Subject matter: Floristic Metaphor as Means of Characterizing a Person.
Author: Maria R. Khadjarova, 5th year student, Institute of Translatology and Multilanguage Studies.
Supervisor of the project: A. F. Artyomova, Professor of the Chair of Theory and Practice of Translation and Interpretation.

ABSTRACT

Metaphor is a figure of speech which makes an implicit, implied or hidden comparison between two things or objects that are poles apart from each other but have some characteristics common between them. In other words, a resemblance of two contradictory or different objects is made based on a single or some common characteristics. In simple English, when you portray a person, place, thing, or an action as being something else, even though it is not actually that “something else,” you are speaking metaphorically. Furthermore, a metaphor develops a comparison which is different from a simile i.e. we do not use “like” or “as” to develop a comparison in a metaphor. It actually makes an implicit or hidden comparison and not an explicit one. Metaphors are sometimes constructed through our common language. They are called conventional metaphors. Metaphors are used in all type of literature but not often to the degree they are used in poetry because poems are meant to communicate complex images and feelings to the readers and metaphors often state the comparisons most emotively. Using appropriate metaphors appeals directly to the senses of listeners or readers, sharpening their imaginations to comprehend what is being communicated to them. Moreover, it gives a life-like quality to our conversations and to the characters of the fiction or poetry. Metaphors are also ways of thinking, offering the listeners and the readers fresh ways of examining ideas and viewing the world. Metaphorical (or figurative) meaning of floristic vocabulary has served as a basis for this research. It proves the fact that metaphor plays a significant role in formation of consciousness categories and serves as one of the most considerable cognitive tools. The analysis of the figurative meanings of floristic vocabulary has indicated that the majority of floristic metaphors concern the anthroposphere, and act as a means of human characteristic. Floristic metaphor reflects the cumulative language function – fixing information about our reality by means of language units. The research indicates that metaphor is an integral part of human mental activity and language.