



"METAPHORS ABOUT THE INTERNET AND SOCIAL NETWORKS IN ENGLISH"

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Abstract : *This in the article English in the language of the internet and social networks in the discourse wide applicable metaphors linguistic and semantic features analysis In the study modern digital communication in the process metaphors formation , their cognitive basics and speech impressionability in progress role Also , the metaphors of the internet society thinking and cultural views with dependency open is given . In the article English in the language main metaphorical models (internet – space , internet – living) organism , internet – weapon and others) examples through analysis will be done .*

Key words : *metaphor , internet language , social networks , cognitive linguistics, discourse , English language*

"METAPHORS RELATED TO THE INTERNET AND SOCIAL NETWORKS IN THE ENGLISH LANGUAGE"

Annotation : *This article analyzes the linguistic and semantic features of metaphors widely used in Internet and social media discourse in the English language. The study focuses on the formation of metaphors in modern digital communication, their cognitive foundations, and their role in enhancing expressive speech. In addition, the relationship between Internet metaphors and social thinking and cultural perspectives is examined . The article identifies and analyzes key metaphorical models such as the Internet as space, the Internet as a living organism, and the Internet as a tool through illustrative examples.*



Keywords: *metaphor, Internet language, social networks, cognitive linguistics, discourse, English language.*

"METAPHOR, CONNECTED WITH THE INTERNET AND SOCIAL NETWORKS AND THE ENGLISH LANGUAGE"

Annotation: *V dannoy state rassmatrivayutsya lingvisticheskie i semanticheskie osobennosti metaphor, shiroko ispolzuemyy v internet-diskurse i sotsialnyx netyax angliyskogo zyyka. Issledovanie posvyashcheno formation of metaphor and conditions of modern digital communication, ix cognitive basis and role and increase of expression. Takje analiziruetsya svyaz internet-metaphor s obshchestvennym myshleniem i kulturnymi predstavleniyami. V state vydelyayutsya i analiziruyutsya osnovnye metaphoricheskie modeli, takie kak Internet kak spacenstvo, Internet kak zovoy organism i Internet kak instrument.*

Key words: *metaphor, Internet language, social networks, cognitive linguistics, discourse, English language.*

INTRODUCTION: In the 21st century digital technologies and of the internet intense development people between communication forms fundamentally changed . Social networks , online platforms and virtual communication tools modern society of life inseparable to the part This has become process language also noticeable in the system impact showing , new linguistic units , semantic changes and expression of tools to the formation reason Especially English in the language of the internet and social to networks related lexical units fast at a pace developing , daily in speech active is being used. Metaphor of the language the most important cognitive from mechanisms one is , he is a human being thinking through complicated and abstract concepts simpler , clearer in the form understanding opportunity gives . Modern in linguistics metaphor only artistic image tool as not , maybe human worldview formative conceptual process as interpretation is being done . At this point from the perspective of the internet and social networks such as abstract and technological concepts metaphor using human to experience close was industries through is expressed. English in the language *surf the Internet , digital*



footprint , *virtual space* , *viral content* such as units metaphorical basically to the surface arrived are , they are digital real life environment events with comparison through to understand makes it easier . Such metaphors users on the internet activity physical movement , biological process or social relationship with As a result , the digital communication further understandable and impressive color takes. This of the subject relevance is that the internet and social to networks related metaphors not only linguistic event as , maybe social and cultural phenomenon also manifested as They will be society to technology was attitude , information exchange process and personal and social identity formation reflection This is why English Internet metaphors in the language study modern linguistics , cognitive linguistics and discourse analysis for important importance profession will. This of the article main purpose — English in the language of the internet and social networks in the discourse applicable metaphors main types to determine , their semantic and cognitive features analysis from doing consists of . The article Internet metaphors for tasks theoretical the basics lighting them thematic to groups separation and speech and cultural importance determination Research in the process descriptive , semantic and contextual analysis from methods used. Last ten years of internet and social networks human of life inseparable to the part became modern in society communication , information exchange and social relationship mainly digital environment through done is being increased . This process language directly to the system impact showing , new lexical units , expression tools and semantic models appearance to be reason In particular , the metaphor is the internet and social networks of the language important from the elements to one became. Metaphor only artistic to the speech typical event become not , maybe daily speech , public information tools and digital also active in discourse is in use . English Internet metaphors in the language to users complicated technological processes simpler and understandable in the form perception to grow opportunity gives For example , *surf the Internet* , *digital footprint* , *viral content* such as compounds metaphorical basically formed today on the day wide in consumption. This of the article relevance



is that the internet and social to networks related metaphors not only linguistics point from the point of view , maybe cognitive and cultural also important importance They have . human mindset , worldview and to technology was attitude reflection leads to .Therefore English Internet metaphors in the language systematic study modern linguistics important from the duties is one.The study purpose — English the internet in the language and social to networks related metaphors main types to determine , their semantic and cognitive features analysis This is to do . to the goal achieve for descriptive , comparative and semantic analysis from methods used .

MAIN PART: Metaphor and cognitive linguistics. Cognitive in linguistics metaphor human of thought important mechanism as interpretation Lakoff and Johnson's theory according to , a metaphor is this one industry (source) via field) other one the field (target) field) understanding Internet and social networks such as abstract concepts often human to experience close was clear industries through For example , the internet as a " space " imagination to do human real space about to their knowledge is based on *Enter a website , leave a chat , online space* such as phrases to this obvious example be These metaphors to the user digital the environment physical space as perception to reach help The **Internet is a place metaphor this is** the Internet in the discourse the most wide widespread from metaphors one this is the internet space as English in the language *cyberspace , virtual space , online community* such as units this metaphorical to the model is based on . This metaphor unlimited internet , but certain to the borders has was space as interpretation Social on the networks *wall , room , group* such as of words application space metaphor For example , post on *someone's wall* The phrase is real life. to the wall to write with This compares virtual communication to real social to relationships brings you closer. **The Internet is alive organism metaphor this.** English in the language of internet discourse, internet and social networks often alive organism as is described . *The Internet is growing , social media platforms evolve , viral content* such as phrases to this example be Especially viral word biological from the concept taken is , information fast and wide spread represents. This metaphor of the internet



dynamic and variable feature reflection Alive organism Like the internet, it is also constantly accordingly develops , adapts and expands . This metaphor to users technological processes natural event as acceptance to do opportunity **The Internet is a weapon and power metaphor** . Some internet power in cases or weapon as interpretation will be done . *Information warfare , digital weapon , online attack , cyber security* such as phrases to this example be This is a metaphor . mainly political and social in discourse active used. Internet weapon as to describe of information strong to the effect has that shows . Social on the networks widespread lie messages or manipulative content to society serious impact to show possible . Therefore such metaphors caution and responsibility the idea Social **networks metaphors and culture**. Social to networks related metaphors society cultural and social their views reflection makes For example , *followers , friends , likes* such as words in real life social relationship with related from concepts come came out . This turns virtual communication into real social life with It also harmonizes *digital identity , online persona* such as metaphors human " me" on the internet represents . These concepts modern in society personality and identity of issues relevance shows .

CONCLUSION : Conclusion as in other words , English the internet in the language and social to networks related metaphors modern language and of thought important to the part They have become digital the environment understanding , complex technological concepts simplification and communication further impressive in doing important role plays. Research results this shows that internet metaphors mainly space , living organism and power such as cognitive models based on is formed . This metaphors not only linguistic , maybe cultural and social They are also important . society to technology was attitude and worldview reflection This article results English linguistics , cognitive linguistics and translation studies in the fields take to go next research for theoretical basis become service to do possible .



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