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METONİMİYALARLA BAĞLI KONSEPTUAL FİKİRLƏRİN FORMALAŞMASINA DAİR (KOQNİTİV ASPEKT)

Xülasə

Məqalədə metonimiyaların formalaşmasına koqnitiv nəzər yetirilir. Qeyd edilir ki, metonimiyalar məcaz növü kimi qədim Yunan və Roma filosoflarının diqqət mərkəzində olmuşdur. Metonimiyaların yaranması və onlar haqqında konseptual fikirlər bir növ onların formalaşması prinsiplərini üzə çıxarır. Belə ki, dilçikdə metonimik modellər digər məcaz növlərində olduğu kimi universal səciyyə daşıyır. Dünya dil mənzərəsindən asılı olmayaraq bütün insanların şüurunda ortaq metonimik modellər mövcuddur. Sadəcə struktur olaraq dillərin fərqliliyindən qaynaqlanan hər bir dilə xas olan xüsusi əlamətləri qeyd etmək olar. Məqalədə bu məsələnin koqnitiv aspektdən araşdırılması həmin modellərin mahiyyət etibarilə universal səciyyə daşdığını və metonimik assosiasiyalar yaratdığını ortaya qoyur. Metonimik assosiasiyalar dedikdə dərk edilən və bizi əhatə edən ətraf mühitin başqa formada qavranılması ilə bağlıdır. Praktiki həyatda situativ olaraq inkişafdan asılı olaraq assosiasiyalar əmələ gəlir. Məqalədə bu aspekt geniş formada təhlil olunur.

Açar sözlər: metonimiya, köçürmə, model, təsnif, koqnitiv.

Introduction. Metonymy, as a type of metaphor, has attracted the attention of ancient Greek philosophers who have put forward valuable ideas which retain their scientific relevance today. As a linguistic and rhetorical device, metonymy follows universal semantic laws, meaning that it operates based on these laws regardless of the specific structure of a language or the cultural background of speakers.

Rhetoricians have studied metonymy from this perspective, seeking to distinguish it from other types of metaphor and identify its unique characteristics. They have also compared metonymy with other rhetorical devices such as metaphor and analogy, highlighting similarities and differences between them.

While metaphor has received significant attention from scholars over time, metonymy has often been overlooked, leading to a gap in research on this topic. However, recent efforts to study metonymy and its role in language and communication have begun to fill this gap and contribute to a better understanding of its significance. A significant amount of research has been conducted in the field of modern linguistics in order to address this issue, and the linguistic characteristics of metonymy have become a primary focus of numerous investigations. Within these studies, metonymy has been examined from two perspectives: 1. Within the context

of artistic discourse; 2. As a mechanism for creating new words and expressions (Birikh, 1995: 62).

It should also be noted that even ancient Greek philosophers repeatedly noted the peculiarity of metonymy to decorate speech and explained its occurrence by the inability of the words of the language to fully meet the needs of people. The concept of the inability of language words to satisfy communication needs can be taken as relative; a language always satisfies the communication needs of its native speakers. This is regulated by the intellectual level of native speakers, linguistics and the desire to accurately express feelings. The creation of a new shade of a word or one that emotionally motivates it in order to accurately and emotionally convey the attitude of team members to an event or object attracted the attention of ancient Greek and ancient Roman philosophers and put forward the above conceptual ideas. Speaking about the need for a vocabulary of the language, they especially want to emphasize that the development of the vocabulary of the language is also moving in this direction. The greatest achievements of the ancient Greek and Roman philosophers in the field of the study of metonymy were that they: 1. We determined the mechanism of metaphor formation - the transfer of functions from one subject to another; 2. We determined that they appeared based on the needs of the language; and 3. We determined that they play a major role in the development of the vocabulary of the language. These factors cover the principles of formation and functioning of metonymy. As you know, the 19th century was a period when rhetoric, like many other fields of science, began to revive. During this period, the study of metonymy, as well as other types of metaphors, was determined based on the principles of ancient rhetoricians. Because the activity of metonymy in language and the mechanism of its formation occupied a special place in their works. In 19th-century linguistics, young grammarians made a great contribution to the study of metaphors, especially metonymy. Attention is drawn to the idea of H. Paul regarding the metonymic transfer of metonymy. He writes that metonymic transferences are based on spatial, temporal, and cause-and-effect relationships. H. Paul also gave the first classification of metonymy. In his classification, the semantic factor was brought to the fore:

1. Replacing the whole with a part;
 2. The names of flowers replace all plants;
 3. The object is replaced by another related object;
 4. The name of the place replaces the people who live there;
 5. Mental activity is replaced by reflex actions that observe them;
 6. Jointly produced objects can replace the name of the production facility
- (Radden and Kovecses, 1999: 9).

Modern linguistics, based on this concept, discusses the role of metonymy in enriching the vocabulary of a language as a metaphorical transfer. Also, speaking about the semantics of the text, they explored their pragmatic features. Since the beginning of the 20th century, metonymies have been studied in the context of the

semantic development of words, and with the emergence of text theory, their stylistic and pragmatic functions have been involved in the study. Young grammarians, who approach language as an evolving phenomenon, considered metonymic transferences as a historical process existing in language (Paul, 1975: 12.).

The historicity of the problem lies in the fact that as the life experience of native speakers increases and develops, they identify new associations in the context of man, nature and social life and express their linguistic forms of expression. As human consciousness develops in the process of standing, as it can penetrate deeply into the essence of problems, it creates new associative metonymies. In this sense, the mentioned continuous process takes place at some point in history, and this continuous process, which ensures human communication, is regulated by the history of the development of human consciousness. In this sense, the emergence of metonymy has a historical character. In modern linguistics, metonymy is a type of transference that is based not on the similarity or internal similarity of old and new, but on the fact that one of the things related to each other in the context of space and time replaces the other and takes over its function (Dreiser: 80). In metonymy, there is a semantic confusion of meanings, an event of semantic substitution between words denoting time, space, and cause-and-effect relationships; one of the two elements is semantically reset in a metonymic way. Thus, in addition to the nominative load of the word, the mechanism of formation of a new word comes into play. The result is the formation of a metonymy. In modern linguistics, one of the features of metonymy has also become the subject of research by researchers. This is due to their exposure to semantic compression in the context of a sentence. Semantic compression between components within a sentence is usually characterized by omission of any sentence member. In this case, a double process occurs; on the one hand, expression is preserved in the context of the mentioned sentence, and on the other hand, the sentence is structurally compressed. Compression occurs based on the preservation of the general semantics of the sentence. For example: *“At first, when Frank called, she did not have much to say. She was gracious, but the burden of conversation fell on her husband. Cowperwood watched the varying expression of her face from time to time, and if she had been at all psychic she must have felt something. Fortunately she was not. Semple talked to him pleasantly, because in the first place Frank was becoming financially significant, was suave and ingratiating, and in the next place he was anxious to get richer and somehow Frank represented progress to him in that line. One spring evening they sat on the porch and talked—nothing very important—slavery, street-cars, the panic—it was on then, that of 1857—the development of the West. Mr. Semple wanted to know all about the stock exchange. In return Frank asked about the shoe business, though he really did not care. All the while, inoffensively, he watched Mrs. Semple. Her manner, he thought, was soothing, attractive, delightful. She served tea and cake for them. They went inside after a time to avoid the mosquitoes. She played the piano. At ten o’clock he left”* (8).

In this literary text, the metonymy “the development of the West” describes the political and economic situation in the United States in the middle of the 19th century. The point is that at this time the intended concept is expressed in a relatively simple form, that is, a “substitution” occurs, and as a result, the metonymic form of the expression “Western countries” appears; in this construction, “West” acts as a representative of “Western countries and peoples”. There is also a new connotation in the semantic structure of the lexical unit “West”, which is no longer perceived as a geographical concept of the West, but rather as a part of the United States, which was underdeveloped in the 19th century and will develop only later. In the mentioned sentence, a semantic compression occurs between two neighboring words, “West” becomes the carrier of meaning in this construction. Consequently, as a result of this substitution, there is no shortage of meaning in the sentence.

Another issue related to metonymies in linguistics is their classification in terms of associations. There are many studies on this topic in English linguistics, Russian studies, and Azerbaijani linguistics. In all of them, the main associative links of metonymy are highlighted and the metonymic mechanism is analyzed. Let us consider one of them.

Mukhtarullina A.R., speaking about metonymic models in English, groups them as follows:

1. Object-subject: “I come from a foreign country, where we have everything money can buy” (O. Wilde);
2. Material-made product: “Standing on the steps to receive them was an old woman, neatly dressed in black silk, with a white cap and apron” (O. Wilde);
3. Meaning-location: Here they found tea laid out for them...(O. Wilde);
4. Non-material-material: “I have seen things with my own eyes, sir,” she said, “that would make any Christian’s hair stand on end...” Mr. Otis, however, and his wife warmly assured the honest soul that they were not afraid of ghosts...(O. Wilde);
5. Whole-part. “...she suddenly broke off her engagement with the present Lord Canterville’s grandfather, <...>, declaring that nothing in the world would induce her to marry into a family that allows such a horrible phantom to walk up and down the terrace at twilight (O. Wilde);
6. Physical body-human: “Her long brown hair was loose, and her eyes looked boldly at Arkady almost at his level” (N. Hornby) (3).

The analysis of metonymy is also related to its cognitive meaning. Metonymic transfer of meaning is itself a cognitive process, and it has many lines of research. For example: Using metonymy, as well as other ways to change the meaning, you can convert proper names into common names. For example: Volt: an Italian unit of measurement for physical or electrical voltage; Bobby (Robert Peel): the founder of the modern English police system or English policeman; Baedeker: the author of a number of guidebooks or a guidebook by this author; Winchester: a North American

city or rifle; Wedgwood: an English ceramicist, the creator of a number of porcelain and earthenware factories or various English porcelain and earthenware tableware.

Among the numerous studies of cognitive metonymy, the work of G. Radden and Z. Kovechesh “Towards a theory of metonymy” (1999) attracts attention. They define metonymy as an idealized cognitive model of an entity, a means. In this work, they specifically mention three aspects of metonymy:

- 1) A conceptual event;
- 2) The cognitive process;
- 3) They operate within the boundaries of idealized cognitive models (Reformatsky, 1967: 17).

Cognitive linguistics understands metonymy as a cognitive process that consists in understanding one conceptual entity through another. In particular, metonymy is determined by the contextual significance of one of the two concepts in a given situation. It should be noted that in the cognitive structure, metonymy is associated with the concept of connectedness (2).

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ПРЕДСТАВЛЕНИЙ О МЕТОНИМИИ (КОГНИТИВНЫЙ АСПЕКТ)**

Резюме

В статье рассматривается когнитивный взгляд на формирование метонимии. Отмечается, что метонимии как тип метафоры находились в центре внимания древнегреческих и римских философов. Возникновение метонимии и концептуальные представления о них раскрывают принципы их формирования. Таким образом, метонимические модели в языке, как и другие типы метафор, имеют универсальный характер. Независимо от языковой картины мира в сознании всех людей существуют общие метонимические модели. Можно лишь отметить особенности, присущие каждому языку, которые вытекают из структурных различий языков. Изучение данного вопроса с когнитивного аспекта в статье выявляет, что эти модели по сути своей универсальны и создают метонимические ассоциации. Метонимические ассоциации связаны с различным восприятием воспринимаемой и окружающей нас среды. В практической жизни ассоциации формируются ситуативно в зависимости от развития. Этот аспект подробно анализируется в статье.

Ключевые слова: Метонимия, перенос, модель, классификация, когнитивность.

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ON THE FORMATION OF CONCEPTUAL IDEAS ABOUT
METONYMY (COGNITIVE ASPECT)

Summary

The article examines the cognitive view of the formation of metonymy. It is noted that metonymy as a type of metaphor was in the focus of attention of ancient Greek and Roman philosophers. The emergence of metonymy and conceptual ideas about them reveal the principles of their formation. Thus, metonymic models in language, like other types of metaphors, have a universal character. Regardless of the linguistic picture of the world, there are common metonymic models in the minds of all people. We can only mention the features inherent in each language, which follow from the structural differences of the languages. The study of this issue from the cognitive aspect in the article reveals that these models are essentially universal and create metonymic associations. Metonymic associations are associated with different perceptions of the perceived and surrounding environment. In practical life, associations are formed situationally depending on development. This aspect is analyzed in detail in the article.

Keywords: Metonymy, transference, model, classification, cognition.

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