Cognitive Peculiarities of Meteorological Metaphor in Russian and German Languages (Based on Material of Weather Forecasts)

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Abstract: metaphor in this work serves as a study object for cognitive scientists. The authors deal with such notions as ethnical mentality, national world vision and self-cognition. Studying cognitive features of linguistic unit and ways of categorizing ideas about the world become relevant issues in this work. Meteorological metaphor is represented as a cognition pattern and a way of transforming the worldview in the mind of the recipient.

Key words: Concept · Meteorological metaphor · Meteorological discourse · Meteorological model · Cognition

INTRODUCTION

In recent decades, metaphor became one of the important areas of studying in cognitive linguistics. Modern cognitive science (G. Lakoff, M. Johnson, N.D. Arutyunova, A.N. Baranov, E.S. Kubryakova, V.A. Maslova and others) considers metaphor as a basic mental operation and a way of perception, structuring and explanation of the world. Metaphor in communication is a relevant means of influencing the intellect, feelings and will of locutionary target. Metaphor arouses interest by the fact that creating new meanings it compares different entities that pass through person’s cognition, correlating the world with the scale of human knowledge and understanding with the system of cultural and national values. Thus, ethnic mentality, national worldview and identity notions become fore fronted. In this regard, the questions of studying cognitive features of linguistic unit values and ways of categorizing ideas about the world become relevant.

Currently, researching metaphor issue, the center of significance has shifted to studying actual speech. In the cognitive aspect metaphor serves as an important way to structure reality and reflect complex cognitive and mental processes in the human mind. In Kazakh linguistics metaphor problem is considered in the works of such well-known linguists as M.M. Kopylenko, K. Achanov, I. Kenesbaev, G. Musabayev, A. Bolganbayev, A. Aygabylov and M.T. Sabitova. The works of B.H. Khassanov take a special place among the early studies of metaphor in Kazakhstani linguistics, where he calls the metaphor “an emotional element”, which contributes to the vividness of the text and provides its expressiveness [1, 24].

MATERIALS AND METHODS

The stated purpose and tasks of the work have caused the application of various methods. The major ones are as follows: continuous sampling of the actual material, quantitative method, inductive method of microstylistics i.e. observing the life of a single word in the text and a method of linguistic phenomena description, in particular metaphor. Semantic aspects of studying metaphor phenomenon caused the use of component analysis as well.

Thus, we would like to note the fact that an optimal combination and fusion of various analysis methods allowed us to objectively conduct the research of the chosen object and describe the procedure in a more meticulous way. Applying the unity of different approaches and knowledge of metaphor phenomenon from various humanitarian disciplines (philosophy, psychological linguistics, literature etc.) provide us with an opportunity to use a metaphor as a peculiar type of thinking. This idea became a starting point for making the research. Analysis of certain metaphors taken from weather forecasts, as it is presented...
in the work, became possible due to the fact that philological principle served as a basis. This principle provides a special approach to the word used in the text, which is expressed in its complex comprehension, synthesis of knowledge on the issue of metaphorisation in various human sciences.

In this paper, meteorological metaphors are analyzed in terms of the theory of metaphorical modeling reality—a relatively new scientific field, which launched its developing in the framework of cognitive linguistics at the end of the XX century. In accordance with this theory, conceptual metaphor is not just a figure of speech designed for decoration and making the message more understandable but also a way of thinking and transforming the world view in the mind of the recipient. We can discuss the existence of unique single and continuous semantic space in each language, where one can understand and appreciate peculiarity of a particular language fragment.

Recently, researchers have shown a growing interest in the specifics of national sphere of concepts, to the peculiarities of national linguistic consciousness. Thus, comparative studies today actualize the character, which vividly and clearly emphasizes regularities and features of the studied linguistic phenomena, ultimately rising to the specifics of the native speakers’ mentality and culture. However, it should be noted that the specific features of one language semantics distinguishing it from all other languages do not form a coherent picture, but just separate worldview fragments. Therefore, we can say that the linguistic world view is a set of national specific reflections in the language of certain fragments.

**Analysis:** The present research, devoted to the study of meteorological metaphor in comparative aspect from the standpoint of conceptual metaphor theory, is conducted among the first ones in the Kazakhstani linguistics.

The relevance of this research is connected with the need of further comprehensive study of a modern mass media language, including the study of the metaphorical representation worldview laws, taking into account the specifics of the national mentality and defined by the need of studying the use of language units by communicants in communicative speech acts. Research of meteorological metaphor in comparative aspect allows identifying the most significant similarities and differences in terms of their cognitive, semantic and pragmatic features, as well as understanding this problem, as a reflection of national culture in the semantics of metaphor.

Each text is differentiated by its inherent figurative expressive system, which also includes various kinds of tropes and figures in their particular qualitative and quantitative ratio resulting in specific peculiarities of the text. In connection with this, the researcher’s tasks involve defining the components of the system and subsequently finding the dominant technique that leads to the motion and determines the relationship of all other text components [2].

Meteorological metaphor being the major object of our study became such a dominant means, as well as a leading way of verbalizing knowledge of natural phenomena and weather by human. The goal of our research is to explore national peculiarity of metaphor lexis in weather forecasts texts of the Russian and German languages from the point of the theory of conceptual metaphor.

Cognitive peculiarities of meteorological metaphor functioning in weather forecast texts in the Russian and German languages of contemporary mass media have been studied for the first time; we have also introduced “meteorological metaphor” notion into scientific circulation. Other novelties of the work include the presentation of frame and slotting analysis of meteorological metaphor in the chosen languages; and analyzing peculiarities of meteorological models in each of the studied languages.

The results can serve as prerequisites for further studying the problems of conceptual relations between linguistic worldviews in different languages. The most promising areas for further research include a detailed description of various metaphorical models used in meteorological discourse of different languages; matching patterns of metaphorical reality modeling in different national discourses and at different stages of society development; as well as comparing identified meteorological metaphors with the examples taken from literary texts of the studied languages.

A broader understanding of the term “metaphor” is principally significant for our study. Thus, following the authors of the “Dictionary of Russian Political Metaphors” A.N. Baranov and Y.N. Karaulov, when making analysis of metaphoric models we consider not only the metaphors by themselves (in traditional sense), but also metonymic conversions, comparative constructions and metaphorical images in the structure of phraseological units, which are “connected with the unity of their functions in discourse...” [3, 4]. Such an approach is stipulated by a typical of cognitive linguistics idea about the metaphor not as a means of speech decoration
but as a basic mental operation and manifestation of analogous possibilities of human reasoning. A broad cognitive understanding of metaphor gives an opportunity to see certain general principles that can be omitted by the researcher in case of limiting the frames of traditional understanding of metaphor [4].

Accepting the role of extra linguistic factors within the process of metaphorization leads most scientists to the necessity of considering metaphor in a broader context. New logical semantic approach to the study of metaphor introduces an anthropometric parameter and considers metaphor as a way to create a linguistic worldview. It is noted that, since all metaphor types are based on the associative links of human experience, a metaphor is anthropometric by its nature: it compares different entities, creating a new “gestalt” of reduced prototypes and forming a new image. This characteristic feature of metaphor allows receiving entirely new meanings (concepts and values) based on completion of the above said process. Such an approach presupposes a metaphor understanding as a way of considering the world, using the gained knowledge and thus obtaining the possibility of being interpreted in a cognitive aspect [5-8].

There was a separate area of cognitive linguistics—the theory of conceptual metaphor, which was first introduced in the work of George Lakoff and Mark Johnson, “Metaphors We Live By” [9]. The main idea of this theory is the following: metaphorical transfer is based on interaction of two bodies of knowledge-cognitive structures of “source” and “target”.

As a result of research we advance the idea that metaphor is not just a phenomenon of language, but also casual conceptual reality, when we think of one area in terms of another. Metaphor is used to increase the volume of knowledge of a relatively weak area by transferring additional information from the better known one. In other words, conceptual metaphors often serve as a means of understanding of a more abstract sphere (target sphere) in terms of a more familiar one, usually a certain sphere (source sphere) and are also included into conceptual system of the human mind and involved in the process of reality conceptualization [9, 126-148].

Following Y.B. Fedeneva, we believe that the metaphor, in the process of communication, should be seen as a complicated verbal figurative complex where an imaginary system deals with the information about certain objects and entities and can be subjected to conceptual analysis. Concentrating the essential features of the referred issue, an imaginary means becomes a tool of cognition for the objects of reality [10].

This research is devoted to the study of metaphorical nature of modeling reality. Semantic area as well as cognitive ascertain the fact of standard models (schemes) existence of metaphorical words usage in the minds of native speakers. A.N. Baranov and Y.N. Karaulov’s publications take special place in the development of the theory of metaphorical modeling reality. The problems of extracting and presenting metaphorical models were considered by them, the definition of this concept was given; the structural parts were emphasized; linguistic ways of metaphor revival and its functions in political texts were characterized; the sample of specific description of metaphorical models were presented in their works.

In the monograph by A.P. Chudinov “Russia in a metaphorical mirror: a cognitive study of political metaphor (1991-2000)” the researcher selects an approach, in describing a metaphor, that is focused on the methodology of cognitive linguistics: analysis and description of metaphorical models are presented by means of meta language of frames.

Metaphorical method appears as a cognitive analogue of real connections of objective world matters and their interconnections and dependences; this analogue is created on the basis of systematic connections of metaphorical units. Metaphoric model figuratively represents a particular denotative (conceptual) sphere, at the same time using the vocabulary related to the primary meaning of a completely different sphere. For instance, a metaphorical presentation of weather sphere in form of a man, war and theater makes it possible to emphasize a metaphorical model [man] – [weather], [war] – [weather], [medicine] – [weather], [theatre] – [weather] and others. Metaphorical models are presented as a kind of a standard scheme reflecting the specifics of national mentality on this stage of society development and social views about conceptual organization of the source and target spheres of metaphorical expansion [11, 55].

Characterizing the metaphorical model and its components in our research we use the method suggested by A.P. Chudinov in his monograph.

Cognitive linguistics solves the problem about how the effect of “pointing” a new categorization is provided with the help of knowledge representation theory of conceptual instruments of frames and scenarios. The frame is understood as knowledge structure about a typified object or stereotyped situation. A frame is a way of representing knowledge, formulated in terms of descriptions. Unlike a frame, a scenario is a procedural
A way of representing stereotypical knowledge which is formulated in terms of an algorithm and instruction. With further characterization of metaphorical model it is possible to determine its productivity and frequency, to identify a pragmatic potential, that is to say, typical features of the impact on the addressee [11, 44-46].

For better understanding of the specificity of a metaphorical modeling in the sphere of meteorology it is necessary to consider the function of a meteorological metaphor, try to define why weather forecaster commentators frequently use figurative nomination and why preference is given to definite source spheres, in which extent a metaphor is able to participate in the development of social self-consciousness.

Using new words in already existing models usually creates an optimal correlation of standards (using the model) and expressions (different types of metaphor revival) in the text and claims attention of the addressee to the way of expressing idea which is perceived as more bright and meaningful.

As for the functions of a meteorological metaphor we consider it necessary to introduce theoretically significant concept for our research as “meteorological metaphor” and determine its scientific features. We think it is possible to use the “meteorological metaphor” combination in terminological sense according to the analogy with the combination of “political metaphor” (A.P. Chudinov), “medical metaphor” (O.S. Zubkova), “sports metaphor” (G. Lakoff, M. Johnson) in which an adjective is called a target sphere. We offer the following definition of a meteorological metaphor: it is a conceptual metaphor in which the weather is a target sphere. In other words, it is a metaphor in which the weather is a target sphere.

Studied linguistic units are implemented in meteorological discourse. The definition of discourse is one of the bases for our research. The works of foreign linguists (T.A. Van Dijk, R.M. Blakar, Y.N. Karaulov, N.D. Arutyunova, O.G. Pocheptsova, A.A. Kibrik, V.G. Rezvin, S.I. Vinogradov, E.I. Sheigal and E.S. Kubryakova etc.) are very important for understanding the discourse. Due to the fact that the essence of discourse is defined differently in the concepts of many experts, based on the most common in modern linguistics approaches to this issue we try to define our understanding of a discourse: a meteorological discourse is a complex communicative phenomenon including, on the one hand, the whole range of all speech acts, representing the communication process. On the other hand-total amount of knowledge about the reality is necessary for understanding these speech acts, so-called social context of communication that characterizes its participants, production processes and speech perception based on background knowledge.

The metaphorical models functioning in the meteorological discourse of considered languages are analyzed and described further, the models are presented in the research by means of meta language of frames, the specifics of its functioning in the national discourse is revealed.

**CONCLUSION**

As it turned out, anthropomorphic metaphors carrying human features on meteorological phenomena and weather conditions are widely used in the meteorological discourse of considered languages. Anthropomorphism in describing the weather is not a visual technique that allows the weather forecaster commentators predict the weather, indicating intensity / non-intensity, desirability / undesirability of certain weather conditions as one of the ways to assert harmony ideas between man and nature, awareness of human as a part of nature and nature as a living creature. This type of transfer is due to the peculiarities of the human mind. Identification of the world with a man still remains an unavoidable approach of surrounding world cognition. In an effort to see, imagine, feel one or another piece of the world a person needs to use the analogy, more or less close to his world of feelings and emotions. In other words, “passing information about the world through words, transmitting his internal state, his behavior, his perception of life, etc.” [12, 76].

Metaphor raises our interest by creating new knowledge, it compares different entities by passing them through a man, commensurate the world with the scale of human knowledge and understanding, with a system of cultural and national values, i.e. a person here, as it was noted earlier, is the measure of all things: pogoda shepchet (the weather whispers), solntse prosnulos (the sun woke up), dozhd idet (it is raining) etc.

Thus, a metaphor by its nature is anthropometrical and the ability to think metaphorically is a typical feature of homo sapiens, which means that metaphor comprehension is some kind of understanding the man himself. Each language is a distinct system that leaves its
own imprint on the minds of its speakers and forms their view of the world. Functioning information exchange between the speaker and the listener can cause feelings of joy, interest, sorrow and surprise, stimulating emotions manifestation. Text of meteorological forecast, like any other, is aimed primarily at transferring information about the world. In order to provide “bright picture” of the transmitted information and a more accurate understanding, weather forecaster commentators use different combinations of original means of expression, among which a special place is taken by a metaphor in all its types.

REFERENCES