



## POLITICAL METAPHORS IN ENGLISH AND UZBEK PERIODICALS

*Ibragimova Parizod Maqsud qizi,*

*teacher of the Department of Western Languages and*

*Literature, Mamun University*

*Kushmanov Jasur Bakhodirovich Doctor of Philology, PhD*

**Abstract:** The use of metaphors in political topics is one of the most important and influential elements in both English and Uzbek periodical press. Metaphors serve not only as a linguistic ornament, but also as a tool for shaping public opinion, constructing political identities, and reflecting the sociocultural context in which political discourse unfolds. Both cultures, being unique in their traditions, histories, and political environments, carry their distinctive approaches and interpretations to political metaphors, while also sharing fundamental similarities in how metaphors function to frame reality.

**Key words:** political metaphors, mass media, Uzbek press, English press, public opinion, journalism, discourse analysis, political communication, linguistic features, media language

In English periodical press, political metaphors are deeply embedded in the journalistic tradition. Writers and journalists employ metaphors to make abstract or complicated political concepts tangible and relatable for readers. For example, political situations may be described as battles, journeys, games, or storms, depending on the angle and the intended impact on the audience. These metaphors simplify complexity, channel emotions, and guide readers' interpretations of events. In the context of democratic political systems, the media's freedom enables metaphorical expressions that are often sharp, creative, and even provocative. This creativity, in turn, reflects the plurality of political opinions and the vibrancy of civil society. On the other hand, the Uzbek periodical press, influenced by its own



sociopolitical trajectory, approaches political metaphors with a particular sensibility. The tradition of using metaphors in Uzbek literature finds its extension in journalistic writing, where metaphors serve to cautiously navigate sensitive political topics and imply deeper meanings in situations where direct statements may not be appropriate. While the modern Uzbek press is experiencing growing freedom and diversity, political metaphors often carry national and cultural connotations, invoking unity, hope, struggles, and the construction of a better future. Through metaphors, the press sometimes aligns itself with the values of the broader society or strategically avoids sharp criticism by opting for softer, indirect forms of expression [1].

The roles that metaphors play in the periodical press of both English and Uzbek contexts are multiple and interconnected. Metaphors are deployed to set frames for political events, to persuade, criticize, or legitimize political actors and decisions, and to clarify or obscure responsibility. Readers are invited, consciously or unconsciously, to view political events through the lens constructed by these metaphors, which can promote collective understanding or reinforce pre-existing views. For writers, metaphors offer an opportunity to demonstrate linguistic mastery and to circumvent restrictions that may be present in the political environment, especially in cases where direct critique may lead to censorship. The periodicity of the press contributes significantly to the dynamics of metaphor usage. Since periodicals produce content on a regular basis, they both reflect and shape the evolution of political metaphors over time. In English-language periodicals, metaphorical expressions often adapt rapidly to current affairs and changing political climates. Conversely, in the Uzbek context, metaphors may evolve with a slower pace, more closely aligned with social and political shifts, but still capable of capturing the mood and aspirations of the population. One should also note the interaction between the press and its audience in the production and consumption of metaphors. Readers bring their own cultural, educational, and political backgrounds to their interpretation of metaphors. What may resonate within one cultural context



might not hold the same meaning in another. In English periodicals, the multifunctional use of metaphors can encourage debate, reflection, or activism. In Uzbek periodicals, metaphorical language might foster solidarity or careful contemplation among the readership. This interplay supports the notion that metaphors are not only linguistic devices but also social and cultural phenomena [2].

The influence of political metaphors in both English and Uzbek periodical press extends beyond the immediate realm of journalism. Political language circulated through metaphors can impact government communication, parliamentary debates, and even everyday discussions. The choice of metaphors can reveal underlying power structures, ideological conflicts, or hopes for national progress. For journalists, the ability to employ metaphors effectively is regarded as a sign of professional competence and creative skill, enabling them to offer nuanced perspectives on the fast-moving, often ambiguous political sphere. Despite the differences between English and Uzbek cultures, there can be convergence in the metaphorical conceptualization of politics. Universal human experiences such as struggle, hope, or conflict often give rise to similar metaphorical patterns. At the same time, historical events, national myths, and even geographical realities of each country inform the creation and interpretation of metaphors. For example, a metaphor rooted in the English context may draw from nautical imagery, reflecting Britain's maritime heritage, while an Uzbek political metaphor may draw from agrarian life or ancient traditions symbolizing communal unity [3].

The evolution of technology and media landscapes has also affected the use of metaphors in political coverage. With the emergence of digital journalism, metaphors have not lost their relevance. Instead, they have adapted to new forms — headlines, social media posts, multimedia narratives — and remain powerful tools for engagement. Especially for political topics that require capturing complex realities in a fast, memorable, and accessible manner, metaphors are irreplaceable tools in the journalist's repertoire. The speed of information flow in the digital age



demands even more creative, concise, and impactful metaphorical constructs to grab the reader's attention. Additionally, editorial policies and professional ethics play a role in shaping the metaphorical language of the press. Journalistic standards—such as balance, fairness, and responsibility—may affect the choice and intensity of metaphors used, especially concerning sensitive or divisive topics. Editors in both English and Uzbek press have the challenging task of ensuring that metaphors enhance, rather than distort, the understanding of political matters. Responsible use of metaphors is crucial, as poorly chosen ones can lead to misunderstanding, bias, or unintended escalation of tensions. It is important, therefore, to recognize the dual-edged nature of metaphors in political journalism. While metaphors can clarify, empower, and connect, they can also obscure, manipulate, or polarize. The challenge for journalists is to harness the creative power of metaphor in a way that promotes informed and constructive public discourse, rather than confusion or hostility. In both English and Uzbek contexts, the best political reporting employs metaphors judiciously, seeing them as bridges between complex reality and public comprehension. Over time, the study of metaphors in political periodicals has attracted the attention of linguists, media analysts, and political scientists. Their research underlines the significance of metaphorical constructions for creating a shared understanding, negotiating meaning, and even subtly influencing political behavior. Journalists, therefore, operate not only as news conveyors but also as shapers of the collective imagination, with metaphors as their primary instruments [4].

### **Conclusion:**

In conclusion, metaphors in political topics within English and Uzbek periodical press stand as fundamental components of journalistic practice. They reflect the unique historical, cultural, and political environments of each society while also demonstrating the universal power of metaphor to shape human thought. Through metaphors, the press crafts meaning, frames debates, and connects with



audiences on an emotional and intellectual level. The careful and skillful use of political metaphors enriches journalistic language, fosters public discussion, and, at its best, contributes to the development of a reflective and informed citizenry.

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