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CURRENT APPROACHES TO METAPHOR ANALYSES IN DISCOURSE

Since the concept of metaphor moved from the humanities (such as philosophy, poetics, and rhetoric) to fields like cognitive science (including linguistics, psychology, and communication studies), the number of theories, hypotheses, and research findings has grown exponentially. The key result of this shift can be captured in one word: variation. There is now an overwhelming array of theories and data suggesting that metaphor may not be a singular notion. While many scholars agree that metaphor involves understanding one thing through the lens of another, this view is not universal now. Moreover, not all real-world instances of metaphor require conceptualizing one thing to grasp another. This has led to a growing debate about the potential for unity amidst such diversity in metaphor theory.

Linguistic science at the current stage of its development is characterized by an integrative paradigm of knowledge (among the Ukrainian researchers there are: V.Z. Demyankov, O.S. Kubryakova, Yu.V. Kravtsova, Yu.S. Stepanov, etc.) [9]. Integrative trends are manifested in conducting research at the intersection of disciplines, combining disparate research, synthesis of methods proposed by various sciences, etc. It was as a result of the action of integration processes that metaphorology appeared as a separate direction, and over time linguistic metaphorology crystallized, which "integrates different approaches to considering a single object of research – metaphors as a phenomenon of language and thinking and far beyond" [9].

The cognitive-scientific approach has emphasized that metaphor is a distinctive figure of thought, rather than merely a figure of speech. However, studies have shown that not all instances of language that could be seen as expressing these figures of thought are understood through active metaphorical mappings between conceptual

domains during ongoing communication. Instead, only those instances that are recognized as metaphors by the speakers and/or listeners are considered as such in the communicative exchange.

In proposing this view, the Deliberate Metaphor Theory (DMT) seeks to address the metaphor paradox. According to DMT, for a metaphor to be recognized as such in communication, it must be understood through some form of cross-domain mapping (or analogy), while instances not recognized as metaphors in communication are not processed metaphorically [8]. Therefore, in DMT, metaphor comprehension focuses not on figures of thought in general, but specifically on those that are treated as metaphors in communication. Drawing on Kahneman's research, DMT also suggests that metaphorical thinking can occur in both fast and slow modes [4].

So, the pure cognitive approach to metaphor was extended to far more integrative theories investigated by R. Gibbs and H. Colson (the centers of metaphorical process are analogy, categorization, conceptual mapping processes) [2], E. Semino (formal variation studies novel vs conventional metaphor, functional variation reveals target domains of metaphor use) [7], Z. Kövecses (conceptual metaphor is postulated to exist on four different levels of schematicity, ranging from image schemas through domains and frames to mental spaces) [5], K. Holyoak and D. Stamenkovic (study variation b/w conventional vs novel metaphor; source of variation at a conceptual level is metaphor aptness; the third source of variation bears on the degrees of concreteness and abstractness of source and target domains) [3].

In addition, W. Kintsch has argued that metaphor may be recognizable as a unified linguistic category, but that it does not exhibit one related psychological process [6]. M. Tendal substantiates his theory as cognitive pragmatics and in his judgments relies on the inferential model of communication by H.P. Grice (significantly transforming it in the perspective of the theory of relevance of D. Sperber and D. Wilson). Metaphor is assigned the role of conveying the intention of the speaker to the recipient. A special role is given to inferences and context [9].

Thus, all these various theories have something in common – the role of a metaphor in psychological processes, discourse and therefore, language as the way to interact. So, the paradox of metaphor comprehension can be resolved by expanding the perspective beyond metaphor in language and thought to include metaphor in communication.

However, DMT calls for a new model of metaphor comprehension that goes beyond the current two-dimensional framework, which typically distinguishes between metaphor and simile, as well as novel and conventional metaphor. This traditional framework, while dominant, limits the scope of what is considered "context." Contrary to a widely held belief, real-world communication is not just a backdrop for individual metaphor comprehension; rather, it plays an essential role in shaping it. This view aligns with the Construction-Integration model developed by W. Kintsch and T. Dijk within the DMT theory over the past few decades [8].

DMT also proposes a 4D model to explain the structures and functions of metaphor. It argues that metaphor encompasses more than just linguistic and conceptual aspects—such as the distinction between metaphor and simile in language

and novel versus conventional mappings in thought. It also involves referential and communicative properties, particularly the distinction between direct and indirect references to the source domain, as well as the difference between deliberate and non-deliberate use in communication.

This is because most metaphors are rooted in lexical polysemy, a key aspect of contemporary metaphor research. As a result, statements containing such metaphors can be ambiguous, allowing for two possible interpretations. They may be understood as *deliberately* metaphorical, requiring an active comparison or figurative analogy, or as *non-deliberately* metaphorical, where no comparison or analogy is needed to convey the intended meaning.

This issue is closely tied to the question of a metaphor's purpose, which is increasingly understood in terms of its role within the specific discourse event in which it occurs [7]. As mentioned earlier, metaphors typically serve the function of conceptualization or perspectivization in language, which represents one level of cognition. However, this function can also serve a broader purpose within the discourse event itself, which constitutes another cognitive level. According to DMT, non-deliberate metaphors do not serve any discourse-related purpose because they are not recognized as metaphors within the communicative dimension of language use, and thus do not contribute to the discourse.

To all the above, it should be mentioned that the analysis of methodological integrative trends will, of course, be incomplete if in the age of information technologies we do not investigate the integrative processes towards corpus linguistics and application of AI. Such techniques allow the processing of large contexts with a metaphorical element with the involvement of computer processing tools (COCA, DeepL, Reverso). It is also worth noting the fact that still a person cannot compete with a computer in terms of objectivity of data, volume, duration of retention and processing of information, as well as in quantitative analysis of linguistic material (word usage in general, frequency of word usage in particular, distribution, conjugation, figurativeness, etc.). However, despite the colossal advantage of computer capabilities, it still cannot identify all the metaphors, generalize, synthesize, model, and interpret. So, integration with corpus linguistics seems like a very promising step, but the human scientist remains the key factor that provides the generalizing and explanatory component in this process.

All in all, The Deliberate Metaphor Theory (DMT) aims to address the metaphor paradox by proposing that for a metaphor to be recognized in communication, it must involve some form of cross-domain mapping or analogy. Metaphor comprehension, in DMT, focuses specifically on those metaphors that are actively treated as metaphors in communication. Building on Kahneman's research, DMT suggests that metaphorical thinking can occur in both fast and slow cognitive modes. Several theorists have extended cognitive approaches to the importance of defining metaphor in communication highlighting the role of inferences and context in metaphor comprehension. DMT proposes a new model that goes beyond the traditional framework of metaphor versus simile and novel versus conventional metaphor, emphasizing that real-world communication plays a crucial role in metaphor

comprehension. Additionally, DMT distinguishes between direct and indirect references, as well as deliberate versus non-deliberate metaphor usage. All these modern trends in the interpretation of metaphor indicate the perspective and relevance of its research.

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АНАЛІЗ ТЕМАТИЧНИХ ЕЛЕМЕНТІВ У ТВОРАХ ДЖЕЙМСА НГУГІ (НГУГІ ВА ТХІОНГО)

Основними темами, які сьогодні лежать в основі більшості африканських англomовних творів, є вплив західної цивілізації на племінне життя та звичаї. Озираючись, тепер здається лише очікуваним, що зміцнення влади молодії, добре освіченої та сформованої африканської еліти в 1950-х роках призведе до потоку романів і віршів, які відображають руйнування та підриг традиційного способу життя, і водночас спроба африканських письменників відновити красу та чинність своїх рідних культур.

Через це перед африканським прозаїком чи поетом, який обирає писати європейською мовою, постає важке завдання: зобразити власну соціальну та