Metaphorical Nomination Of A Human Being As A Linguistic Phenomenon

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Abstract
The article examines metaphorical nomination of a human being as a linguistic phenomenon within the framework of contemporary anthropocentric linguistics. Metaphorical nomination is interpreted as a result of secondary naming based on the transfer of features from objects belonging to other conceptual domains to a human being. The study clarifies the notion of metaphorical nomination, identifies its main types, and describes their semantic and pragmatic characteristics. The research is based on descriptive, semantic, cognitive, and pragmatic methods of analysis. It is established that metaphorical nomination of a human being represents a stable and productive mechanism of linguistic conceptualization closely connected with evaluativity, expressiveness, and communicative strategies. The paper demonstrates that metaphorical names of a human being reflect the features of the linguistic worldview and consolidate collective representations of human qualities, behavior, and social roles. The findings may be applied in studies on cognitive linguistics, linguoculturology, the theory of nomination, as well as in comparative and interdisciplinary research.
Keywords: metaphorical nomination; nomination of a human being; linguistic worldview; metaphor; secondary naming; cognitive linguistics; linguoculturology; semantics; pragmatics; anthropocentrism

Introduction

Metaphorical nomination of a human being represents one of the fundamental linguistic phenomena reflecting the ways reality is conceptualized and human nature is interpreted in language. In the process of nomination, a human being is understood not only as a biological or social entity but also as a bearer of specific qualities, roles, and evaluations that are fixed in linguistic consciousness through secondary naming. In this context, metaphor functions as a universal cognitive mechanism that enables the transfer of features from one object to another and facilitates the formation of stable nominative models. Metaphorical nomination of a human being is of particular significance because the human being constitutes the central object of the linguistic worldview, while the ways of naming a person reflect the value orientations and cultural priorities of society.

The relevance of studying metaphorical nomination of a human being as a linguistic phenomenon is determined by several factors. First, contemporary linguistics demonstrates a growing interest in the anthropocentric paradigm, within which language is viewed as a means of representing human experience and mental structures. Second, metaphorical nomination actively functions in various types of discourse—everyday, literary, journalistic, and media discourse—making it an important object of systematic analysis. Third, metaphorical names of a human being are closely connected with evaluativity, expressiveness, and the pragmatics of speech; therefore, their study makes it possible to identify mechanisms of linguistic influence and interpretation.

Despite the considerable number of studies devoted to metaphor in general, metaphorical nomination of a human being is often examined fragmentarily, within the

analysis of individual lexical groups, concepts, or discursive practices. At the same time, there is a need for a comprehensive interpretation of this phenomenon as a specific type of linguistic nomination possessing its own structure, functions, and regularities. This need is particularly relevant in the context of comparative and typological research, as well as in the preparation of academic texts oriented toward the international scholarly community.

The aim of the present article is to describe metaphorical nomination of a human being as a linguistic phenomenon from the perspective of modern linguistics. The objectives of the study include clarifying the notion of metaphorical nomination, identifying the main types of metaphorical names of a human being, analyzing their semantic and pragmatic characteristics, and determining the functions of this phenomenon within the language system and speech practice.

Methods

The methodological framework of the study is based on a set of general scientific and linguistic methods that ensure a systematic and multidimensional analysis of metaphorical nomination of a human being. The descriptive method was employed to identify and classify linguistic units functioning as metaphorical nominations. Semantic analysis was applied to reveal the salient features transferred in the process of metaphorization and to determine the structure of meaning of nominative units.

The cognitive approach was used to examine metaphorical nomination as a result of conceptual transfer and categorization of experience. Within this approach, metaphor is interpreted as a means of conceptualizing a human being through other conceptual domains, such as the animal world, artifacts, natural phenomena, or social roles. Pragmatic analysis made it possible to identify the

communicative functions of metaphorical names of a human being, including evaluative, expressive, and persuasive functions.

The research material consists of lexical and phraseological units of the modern language recorded in explanatory and phraseological dictionaries, as well as examples drawn from texts of various genres. The selection of material was based on frequency of usage and semantic transparency of metaphorical transfer. The analysis was conducted without reference to a specific language, which ensures the universality of the conclusions and their applicability in an interlingual context.

Results

The analysis demonstrates that metaphorical nomination of a human being is a stable and productive linguistic mechanism realized at different levels of the language system. This phenomenon is based on the transfer of features from an object or a conceptual domain to a human being, resulting in the formation of secondary names characterized by figurative and evaluative semantics. Such nominations may be either single-word or multi-word units, including phraseological combinations and set expressions.

The study identifies the main types of metaphorical nomination of a human being. Among the most widespread is the zoomorphic metaphor, in which a human being is conceptualized through characteristics of animals. This type of nomination is frequently used to express evaluative meanings related to behavior, appearance, or moral qualities. Another productive type is the artifact metaphor, where a human being is associated with objects of the material world, emphasizing functional or utilitarian characteristics.

A separate group is formed by natural metaphors, in which a human being is correlated with natural phenomena or objects. Such nominations are typically

highly figurative and are used to convey emotional states or stable character traits. Social and role-based metaphors reflect the perception of a human being through social functions and status characteristics, indicating a close connection between metaphorical nomination and social structures and values.

Semantic analysis reveals that metaphorical nominations of a human being possess a complex multicomponent structure of meaning that includes denotative, connotative, and evaluative components. Evaluativity appears to be one of the key features of this type of nomination and may range from explicitly negative to positive or ironic. The pragmatic aspect manifests itself in the ability of metaphorical names to perform functions of characterization, evaluation, emotional impact, and regulation of interpersonal communication.

Discussion

The obtained results confirm the assumption that metaphorical nomination of a human being is not a peripheral but a system-forming element of the linguistic worldview. Through metaphor, language not only names a human being but also interprets human essence, fixing specific models of perception and evaluation in the consciousness of language users. This allows metaphorical nomination to be regarded as a reflection of collective experience and cultural stereotypes established within society.

From a cognitive perspective, metaphorical nomination of a human being demonstrates the universality of conceptual transfer mechanisms. Regardless of the particular language, a human being is conceptualized through a limited set of basic domains, which indicates the similarity of cognitive processes across different linguocultures. At the same time, specific realizations of metaphorical nominations depend on cultural, historical, and social factors,

opening prospects for comparative research.

The pragmatic potential of metaphorical nomination of a human being is manifested in its active use in linguistic influence. The choice of a particular metaphorical model enables the speaker not only to characterize the addressee or the object of speech but also to establish a specific interpretative frame. In this sense, metaphorical nomination functions as a communicative strategy, especially significant in public and media discourse.

Thus, metaphorical nomination of a human being as a linguistic phenomenon constitutes a complex multilevel mechanism integrating cognitive, semantic, and pragmatic aspects. Its study contributes to a deeper understanding of the anthropocentric nature of language and expands knowledge of the ways language conceptualizes the human being.

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