



**LINGUACULTURAL FEATURES OF GASTRONOMIC METAPHORS IN
THE ENGLISH LANGUAGE: A COGNITIVE AND CULTURAL
PERSPECTIVE**

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A B S T R A C T	K E Y W O R D S
<p>This study explores the linguacultural features of gastronomic metaphors in the English language from the perspectives of conceptual metaphor theory and cultural linguistics. Gastronomic metaphors constitute a cognitively grounded and culturally embedded domain through which abstract concepts are structured and evaluated. The research aims to identify dominant conceptual mappings between the source domain of gastronomy and various target domains such as emotions, morality, intellect, social hierarchy, and interpersonal relations. The methodology combines qualitative semantic analysis, discourse-contextual interpretation, and linguacultural modeling. The empirical data include 200 metaphorical expressions extracted from literary texts, journalistic discourse, and spoken corpora of contemporary British and American English. The findings demonstrate that gastronomic metaphors are organized around systematic conceptual models (e.g., EMOTIONS ARE TASTES, IDEAS ARE FOOD, SOCIAL VALUE IS INGREDIENT). While grounded in embodied experience, these metaphors are shaped by historically and culturally specific Anglo-American traditions. The study contributes to cognitive linguistics and linguaculture studies by highlighting gastronomy as a culturally marked semantic field reflecting the English linguistic worldview.</p>	<p>Gastronomic metaphor, linguaculture, conceptual metaphor theory, embodied cultural English worldview.</p>

INTRODUCTION

Annotatsiya:

Mazkur maqolada ingliz tilidagi gastronomik metaforalarning lingvokulturologik xususiyatlari kognitiv lingvistika va madaniy lingvistika nuqtayi nazaridan tahlil qilinadi. Gastronomik metaforalar insonning sezgi tajribasiga asoslangan holda abstrakt tushunchalarni ifodalashda muhim vosita sifatida namoyon bo'ladi. Tadqiqotning maqsadi gastronomiya manba sohasi asosida shakllangan asosiy konseptual modellarni aniqlash hamda ularning madaniy shartlanganligini ko'rsatishdan iborat. Tahlil natijalari shuni ko'rsatadiki, ingliz tilida gastronomik metaforalar hissiyotlar, axloqiy baho,

ijtimoiy munosabat va intellektual faoliyatni ifodalashda faol qoʻllanadi. Ular universal kognitiv mexanizmlar bilan birga ingliz til sohiblarining tarixiy-madaniy tajribasini ham aks ettiradi.

Kalit soʻzlar: gastronomik metafora, lingvokulturologiya, konseptual metafora nazariyasi, madaniy semantika, ingliz tilining lisoniy manzarasi.

Аннотация:

В статье рассматриваются лингвокультурологические особенности гастрономических метафор в английском языке с позиций когнитивной и культурной лингвистики. Гастрономические метафоры выступают средством концептуализации абстрактных понятий на основе чувственного опыта человека. Цель исследования — выявить основные концептуальные модели, сформированные на базе гастрономической сферы-источника, и определить их культурную специфику. Анализ показал, что гастрономические метафоры активно используются для выражения эмоций, моральной оценки, социальных отношений и интеллектуальной деятельности. Они отражают как универсальные когнитивные механизмы, так и историко-культурный опыт англоязычного сообщества.

Ключевые слова: гастрономическая метафора, лингвокультурология, теория концептуальной метафоры, культурная семантика, языковая картина мира.

Introduction

Metaphor is a fundamental cognitive mechanism structuring human thought rather than merely a stylistic ornament. Within Conceptual Metaphor Theory, abstract domains are systematically understood via concrete experiential domains. Gastronomy, as one of the most embodied and culturally saturated spheres of human activity, serves as a productive source domain for metaphorical mapping. In English, gastronomic metaphors permeate everyday speech, political rhetoric, media discourse, and literature. Expressions such as sweet victory, bitter regret, a recipe for success, and half-baked theory demonstrate how culinary experiences structure conceptualization. This study advances previous research by integrating cognitive and linguacultural approaches to identify both universal and culture-specific features of gastronomic metaphors in English.

Literature Review

The theoretical background includes:

Conceptual Metaphor Theory (Lakoff & Johnson)

Cultural Linguistics (Sharifian)

Embodiment theory (Gibbs)

Semantic primes and cultural scripts (Wierzbicka)

While previous studies have addressed taste metaphors cross-linguistically, insufficient attention has been paid to their linguacultural stratification within English-speaking communities.

Methodology

Data Sources:

British National Corpus (BNC)

For example, the metaphor the salt of the earth derives from Biblical tradition, embedding moral evaluation within religious-cultural heritage. Similarly, recipe for disaster reflects procedural cultural knowledge related to domestic cooking practices historically central to British society. The linguacultural analysis demonstrates that while taste-based mappings are cognitively universal, their lexical realization and evaluative load are culturally specific.

Conclusion

Gastronomic metaphors in English represent a structured, culturally embedded conceptual system rather than random figurative expressions. They reflect embodied cognition while simultaneously encoding collective cultural experience. The study confirms that gastronomic metaphors contribute significantly to the English linguistic worldview by structuring emotional, moral, and intellectual domains.

Future research may involve:

Cross-cultural comparison (English–Uzbek)

Corpus-based quantitative modeling

Diachronic analysis of gastronomic metaphors

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