METAPHORIC NOMINATION OF INTERNET TERMINOLOGY

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DISCUSSION

As is kmown that the meaning of the words can be transferred differently. For example, the change in the semantics of the word takes place mainly on the basis of semantic transformation like metaphor, metonymy, and synecdoche. According to the unanimous opinions of the scientists, metaphor plays a basic role in semantic way of forming a term, as new terms appear based on the particular peculiarities of the words in common literary and living langauge, for example, their common likeness, and similarity in the shade. Metaphorization in languages is considered one of the ways of formation of terms based on special purposes.

According to the majority of linguists, metaphor plays an important role in the semantic way of the formation of a term. As in appearing new terms certain peculiarities of words used in communication based on the lexical (form) and shade similarities are considered.

As was known from the analysis of Internet terms, metaphor is widely used in nomination of the terminology in the present sphere in compared languages as well. For instance, Yu.N.Karaulov stressed the following when speaking of metaphorization of terms: "metaphor is used in nomination of special notions of information technologies, i.e. computer, programming and data carriers[1].

Russian scientist M.N.Volodina when speaking about terminology nomination, underlined the following:"The role of the language in science is vividly seen in the importance of metaphor. The feature of terminology nomination in coding the content of metaphor is very noticeable, as in the formation of a term along with the communicative function of the language the cognitive function is identified"[2].

J.I.Glazunova argues that metaphorical images today serve as the basis for innovation in various fields of knowledge[3]. Yu.Stepanov statesd: "On the one hand, there is an exchange of denotations on the basis of metaphor. On the other hand, due to the direct connection between the system of meanings and the system of scientific concepts, the content of the significant is constantly becoming deep".[4]

WE think that it is worth quoting here Yu.V.Rozhdestvenskiy's opinion concerning terminological metaphors: "The comparative-typological and historical study of terminology leads to the idea that the phenomenon of figurative basis of terms is legitimate. The emergence of terminology is based on the general imegary of language tropes (including various manifestations of metaphor and metonymy, e.g. black hole, black box, conditional probability, historical process). But in the creation of terms, the function of tropes tends to be limited to a certain extent. The direction of the general content of the tropes is not to preserve the meaning of the everyday words used in daily life. Therefore, conditionally probability is that pleonasm (redundent elements) is evident in the terms of the historical process. In the term "книжные песни" the phenomenon of oxymoron is observed that there is a metaphor in terms of coefficient and sine. Tropes "break" the etymological meaning of the words that serve as the basis for the formation of terms, separating the polysemantic "chain".

This direction in the formation of terminology and terms, that is, figurativeness and expressiveness, are still unexplored aspects"[5].

V.P. Danilenko notes that in the process of terminology of general lexicon its types of meaning

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[1] Караулов Ю. Н. Предисловие // Филиппович Ю. Н. Метафоры информационных технологий: рабочие материалы исследования. М.: МГУП, 2002. 288 с

[2]Володина М. Н. Национальное и интернациональное в процессе терминологической номинации. М.: Изд-во МГУ, 1993. –С. 7.

[3]Глазунова О.И. Логика метафорических преобразований. – СПб., 2000. – 190 с.17.

[4] Степанов Ю.С. Основы общего языкознание. – М.,1975. – С. 23.

[5]http://www.sgu.ru/journal/izvestiya/pj/2011-1/18-22

and aspects of expression of certain information differ[6].

Metaphor appears as one of the main tools in the expression of Internet concepts, after all, in research of Internet lexicon, this semantic phenomenon is considered as a fundamental cognitive operation that allows to transfer of figurative schemes from one conceptual field to another. Italian linguist Mikaela Rossi, while studying special language metaphors, states: "…special language metaphors are based on different and difficult processes and constantly experience semantic changes"[7]. The scholar points five functions of terminological metaphors: nominative, heuristic, hermeneutic, didactic and conceptual.

Metaphor requires the acceptance of the meaning of language units in discursive activity in its systematic, contextual, intertextual richness, and in any associative relations. The changes that occur in the semantics of terms, the phenomenon of acquiring a transferred meaning often take place metaphorically. For example, the transliteration of words in literary language and other field terms is real linguistic reality, in which the principle of metaphor plays an important role.

In the process of creating metaphors, connotation, which gives meaning and is specific to the environment of the English speakers, plays a key role. Differences in the linguistic landscape and mentality of the languages being compared may be the reason for the inconsistency of the English connotation for the Uzbek language culture. In this way, metaphorazation of Internet terms can also apply to one language. For example, the term *electronic money* in Uzbek has a lower yield than *electronic money* in English.

Indeed, "the difference between the two terms, which have the same meaning and are formed by different, means of expression, depends on which side of the objective reality they are directed at"[8]. The main types of metaphorization processes observed in English and uzbek Internet terms are classified as follows:

a) the following terms are a good example of metaphorization or on the basis of *external* similarity or formal similarity: *finger ring* – **бармоқ халқаси**; *gateway page* – **дарвоза (кўп сонли мурожаатлардан ташкил топган веб-саҳифа)**; *green computer* – **яшил компьютер**; *hatch* – **туйнук**; *background* – **таглик,** etc.

b) metaphorization based on the similarity of functions. Head-*Mounted Device (HMD)* – **Қалпоқ қурилмаси**; *address mask* – **манзил ниқоби**; *address modification* – **манзиллар турланиши**; *counter*– **санагич**; *electronic army*– **электрон армия**; *electronic glove*– **электрон қўлқоп**; *electronic purse*– **электрон ҳамён**, etc.

c) metaphorization based on similarity of behavior. *Alias* - **адашлар**; *artificial intelligence* – **сунъий тафаккур**; *data fragment*– **маълумотлар бўлаги**; *deadlock*– **боши берк ҳолат**; *default*– **сукут**; *disclosure*– **бузиб очиш,** etc..

If we look at the stages of formation of Internet terms, we can observe the appearance of new metaphorical terms by means of such methods.

Terms associated with the names of various objects: *address* – **манзил** The metaphorical term is formed by adding the word *mask* - **ниқоб**: *address* **mask** – **манзил ниқоби**. This term has the concept of a process used to separate bits from an Internet address to the address a subnet. Or from the combination of the words bit (**бит**) and mask (**ниқоб**), metaphorical Internet term by adding **битлар + ниқоби** was created.

Metaphorical terms that related to human thinking include *artificial intelligence* **– сунъий тафаккур** or *artificial language* – **сунъий тил**. In this case *intelligence* -**тафаккур** is "the process of active perception of objective reality in the imagination, understanding and discussion, the ability to think, meaning thinking, *artificial* - **сунъий**". The term artificial intelligence is formed be means of a combination of qualities that carry insincere content, is formed on the basis or on the basis of similarity to human-specific activity.

A study of Internet terms in compared languages showed that similarity of metaphorical nominated terms is not always identifiable, and other features may appear in the process of metaphorical transfer, i.e. metaphorization is often based on multiple features.

If we look at the process of appearing, formation and development of Internet terms, first, in the creation of terminological metaphors, we notice that they serve as a source of everyday life surrounding people, secondly, the fact that metaphors always arise from the experience of experts, which in turn experience, we observe that they are related to the worldview manifested in language.

Most linguists argue that metaphor plays a key role in the formation of a term by the help of semantic method. This is because new terms are created by taking into account a certain feature of words in live communication, that is, similarity in a certain way, for example, similarity in shade: *hot swap* – **қайноқ алмаштириш**; *indexing*– **калитли номлаш**; *cookies* – **аввалги из**; *cyclic ring* – **даврий ҳалқа**; *dummy* – **ёлғон символ;**

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[6] ДаниленкоВ.П. Русская терминология. Опыт лингвистического описания. – М., 1977. – С. 23–24.

[7] www.terminologie.int.it

[8] Володина М. Н. Национальное и интернациональное в процессе терминологической номинации. М.: Изд-во МГУ, 1993. –С.22. 112 с.

Fisher-фишер, Интернет қаллоблик, etc. The use of terms in practice in a new metaphorical sense makes it possible to express an unfamiliar concept through a familiar concept.

Such transparency in terms helps to understand them quickly. For example, *main memory – тезкор хотира*; *mirror – кўзгу*; *network wearing – тармоқ чоки*; *shopping cart program– электрон аравача*; *smart network – ақлли тармоқ*, etc.

The semantic development of the word is subject to the need of langauge to assimilkate reality through metaphor and to know it through scientific concepts, two fuctions consisting of the participation of the concept. It has two directions: first, there is an exchange of lexeme denotations, which underlies the metaphor. Second, the content of the signifiers is constsntly deepens due to its integral connection with the system of word meanings. The scholar goes on arguing that the term is formed as a result of the development of subsequent meanings based on the meaning of the owrd itself.

In conclusion, the terminological metaphor is a comprehensive source that enriches terminology, is based on the cognitive metaphors of analogy, relies on distinguishing commonness and similarities between different objects and processes, reflects the cultural-historical context of the period, and distinguishes between familiar and new fields of knowledge,and provides conceptional intercation.

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2. *Володина М. Н. Национальное и интернациональное в процессе терминологической номинации. М.: Изд-во МГУ, 1993. –С. 7.*
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7. *http://www.sgu.ru/journal/izvestiya/pj/2011-1/18-22*
8. *www.terminologie.int.it*