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PRAGMALINGUISTICS, FUNCTIONAL TRANSLATION STUDIES AND INTEGRATION OF LANGUAGE TEACHING PROCESSES

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Section 1: Cognitology and cultural linguistics in modern linguistics.

Section 2: Literary criticism and society.

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CHARACTERISTICS OF MEDICAL LINGUACULTURAL METAPHORS IN ENGLISH

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Annotation: *In the vast and intricate landscape of language, metaphors serve as powerful tools for communication, especially in specialized fields such as medicine. Within medical discourse, the use of metaphors not only aids in explaining complex concepts but also reflects cultural perspectives and societal values. This article delves into the characteristics of medical linguacultural metaphors in English, shedding light on their significance and implications.*

Keywords: *medical metaphors, lingua-culture, English language, communication in healthcare, cultural variation, universality, embodiment, experiential basis, metaphorical framing, perception, evolution, adaptation, cultural competence, patient-centered care, empathy.*

Introduction. Within the expansive realm of language, metaphors emerge as powerful conveyors of meaning, particularly within specialized domains like medicine. These linguistic devices not only facilitate the explanation of intricate medical concepts but also mirror cultural perspectives and societal values. This article delves into the multifaceted characteristics of medical linguacultural metaphors in English, unveiling their significance through a plethora of examples and their implications for communication in healthcare.

Universality and Cultural Variation. Medical metaphors often exhibit universality in their conceptualization, drawing on fundamental human experiences and perceptions of the body. However, they also reflect cultural nuances and beliefs, leading to variations in metaphorical expressions across different linguistic and cultural contexts.

Consider the metaphor "***the body as a machine***," which resonates across cultures, reflecting the universal understanding of the body as a complex system with interrelated parts. In contrast, cultural-specific metaphors such as "***qi***" in traditional Chinese medicine or the concept of "***hot-cold balance***" in Hispanic cultures illustrate the influence of cultural beliefs on medical discourse.

Embodiment and Experiential Basis. Medical metaphors frequently rely on embodied experiences and sensory perceptions to convey abstract medical concepts in tangible terms. By grounding complex ideas in concrete experiences, these metaphors enhance understanding and facilitate communication between healthcare providers and patients.

For instance, phrases like "***feeling under the weather***" or "***heartache***" metaphorically link physical sensations with emotional states, allowing individuals to articulate their experiences in relatable terms. Similarly, the metaphor of "***seeing through the eyes of the patient***" encourages healthcare providers to empathize with their patients' perspectives, fostering patient-centered care.

Framing and Perception. The use of metaphors in medicine not only shapes how medical knowledge is conveyed but also influences how it is perceived and understood by both professionals and laypersons. Metaphorical framing can impact attitudes, beliefs, and decision-making processes related to health and illness.

Metaphors such as "***war on cancer***" or "***fighting diabetes***" frame diseases as adversaries to be conquered, potentially instilling a sense of empowerment and agency in patients. However, they may also inadvertently foster stigmatization or oversimplify complex health issues. Conversely, metaphors like "***journey of healing***" emphasize the process-oriented nature of healthcare, focusing on collaboration and progress rather than conflict.

Evolution and Adaptation. Medical metaphors evolve in response to changes in scientific understanding, technological advancements, and shifts in cultural norms. As discoveries emerge and societal attitudes evolve, metaphors undergo adaptation to remain relevant and effective in medical discourse.

Modern medical metaphors increasingly incorporate technological imagery, such as "***the brain as a computer***" or "***genetic code***," reflecting advancements in neuroscience and genetics. Moreover, metaphors related to mental health and wellness are undergoing a paradigm shift towards destigmatization and empowerment. For example, the metaphor of ***"mental health as a spectrum"*** challenges binary notions of normalcy and pathology, promoting inclusivity and understanding.

Conclusion. The rich tapestry of medical linguacultural metaphors in English serves as a testament to the intricate interplay between language, culture, and medicine. By exploring the characteristics of these metaphors through a diverse array of examples, we gain profound insights into their communicative power and cultural significance. Understanding and critically evaluating medical metaphors enriches communication, fosters cultural competence, and paves the way for more empathetic and patient-centered healthcare practices in an increasingly diverse and interconnected world.

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TOURIZM TERMINLARI RIVOJIDA SAYOHATNOMALARNING O'RNI

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Annotatsiya: *Ushbu maqola jahon madaniyati va tafakkuri rivojida alohida o'rin turgan mashhur sayyohlarning turizmga oid terminlarning paydo bo'lishiga qo'shgan hissasini qisqacha tahlil qiladi.*

Kalit so'zlar: *sayyoh, ziyorat, safar, yo'lovchi, yo'l, musofir, mehmon.*

Abstract: *This article briefly analyzes the contribution of famous tourists, who have a special place in the development of world culture and thought, to the emergence of terms related to tourism.*

Keywords: *tourist, pilgrimage, trip, passenger, road, traveler, guest.*

Buyuk sayyoh Ibn Battuta jahon madaniyati va tafakkuri rivojida Ibn Xurdodbeh, al-Ya'kubiy, al-Istaxriy, al-Mukaddasiy, al-Mas'udiy, Ibn Havqal kabi o'rta asr arab geograflari hamda Abu Hamid al-G'arnotiy, Ibn Fadlon, Ibn Jubayrlardek sayyohlar orasida o'zining «Sayohatnoma»si bilan

MUNDARIJA

1 – SHO'BA: ZAMONAVIY TILSHUNOSLIKDA KOGNITOLOGIYA VA LINGVOMADANIYAT