

NOMINATION OF INTERNET TERMINOLOGY BY METAPHOR

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Abstract: *It is well known that various people can interpret the same words differently. For instance, the shift in a word's semantics mostly depends on semantic transformations like metaphor, metonymy, and synecdoche. Scientists agree that metaphor plays a fundamental part in the semantic process of developing a term because new terms emerge based on the unique characteristics of words in everyday literary and living languages, such as their resemblance in shade and common likeness. Language metaphor construction is one of the methods used to create phrases with specific functions.*

Key words: *metaphor, language, linguistic, words.*

INTRODUCTION

Most linguists agree that metaphor has a significant impact on how a phrase is formed semantically. The same features of words used in communication based on lexical (form) and shade similarities are taken into account when new terms first develop.

As was discovered through the examination of Internet words, metaphor is frequently employed in the designation of terminology in the current field in comparison to other languages. While discussing terminology nomination, the Russian scientist M.N. Volodina stressed the following: "The significance of the language in research is plainly apparent in the relevance of metaphor. The feature of terminology nomination in coding the content of metaphor is quite obvious because when a term is formed, the language's cognitive function is also recognized in addition to its communication function.[1:13]

According to J.I. Glazunova, metaphorical pictures are currently the foundation for creativity in many different domains of knowledge.[3:31] According to Yu.Stepanov, "On the one hand, there is an interchange of connotations based on metaphor. On the other hand, the significance's substance is always deepening because of the direct relationship between the system of meanings and the system of scientific conceptions.[6:51] Y.V. Rozhdestvenskiy's perspective on terminological metaphors is worth citing in this context, according to us: "The comparative typological and historical study of terminology leads to the concept that the phenomena of figurative foundation of words is acceptable. Many metaphorical and metonymic expressions, such as "black hole," "black box," "conditional probability," and "historical process," are examples of linguistic tropes that serve as a foundation for terminology.

Nonetheless, the role of tropes tends to be rather constrained in the naming of words. The goal of the tropes' broad substance is not to maintain the meaning of the common terms used in ordinary speech. Pleonasm (redundant components) becoming apparent in the parameters of the historical process is therefore conditionally probable. The phrase "книне еси" exhibits the oxymoron phenomenon in that it uses the concepts of coefficient and sine as metaphors. Tropes separate the polysemantic "chain" by "breaking" the etymological significance of the words that constitute the basis of terms.[4:72]

Figurativeness and expressiveness, two directions in the development of terminology, are yet unexplored. Given that this semantic phenomena is regarded in Internet lexicon research as a key cognitive activity that permits the transfer of figurative schemes from one conceptual field to another, metaphor emerges as one of the primary instruments in the presentation of Internet concepts. Special linguistic metaphors are founded on many, challenging processes, and they undergo ongoing semantic modifications, according to Italian linguist Mikaela Rossi, who is investigating them. According to the researcher, terminological metaphors can serve five purposes: nominative, heuristic, hermeneutic, instructional, and conceptual.

Metaphor calls for the acceptance of language units' meanings in discursive action in all of its systematic, contextual, complex intertextual, and associative relationships. Term semantic shifts, often known as the phenomena of gaining a transferred meaning, frequently take place metaphorically.[5:43] For instance, the transliteration of words used in literary language and other technical terminology is a real-world instance of linguistic reality where the metaphorical principle is crucial. Connotation, which provides meaning and is particular to the surroundings of English speakers, is important in the process of developing metaphors. The inconsistent English connotation for the Karakalpak language culture may be caused by differences in the linguistic environments and mentalities of the languages being compared. So, the metaphoric use of Internet slang is not limited to a single language. For instance, the Karakalpak name for electronic money has a smaller yield than the English term. The distinction between the two terms—which have the same meaning but are generated by various forms of expression—really does rely on the aspect of objective reality they are aimed at.

These are the main categories of metaphorization processes seen in English and Karakalpak Internet terms:

- a) the following terms are a good example of metaphorization or on the basis of external similarity or formal similarity: finger ring – barmaq ju`zigi, green computer – jasil kompyuter,
- b) metaphorization based on the similarity of functions: address mask- ma`nzil niqabi, address modification- ma`nzil o`zgeriwi
- c) metaphorization based on similarity of behavior: data fragment- mag`lumatlar bo`legi, disclosure- buzip ashiw.

By using such techniques, we may study the emergence of new metaphorical words during the stages of the construction of Internet terms.

Words connected to the names of different objects: address- ma`nzil. The metaphorical term is formed by adding the word mask- niqab.

address mask – ma`nzil niqabi. 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 (bit) and mask (niqab), metaphorical Internet term by adding bitler + niqabi was created. 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. The majority of linguists feel that the semantic approach aids in the function of metaphor in the creation of a term. This is because fresh terminology needs produced by taking into consideration a certain trait of words used in actual dialogue, namely, similarity in a particular way. The requirement of language to assimilate reality through metaphor and to know it through scientific conceptions, two functions comprising of the involvement of the concept, is susceptible to the semantic evolution of the word. It has two directions: first, the metaphor is supported by an interchange of lexeme denotations. Second, because of the signifiers' essential relationship to the system of word meanings, their substance steadily develops. The academic continues to contend that the phrase was created as a result of the emergence of later meanings based on the original meaning of the word.

In conclusion, the terminological metaphor is a thorough source that enriches terminology, is based on cognitive metaphors of analogy, relies on identifying commonalities and resemblances among various objects and processes, reflects the cultural-historical context of the time, and distinguishes between well-known and novel fields of knowledge. It also provides conceptual intercation.

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