



## The Functions Of Metaphorical Terms Linked With “Health”

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**Abstract:** This thesis is related to the importance of functions and semantics of the metaphors. The impact of metaphors on different illnesses, like cancer, offer a relevant study for our purposes, because there is a proof that metaphors may play a major and potentially beneficial role in the relationship of people with the diseases. Moreover, three dominant concepts (patient, disease and physician), which are related to the concept “health” were explained by means of metaphorical terms, based on the aspects of war metaphors, parental metaphors, engineering metaphors and sport metaphors.

**Key words:** concept, speech, term, phrase, context.

Metaphor – a figure of speech, expressing a term or phrase, which is applied to something that is not literally applicable in order to suggest a resemblance. An object activity or idea and the most easy explanation of metaphor is the comparison of one thing to another without to use of like or as:[1]

For ex: “A man is but weak reed”, “The road is a ribbon of moonlight”.

Metaphors are often used in literature and high-priced speech. Metaphor is an effective linguistic instrument because it expands our understanding of human cognition.

How important is a medical insurance worker’s choice of phrases and words in terms of health communication efficiency? “Way to greet people, paying attention to them, looking up from our notes or computer screens to see them as they are speaking with us, being courteous, and encouraging them to feel heard”.[2]

In either case, as the health-care system shifts toward outpatient care and health-care staff must maximize increasingly uncommon experiences with patients, exceptional efficiency in health communication is needed. The difficulty in this modern health-care world is to produce health messages, which normally necessitates current knowledge of human anatomy and physiology, research and statistics—that are both important to the patient and easy to comprehend and recall.

Now we will see the functions of metaphorical terms. They are distinguished to following types, such as nominal, framing and influencing (change of opinion):

-nominal type is for explaining the definition of metaphorical terminology,

-framing is easy and gentle explanation of serious diseases to the patient, higher satisfaction to care and better understanding of disease and treatment:

-changing of opinion-give motivation to patients and change their opinion of themselves. The main function of the use of metaphors in healthcare is the “**nominal**” one, in which the aim is to explain the definition of medical terminology (terminology level). Secondly, the “**framing**”, when the aim is to make complex concepts, such as, for example, mechanisms of pathogenesis (language level), more thoroughly understood. Finally, “**change of opinion**”, at the level to motivate and convince to better therapeutic adherence and a better lifestyle (communicative level).



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There is given a conversation between the doctor and patient

*MD: Mr.T, how did it go last night?*

*Mr.T: Not so good doc. Lots of pain. Couldn't sleep. But you know me. I took some pain medicine and soldiered on.*

*MD: Yeah! That's what I admire about you. You are a **real fighter***

Here is the doctor tries the patients to have positive impact by the metaphorical word combination "you are a real fighter" in the oral communication.

*Mr.T: Right on doc! sounding pleased. I am No quitter. So did you get my bone scan results back?*

*MD: Yes, I did. It was positive*

*Mr.T: Positive? sounding hopeful. That is good, right?*

*MD: Unfortunately, it means that the cancer has spread to your bones. In fact, your bone scan lit up like a Christmas tree.*

This dialog provides an example of a conversation between a doctor and a patient, where the doctor addresses the patient with a conclusion about their illness in some easy way, that is, using metaphorical phrases, as indicated above. This, in turn, leads to the fact that the patient has some kind of disease and changes his opinion about himself and begins to look on the positive side. Metaphorical combinations are considered very important not only in a novel or poems, but also in the field of medicine.

The language of medicine can be as clear as mud. A key reason for this is clinical medicine is not exact science but more of a blended art form of science.

Next, let's begin with three dominant concepts which are related to the word "health", they are patient, disease and Physician (doctor). Here are examples of the following types of metaphorical terms listed below, such as war metaphor, parental metaphor, engineering metaphor, sport metaphors.

## War metaphor

*-physician is war captain*

*patient is a battleground*

(1-rasm)

In these examples, the doctors are like captain of battlefield and patient is compared to battleground.

## Parental metaphor

(2-rasm)

*Physician is a having parent*

*Patient is a child*

## Engineering metaphor



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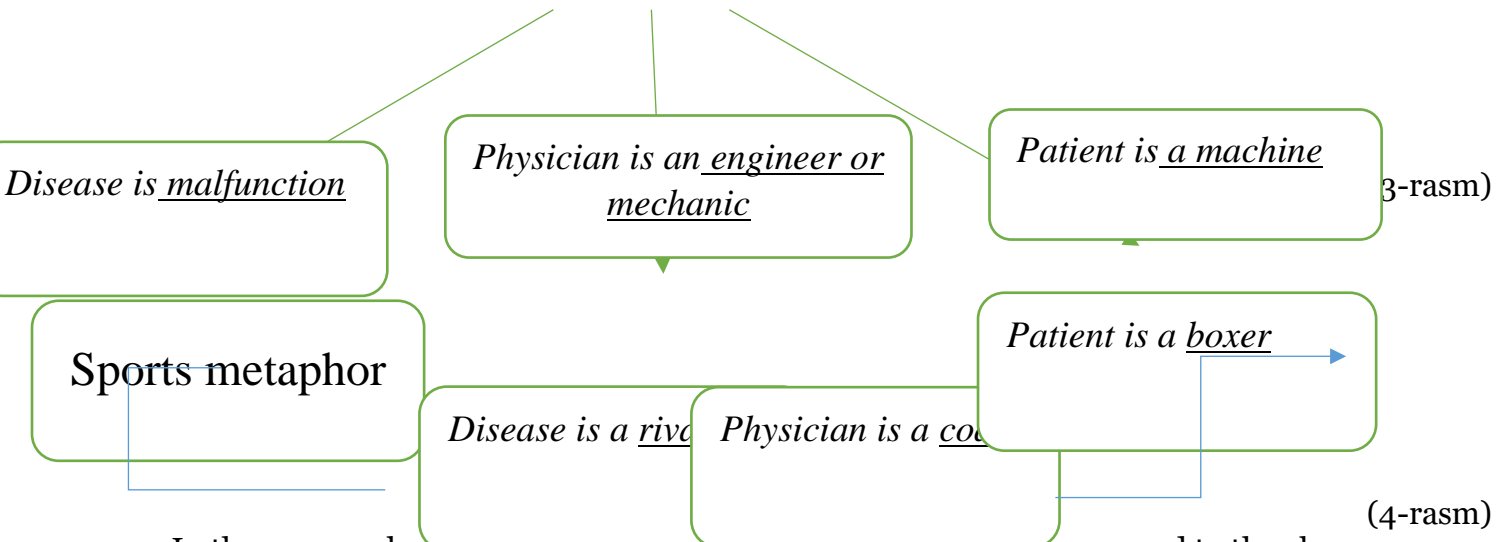
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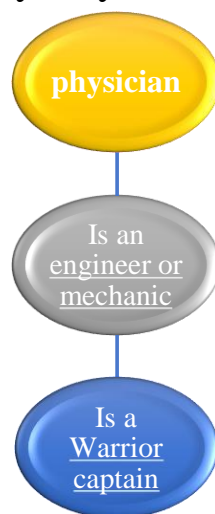
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In these examples, such words are used that are close to and correspond to the above metaphorical terms, for example, in the parental metaphorical terms that given the words of child and parent, and in the metaphorical terms of engineering, we can distinguish these types by using words such as malfunction, engineer or mechanic and etc.

## Synonymic metaphorical terms:





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(5-rasm)

From a linguistic point of view, these words, which are presented in a synonymous metaphorical sense, have the same meaning in the context, but out of the context, they usually differ from each other. In conclusion, we may say, several types of metaphorical terms that are important not only in the field of literature, but also in other areas of society, including medicine. In this work we have identified metaphorical terms and analyzed them in a linguistic point of view. Thus, a metaphor can be a guide to future action, which will strengthen the metaphor's power to make experience coherent. Two of our most important organs in the public imagination, brain and heart, are often associated with the spheres of rationality and passion, respectively.

The symbology connected with this dualism is so profoundly ingrained in our lives that we sometimes ignore the empirical reality that it is simply a metaphor, a growing rhetorical figure in daily language.

Linguist scientists Lakoff and Johnson described the metaphor very beautifully, [3]we must move away from the notion that metaphorical terms are useful only in artistic and figurative language, on the contrary, the metaphor is of great importance in communication and education in the life of mankind, and at the same time we must apply it in many aspects of our lives.[4] Metaphors serve not only as an ornament of the language, but also as a clipping for clarity. Metaphor is a versatile process, so its description also covers several aspects. The strength of the metaphor is that the sentence is short and clearly expressive reflection. In conclusion, Metaphors are important in communication and cognition because they convey, represent and reinforce various ways of making sense of particular aspects of our lives. Because of the fundamental features of the philosophical framework of medicine, they are modelled in this research elements of human wellbeing.

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The theme "health" is one of the common concepts, which appears nearly all of the language contents of every nation in the world.

As the analysis showed, the phraseological meaning consists not only of components indicating the health sphere, but also of components other concepts, as well as it consists of metaphorical and non-metaphorical grounds. Metaphorical terms are also used in areas of coverage, especially in the field of medicine, when referring to patients with dangerous cancer among medical staff, for example, oncologists psychologically calm patients during treatment to give them some reassurance



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and hope. While patients described pain with concrete metaphoric expressions such as stubborn, Stabbing and sharp, doctors used only a more elusive metaphor.

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