclusion

Metaphor and metonymy are key stylistic devices that ensure the expressiveness and persuasive force of publicist texts. Through these devices, authors evaluate reality, shape public opinion, and implement communicative intention. Their adequate rendering in translation is essential for maintaining pragmatic equivalence. Thus, translation of publicist discourse requires not only semantic accuracy but also stylistic and communicative correspondence. Metaphorical expressions may be translated through strategies such as lexical addition, equivalent metaphor creation, transformation into simile, or descriptive rendering.

Metonymy, frequently used in headlines, contributes to brevity and expressiveness and is often rendered through transliteration or literal translation while preserving stylistic value.

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