

**“USE OF METAPHOR AND FRAMING AS PRAGMATIC
STRATEGIES IN ENGLISH AND UZBEK POLITICAL DISCOURSE”**

Kasimova Nafisa Farkhadovna

Doctor in Philology, Associate Professor,

Bukhara State University

Pulatova Mokhidil Bahodirovna

1st-year master student

Bukhara State University

Annotation. This work examines the use of metaphor and framing as pragmatic strategies in English and Uzbek political discourse. It focuses on how metaphorical expressions guide interpretation and shape meaning implicitly rather than explicitly. The purpose of the analysis is to identify how different metaphoric frames are employed to influence audience understanding and to compare their pragmatic functions across the two languages. By analyzing selected English and Uzbek texts, the study aims to show how metaphor and framing operate as tools of persuasion and meaning management in political communication.

Keywords: metaphor, framing, pragmatics, political discourse, implicit meaning

Introduction. Language in political discourse serves not only to convey information but also to shape understanding and influence audiences. Among the pragmatic strategies employed by speakers, metaphor and framing are particularly significant because they allow meaning to be conveyed indirectly and persuasively. This study examines the use of metaphor and framing in English and Uzbek political discourse, with a focus on how these strategies guide interpretation, construct implicit meaning, and influence audience perception. By analyzing selected texts from both languages, the research aims

to identify patterns in metaphorical framing and compare their pragmatic functions across cultural contexts. Ultimately, the study seeks to demonstrate how metaphor and framing operate as tools for persuasion, meaning management, and the subtle negotiation of political ideas.

Main Part. Metaphors are widely used in political speech as pragmatic tools that shape meaning, guide audience interpretation, and influence perception without explicitly stating a message. They allow speakers to frame complex political ideas in familiar, culturally resonant terms, making abstract concepts tangible and persuasive. Across languages, metaphors perform similar functions: they create shared understanding, legitimize authority, and subtly guide the audience's judgment.

In English political discourse, metaphors frequently frame politics through familiar conceptual domains such as the family, war, or journey. These metaphors often emphasize moral responsibility, authority, and individual accountability. For instance, expressions like “guiding the nation” or “fighting for justice” frame political roles and decisions in ways that influence how audiences interpret both the policies and the actors involved. Pragmatically, these metaphorical frames allow speakers to convey evaluations and expectations indirectly, shaping perceptions of legitimacy and morality.

Uzbek political discourse also relies heavily on metaphor, but the choice of metaphors is closely tied to cultural values and collective experiences. Common metaphors include the state as a home, development as a path, and society as a garden to be nurtured. These metaphors emphasize collective duty, cultural cohesion, and social stability. Phrases such as “uyimizni asrash” (protect our home) or “taraqqiyot yo‘lini tanlash” (choosing the path of development) convey moral and civic obligations implicitly, guiding audiences to understand governance and political action in terms of shared communal responsibilities rather than individual moral development.

A prominent example of metaphor usage in both languages is “The Nation as a Family.” In English discourse, the government is framed as a parent, and citizens are viewed as children, with implicit moral expectations and responsibilities. Expressions like “the government must guide the nation” or “we are raising responsible citizens” communicate authority and care without directly stating these values. In Uzbek discourse, the metaphor *Davlat -uy*, *Milliy oila* (The State as a Home / National Family) conveys a similar relationship but emphasizes collective welfare and social cohesion. Phrases such as “*uyimizni asrash*” (protect our home) or “*xalqimizni tarbiyalash*” (educate our people) encourage audiences to interpret political responsibility as a moral duty shared across the community. While the cultural framing differs, the pragmatic function of the metaphor—shaping interpretation, guiding perception, and legitimizing authority—is consistent in both languages.

Conclusion. Overall metaphors in political discourse serve as powerful pragmatic tools that structure understanding, convey implicit meaning, and persuade audiences across cultural contexts. Comparing English and Uzbek political speech reveals both differences and similarities: English metaphors often focus on moral responsibility and individual development, whereas Uzbek metaphors emphasize collective duty and social cohesion. The metaphor “The Nation as a Family” exemplifies how culturally adapted family frames can guide interpretation, legitimize authority, and influence audience perception, demonstrating the critical role of metaphor and framing in political communication.

REFERENCES:

1. Brugman, Britta C., Burgers, Christian & Vis, Barbara (2019). Metaphorical Framing in Political Discourse Through Words vs. Concepts: A Meta-Analysis.
2. Charteris-Black, Jonathan (2011). Politicians and Rhetoric: The Persuasive Power of Metaphor.

3. Chilton, Paul (2004). Analysing Political Discourse: Theory and Practice.
4. Entman, Robert M. (1993). Framing: Toward Clarification of a Fractured Paradigm.
5. Ergasheva, Ozodabonu & Bahodirjon qizi (2025). A Cognitive and Pragmatic Approach to Metaphor in English and Uzbek Political Discourse.
6. Karimova, Mahliyo (2025). Zamonaviy O‘zbek Matbuotida Metaforik Ifoda va Uning Kognitiv-Pragmatik Tahlili.
7. Lakoff, George & Johnson, Mark (1980). Metaphors We Live By.
8. Makhmaraimova, Sh.T. (2025). Uzbek Political and Social, Public Discourse Metaphoric Models.
9. Musolff, Andreas (2016). Political Metaphor Analysis: Discourse and Scenarios.
10. Umirbekova, Nigora & Abduramanova, Diana (2024). The Use of Metaphor in Political Discourse.