



International Conference on Education, Psychology and Humanities

Hosted Online from Moscow, Russia

Date: 28th June, 2026

Website: <https://econferencia.com>

THE POWER OF METAPHOR IN SHAPING PUBLIC CONSCIOUSNESS IN UZBEK POLITICAL DISCOURSE

Jumaniyozova Sohiba Shukhratovna

Teacher of the Department of Uzbek and Foreign
Philology at Urgench Innovation University

Abstract

This thesis examines the role of metaphor in shaping public consciousness in Uzbek political discourse. Metaphor is considered not only as a stylistic device but also as a cognitive and persuasive mechanism that structures political meanings, guides social perception and influences collective attitudes toward reforms, national identity and development. The study focuses on common metaphorical models used in Uzbek political language, including the nation as a family, development as a journey, reform as construction and society as a living organism. The findings show that metaphors simplify complex political processes, make abstract ideas emotionally accessible and strengthen the connection between state discourse and public values.

Keywords: metaphor, political discourse, Uzbek language, public consciousness, cognitive linguistics, persuasion, national identity, political communication.

Introduction

Political discourse is one of the most influential forms of public communication because it does not merely transmit information but also forms attitudes, expectations and values. In Uzbek political discourse, metaphor plays an especially important role in explaining social reforms, national development, civic responsibility and collective future. Political ideas such as progress,



International Conference on Education, Psychology and Humanities

Hosted Online from Moscow, Russia

Date: 28th June, 2026

Website: <https://econferencia.com>

modernization, stability, unity and renewal are abstract by nature. In order to make them understandable and emotionally meaningful, speakers often present them through familiar images taken from family life, road movement, construction, nature or struggle. In this sense, metaphor becomes a bridge between political institutions and public consciousness.

The relevance of this topic is connected with the growing importance of political language in the formation of civic thinking. In modern Uzbekistan, social and political discourse actively uses expressions related to renewal, development, unity and national revival. Such expressions are not neutral linguistic forms. They organize the way people imagine the state, society and their own role in public life. Therefore, studying metaphor in Uzbek political discourse allows one to understand how language participates in shaping collective perception and social behavior.

The thesis is based on cognitive-linguistic, discourse-analytical and interpretive methods. The cognitive-linguistic approach makes it possible to study metaphor as a conceptual mechanism through which one sphere of experience is understood through another. The discourse-analytical approach helps to reveal how metaphor functions in political texts, speeches and public messages. The interpretive method is used to explain the cultural and ideological meanings of metaphorical expressions within the Uzbek socio-cultural context. The material of the study consists of typical metaphorical models found in Uzbek political communication, especially those connected with state development, social unity, reform and national identity.

The analysis shows that one of the most productive metaphorical models in Uzbek political discourse is development as a journey. Expressions related to path, direction, step, goal and future create the image of society moving forward along a common road. This metaphor is effective because it presents political



International Conference on Education, Psychology and Humanities

Hosted Online from Moscow, Russia

Date: 28th June, 2026

Website: <https://econferencia.com>

development as a natural and purposeful process. It also gives the public a sense of participation, since the nation is imagined as moving together toward a shared destination. Through this model, reforms are perceived not as isolated administrative actions but as stages of a long historical movement.

Another important model is reform as construction. In this metaphor, political and social renewal is described through images of building, foundation, strengthening and creating a new structure. Such expressions make reform visible and concrete. They suggest that development requires planning, labor, stability and responsibility. The construction metaphor also implies continuity: a strong future cannot be created without a reliable foundation. In Uzbek political discourse, this model often corresponds to cultural respect for stability, order and gradual progress.

The nation as a family metaphor also has strong persuasive power. Uzbek culture traditionally attaches great importance to family, respect, solidarity and mutual support. When political discourse presents society through family-related images, it creates emotional closeness between citizens and the state. This metaphor strengthens the idea of unity, shared responsibility and care for every member of society. At the same time, it can make political authority appear as protective and morally responsible. As a result, public consciousness interprets political relations not only in institutional terms but also through ethical and emotional categories.

The model society as a living organism is also common in political communication. In this case, society is understood as a body that must be healthy, balanced and protected from harmful influences. Problems are represented as illnesses, while reforms are interpreted as treatment or renewal. This metaphor is useful for explaining social difficulties because it connects political action with



International Conference on Education, Psychology and Humanities

Hosted Online from Moscow, Russia

Date: 28th June, 2026

Website: <https://econferencia.com>

the idea of healing and improvement. It also encourages the public to view social stability as a shared condition that depends on the participation of all citizens.

Metaphor influences public consciousness because it does not simply decorate political speech; it frames reality. When development is understood as a journey, people think in terms of direction, speed and destination. When reform is understood as construction, people focus on foundation, strength and long-term results. When the nation is understood as a family, people perceive political responsibility through loyalty, care and unity. These metaphorical frames shape not only language but also the way social reality is evaluated.

In Uzbek political discourse, metaphor is closely connected with national mentality. Images of family, home, road, foundation, light, renewal and awakening resonate with cultural memory and collective experience. This makes political language more persuasive because it relies on concepts already familiar to the public. A metaphor becomes powerful when it unites political meaning with cultural emotion. For this reason, the effectiveness of metaphor depends not only on rhetorical skill but also on its compatibility with the values and expectations of society.

At the same time, metaphor has a selective nature. It highlights some aspects of reality and hides others. For example, the journey metaphor emphasizes movement and progress but may reduce attention to conflicts or contradictions on the way. The family metaphor strengthens unity but may weaken critical distance between citizens and political authority. Therefore, the study of metaphor in political discourse is important not only for understanding persuasion but also for developing critical thinking. Public consciousness becomes more mature when citizens are able to recognize how linguistic images guide interpretation.



International Conference on Education, Psychology and Humanities

Hosted Online from Moscow, Russia

Date: 28th June, 2026

Website: <https://econferencia.com>

Metaphor is a powerful mechanism in Uzbek political discourse because it shapes the way people understand political reality, social reforms and national identity. It transforms abstract political concepts into familiar and emotionally meaningful images. The most important metaphorical models, such as development as a journey, reform as construction, the nation as a family and society as a living organism, perform cognitive, persuasive and cultural functions. They help political discourse become understandable, memorable and value-oriented. At the same time, metaphors must be studied critically because they influence not only what people hear but also how they think. Thus, metaphor is one of the key linguistic tools in forming public consciousness in Uzbek political communication.

References:

1. Lakoff G., Johnson M. *Metaphors We Live By*. — Chicago: University of Chicago Press, 1980. — 242 p.
2. Charteris-Black J. *Corpus Approaches to Critical Metaphor Analysis*. — Basingstoke: Palgrave Macmillan, 2004. — 263 p.
3. Charteris-Black J. *Politicians and Rhetoric: The Persuasive Power of Metaphor*. — Basingstoke: Palgrave Macmillan, 2011. — 370 p.
4. Chilton P. *Analysing Political Discourse: Theory and Practice*. — London: Routledge, 2004. — 226 p.
5. Van Dijk T.A. *Discourse and Power*. — Basingstoke: Palgrave Macmillan, 2008. — 320 p.
6. Fairclough N. *Language and Power*. — London: Longman, 1989. — 259 p.
7. Musolff A. *Metaphor and Political Discourse*. — Basingstoke: Palgrave Macmillan, 2004. — 222 p.
8. Кубрякова Е.С. *Язык и знание: на пути получения знаний о языке*. — Москва: Языки славянской культуры, 2004. — 560 с.