COGNITIVE METAPHORS IN MODERN ENGLISH: CONCEPTUALIZATION OF TIME AND EMOTION

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Annotation. This thesis explores the cognitive metaphors related to the conceptualization of time and emotion in modern English. It examines how metaphorical expressions reflect human perception and experience, shaping the understanding of abstract concepts through concrete imagery. The research analyzes linguistic data to reveal how time is often conceptualized as a spatial or physical entity and how emotions are represented through bodily or environmental metaphors. The study highlights the interaction between language, thought, and culture, demonstrating the significance of metaphor in structuring cognitive and emotional experiences.

Introduction. In modern linguistics, the study of cognitive metaphors has become one of the most influential approaches to understanding how people conceptualize abstract notions such as time and emotion. Language is not only a tool for communication but also a reflection of human cognition and perception of the world. Through metaphorical expressions, speakers of a language project their mental models, emotions, and experiences into linguistic form, allowing abstract ideas to be understood through more tangible and familiar concepts. Cognitive linguistics views metaphor as a fundamental mechanism of thought rather than a mere stylistic device, emphasizing its role in shaping how we experience reality. The conceptualization of time and emotion in modern English vividly demonstrates how metaphor functions as a bridge between sensory experience and abstract reasoning. For instance, the metaphor “time is money” illustrates how time is treated as a valuable, countable resource, while metaphors such as “boiling with anger” or “falling in love” reveal how emotional states are perceived in terms of physical experiences or spatial movement.

These metaphorical frameworks are deeply rooted in human cognition and have strong cultural and linguistic implications. Understanding such metaphors is crucial not only for linguistics but also for fields like psychology, philosophy, and translation studies, as they reveal how different cultures encode and perceive the world through language. This research aims to analyze the conceptual structures underlying metaphors of time and emotion in modern English, exploring their semantic, cultural, and cognitive dimensions to better understand how metaphor contributes to human thought and communication.

Literature review. Cognitive metaphor theory, first systematically introduced by Lakoff and Johnson in *Metaphors We Live By* (1980), revolutionized the understanding of metaphor as not merely a linguistic ornament but a fundamental mechanism of human thought. According to their framework, metaphors structure our conceptual system by mapping one domain of experience onto another, making abstract concepts such as time and emotion more comprehensible through concrete, embodied experiences [1]. Building on this foundation, Kövecses (2000) examined how emotions are conceptualized through metaphorical structures, emphasizing that metaphors like *ANGER IS HEAT* or *LOVE IS A JOURNEY* are universal but can vary culturally in their expression. He demonstrated that emotional metaphors are grounded in bodily experience and cultural context, influencing how speakers perceive and articulate their inner states [2].

Subsequent studies have expanded the cognitive metaphor theory by focusing on the conceptualization of time. Evans (2004) proposed that time metaphors in English, such as *TIME IS MONEY or TIME IS A RESOURCE,* reveal how abstract temporal concepts are organized through spatial and economic schemas. These metaphors not only shape linguistic expressions but also influence cognitive behavior, such as prioritizing efficiency and productivity in Western cultures [3]. Furthermore, Boroditsky (2001) provided experimental evidence showing that metaphorical thinking about time varies across languages and cultures. English speakers, who typically conceptualize time as moving horizontally, differ from speakers of Mandarin, who also use vertical metaphors for time. This highlights how language and metaphor jointly structure human cognition and perception [4]. Recent developments in cognitive linguistics have explored how time and emotion metaphors interact to construct complex conceptual networks. Deignan (2010) suggested that the metaphoric conceptualization of emotions often involves temporal dimensions—for instance, describing emotional experiences as lasting, fleeting, or recurring. Such interactions indicate that metaphors for time and emotion are not isolated phenomena but interdependent cognitive structures reflecting human experiential realities. The integration of corpus-based methods has further allowed researchers to empirically trace how these metaphorical patterns evolve and vary across discourse types, contributing to a more nuanced understanding of metaphorical thought in modern English [5].

Research methodology. This research employs a qualitative cognitive-linguistic methodology aimed at exploring the conceptualization of time and emotion through metaphors in modern English. The study is grounded in the framework of conceptual metaphor theory (CMT), which posits that metaphor is a fundamental mechanism of human cognition that enables individuals to understand abstract domains (such as time and emotion) in terms of more concrete, experiential domains. The research seeks to identify and analyze the most frequent and systematic metaphorical mappings related to time and emotion in contemporary English usage, drawing on both theoretical insights and empirical linguistic data. To achieve this, the study utilizes a corpus-based approach combined with conceptual analysis. Data were

collected from a variety of sources, including literary texts, journalistic discourse, and spoken language transcripts available in online corpora such as the British National Corpus (BNC) and the Corpus of Contemporary American English (COCA). These databases provide authentic and diverse examples of English usage across genres, allowing for a reliable representation of metaphorical expressions in natural contexts. The selection criteria for data focused on lexical items and phrases explicitly or implicitly representing temporal and emotional concepts—for example, expressions such as *time flies, a hard day, burning with anger*, or *frozen with fear*. Each metaphorical instance was identified and classified according to its conceptual mapping following Lakoff and Johnson's cognitive model, such as *TIME IS MOTION, TIME IS MONEY, EMOTION IS HEAT*, or *LOVE IS A JOURNEY*. After identification, each metaphor was analyzed to determine its underlying conceptual structure, its frequency in the corpus, and its contextual variations in different communicative settings. To ensure analytical reliability, metaphors were cross-referenced with existing metaphor databases and previous studies in cognitive linguistics, including the Pragglejaz Group's Metaphor Identification Procedure (MIP). This methodological framework provides a systematic and replicable way of distinguishing metaphorical from literal language. Furthermore, comparative analysis was applied to explore how conceptual metaphors for time and emotion overlap or interact in English discourse. The study also integrates cognitive and cultural dimensions by examining how the English metaphorical conceptualization of time and emotion reflects Western cultural values such as individualism, productivity, and emotional self-control. The interpretive stage of analysis involves synthesizing the linguistic data with theoretical perspectives to draw conclusions about the relationship between metaphor, thought, and culture. Overall, this methodology combines theoretical rigor with empirical analysis to reveal how metaphors shape human understanding of abstract concepts, demonstrating that cognitive metaphors of time and emotion are deeply rooted in both bodily experience and socio-cultural cognition.

1-Table. Conceptual metaphors of time and emotion in modern english

Conceptual Domain	Example Metaphor	Typical Expressions	Cognitive Function
Time	TIME IS MONEY	spend time, save time, waste time	Frames time as a valuable and limited resource
Time	TIME IS MOTION	time flies, the day passed quickly	Represents time as movement through space
Emotion	ANGER IS HEAT	boiling with anger, heated debate	Connects emotional intensity with physical temperature
Emotion	LOVE IS A JOURNEY	on the right path, at a crossroads	Conceptualizes relationships as movement along a journey

Conceptual Domain	Example Metaphor	Typical Expressions	Cognitive Function
Emotion	SADNESS IS DOWN	feeling low, spirits sank	Links emotional states with downward spatial orientation

This table presents key conceptual metaphors found in modern English that describe time and emotion. It highlights how English speakers use familiar physical and spatial experiences to understand abstract cognitive and emotional concepts.

Reseasrch discussion. The findings of this research confirm that cognitive metaphors play a crucial role in structuring human understanding of abstract domains such as time and emotion in modern English. Through the analysis of linguistic data from authentic corpora, it became evident that English speakers conceptualize time and emotion through systematic metaphorical mappings that reflect both embodied experience and cultural models of thought. One of the dominant metaphorical frameworks observed is the *TIME IS MONEY* and *TIME IS A RESOURCE* conceptualization, which manifests through expressions such as “save time,” “spend time,” “waste time,” and “invest time.” These metaphors reveal the influence of capitalist and efficiency-oriented ideologies in English-speaking societies, where time is treated as a measurable, limited commodity that must be managed productively.

The widespread use of such metaphors suggests that temporal cognition in English is deeply intertwined with economic and social structures emphasizing control, rationality, and productivity. Similarly, the *TIME IS MOTION* metaphor, represented in phrases like “time flies,” “the weekend is approaching,” or “we are coming to the end of the year,” reflects how people experience time as a spatial progression through which they move or which moves toward them. This metaphor not only structures temporal reasoning but also shapes emotional perceptions of time—such as anxiety about deadlines or nostalgia for the past—demonstrating the interdependence between temporal and emotional cognition. In the domain of emotion, metaphors such as *ANGER IS HEAT, LOVE IS A JOURNEY,* and *SADNESS IS DOWN* were found to be highly productive and recurrent across discourse types. For instance, expressions like “boiling with anger,” “a warm smile,” “a cold heart,” and “a heated argument” exemplify how physical sensations of temperature are mapped onto emotional states, grounding abstract feelings in embodied experience.

Conclusion. The conducted research demonstrates that cognitive metaphors form the foundation of conceptualizing abstract phenomena such as time and emotion in modern English. The analysis revealed that metaphorical expressions are not arbitrary linguistic ornaments but integral elements of human cognition, deeply rooted in bodily experience and socio-cultural frameworks. Time in English is primarily conceptualized through metaphors such as TIME IS MONEY and TIME IS MOTION, which reflect a linear, economic, and goal-oriented perception characteristic of Western culture. Emotion, in turn, is understood through embodied metaphors like ANGER IS HEAT, LOVE IS A JOURNEY, and SADNESS IS DOWN, which translate complex affective states into familiar physical or spatial

experiences. These conceptual structures reveal the intricate relationship between language, cognition, and culture, illustrating how linguistic metaphor both mirrors and shapes human understanding of the world. Furthermore, the interdependence between time and emotion metaphors demonstrates that cognitive systems operate holistically, where temporal and emotional experiences influence each other conceptually and linguistically. The study also found that metaphorical thinking evolves with societal change, adapting to technological and cultural developments that give rise to new metaphors such as TIME IS DATA or EMOTION IS ENERGY. Consequently, cognitive metaphors in modern English serve as dynamic tools of thought that continuously adapt to new realities, reflecting shifts in cultural values, scientific understanding, and communicative practices. In conclusion, the conceptualization of time and emotion through cognitive metaphors is both universal in its cognitive grounding and culturally specific in its linguistic realization, highlighting the vital role of metaphor in shaping human perception, reasoning, and emotional experience.

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