

## Primary Functions of the Production Metaphor in the Special Discourse

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**Abstract:** The article presents the main functions of the production metaphor on the example of a special (aviation) discourse, where the key metaphors define the analogy between the different systems of concepts and generate more specific metaphors. The production metaphor acts as a resource of the nomination, the main way of word formation in a special discourse and this determines its cognitive significance. Reflected in the metaphorical terms the symbolic components of professional activity demonstrate the nature of the relations of professionals to the phenomena of the professional field and reflect the attitude elements inherent to representatives of a particular profession.

**Key words:** Production metaphor • Cognitive significance • Attribute • Special (aviation) discourse • Conceptual scope • Professional communication • Professional vocabulary • Communicative function

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### INTRODUCTION

The process of metaphoricisation, which takes place in a sphere of attributive words within the framework of a special discourse, consists of a refraction of the one class of objects and actions through the prism of another one or objects belonging to the different aspect of this class [1]. For example, the word mother in common language means.

#### As a Noun:

- A woman in relation to a child or children to whom she has given birth: he was visiting his mother a mother of three.
- A female animal in relation to its offspring: [as modifier]: a mother penguin
- Archaic (especially as a form of address) an elderly woman.
- [as modifier] denoting an institution or organization from which others of the same type derive: the initiatives were based on the experience of the mother company.
- Informal an extreme example or very large specimen of something: I got stuck in the mother of all traffic jams

#### As a Verb:

[with object]

- (often as noun mothering) bring up (a child) with care and affection: the art of mothering.
- Look after (someone) kindly and protectively, sometimes excessively so: she mothered her husband, insisting he should take cod liver oil in the winter.
- Dated give birth to: her declining years had tricked her into believing she'd mothered another son of God [2].

#### The same word mother in Aviation discourse is used to denote:

- A large warship equipped to serve as a base for aircraft that can take off from and land on its deck [3].

#### The Word Baby in Common Language Means:

- A very young child, especially one newly or recently born: his wife's just had a baby [as modifier]: a baby girl.
- A young or newly born animal.
- The youngest member of a family or group: Clara was the baby of the family.
- A timid or childish person: "Don't be such a baby!" she said witheringly.
- (one's baby) informal one's particular responsibility, achievement, or concern: "This is your baby, Gerry," she said, handing him the brief

- Informal a young woman or a person with whom one is having a romantic relationship (often as a form of address): my baby left me for another guy baby, don't cry!
- A thing regarded with affection or familiarity: this baby can reach speeds of 140 mph [2].

**Adjective [attributive]:**

- Comparatively small or immature of its kind: a baby grand piano
- (of vegetables) picked before reaching their usual size: baby carrots [2].

**Verb (Babies, Babying, Babied) [With Object]:**

- Treat (someone) as a baby; pamper or be overprotective toward: her aunt babied her and fussed over her clothes [2].

And in language of Aviation baby means additional dumped fuel tank and so on [3].

In this type of the production metaphors an attribute is indicated but there is no reference to its medium—a term comparison, implied direct value of attribute words. In our view, the production metaphor of this type acts as a source of multiple meanings of expression.

Transferring attribute from the object to the event, process, situation, fact, thought, idea, theory and other abstract concepts, production metaphor gives the language logical predicates that represent sequence, causality, purpose, derivability, conditionality, concessive, etc.: to precede, to follow, to flow out, to output, to infer, to conclude, to lead towards anything, etc. [4]. We note that there are keymetaphors in the special discourse which specify similarities between the different systems of concepts and originate more specific metaphors. For example, an industrial process is usually associated with the processes of vital activity of the body, the work of support systems, supply, removal, nutrition, brain activities, etc. Keymetaphors use the image of a fragment of objective reality to another fragment thereof, by organizing its conceptual scope similar to the already existing system of concepts.

Production metaphor, as well as other types of professional metaphors in the special discourse executes various functions, including the nominative / meaning-, cognitive, communicative, instrumental, hypothetical modeling, etc. [5]. Nevertheless, the main function is the function of explanation, in view of the fact that “it is often

quite difficult to understand the meaning of a phenomenon or to describe an object, without the use of the metaphor. Often the metaphor serves the only means to explain complicated professional situation. Moreover, it should be noted that the metaphor can laconically and clearly describe different phenomena and objects found in the professional field, which in other ways of expressing it would be difficult and sometimes impossible to describe” [6]. However, “without metaphor it would occur undue expansion of scientific language and often it is the stylistic trope is the most concise and compact way of expression of thought” [6].

We agree with O.S. Zubkova that the production metaphor in the special discourse “... starts a mechanism of detailing a professional phenomena, specification of an attribute or attribute's characteristic and it is a verbal stimuli to compare and establish the identity or the similarity, as a mechanism of obtaining knowledge. It results in author's choice of experts of the production sphere, allowing the recipient to obtain the required knowledge about the professional phenomenon or complement existing ones of their own” [7]. For example, punch—a tool hit with a hammer to sink the head of a nail below a surface...;—a press that is designed to drive a punch for shaping metal...; pen—a small enclosure for aircraft; nut—a small flat piece of metal or other material, typically square or hexagonal, with a threaded hole through it for screwing on to a bolt as a fastener: fix the new pipe and tighten the nuts the final wheel nut was tightened; drone—a remote-controlled pilotless aircraft or missile; chin—a front lower part of the fuselage (a corps); boogie—unknown aircraft; cock—a weather vane; to raise the cock of (a gun) in order to make it ready for firing [3].

Thus, in the production metaphor functioning in the special discourse the properties of existing realities are reflected, fictitious principle is implemented, which is essential to bridge the gap between different logical orders of the referred and auxiliary images combined in one [1].

Production metaphor in a special discourse is enclosed within the professional vocabulary. It appears as a special category of the resource. Performing the nominative function, the production metaphor loses figurativeness (eg, the Internet, a website page, a modal window) and acts as a technical device forming a new denotation. Forming an associative line, based not only on the similarity of the figurative objects of objective reality, but also according their differences, the person with a help of the production metaphor fills a special terminological system of special discourse, fixing new

terms in academic journals. It's interesting that in a variety of existing attributes of an object a person chooses the most bright one for example: Carpet means on-board radar jammer, airplane jamming system [3]. According definitions from Oxford dictionary carpet means a floor covering made from thick woven fabric; here we can also find carpet as a slender moth marked with undulating bands of colour across the wings; carpet bag is a travelling bag of a kind originally made of carpet-like material; carpet shark is a conspicuously marked small shallow-water shark with barbels around the nose or mouth, found in the Indo-Pacific region and the Red Sea... [2]. In the process of metaphorisation, the term "borrowed" a functional feature-an action-to cover something but such features as a material, a shape and others were ignored. Compare other figurative meaning of the word contained in Oxford dictionary: carpet beetle is a small beetle whose larva (the woolly bear) is destructive to carpets, fabrics and other materials; carpet knight is a man who avoids hard work in favour of leisure activities or philandering; carpet python is a common large Australian climbing snake that is typically brightly patterned; carpet shell is a burrowing bivalve mollusc of temperate and warm seas, with concentric growth rings and irregular coloured markings; carpetbagger is a political candidate who seeks election in an area where they have no local connections and etc. [2]. It is obvious that in all examples the basis of figurative similarity are different features of one object.

Information capacity and simultaneous laconism of the production metaphor makes it a valuable tool for professional communication, determining its communicative function. We remark that membership of communicators in one professional sphere and presence in their "arsenal" of stereotyped metaphors is a guarantee of smooth understanding like in a special discourse also in an everyday discourse.

We emphasize that the production metaphor optimizes the speech. For example, it's possible to use the word *pave* instead the whole definition *patchboard with artificial covering*. Beyond the scope of the special discourse, the production metaphor "in the hands of a professional," keeps an original potential and is able to accomplish an instrumental function, that means, forms the opinion about the surrounding reality by means of professional concepts.

The typical feature of a metaphor, including the production metaphor, is the frequency of use and it helps to equalize the meaning according to the standard semantics. The nature of the metaphor, its essence, the semantic Two-pronged does not meet the primary

communication requirements of the major components of the sentence-its subject and predicate. In order to indicate the subject of the speech the metaphor is too subjective and as for a predicate containing information-it's too indefinite and ambiguous [4]. It can be explained by the stylistic restrictions on the use of "alive" metaphors. They are not used in the description of the specific production process and modeling, in the requirements for machines and devices and in the evaluation of their technical and economic efficiency in the classifications and the general principles of calculation of the basic types of production processes in the basic theoretical materials. The production metaphor in the special discourse is commonly used in the designation of the elements of composite details and machinery parts and components, machinery and vehicles, as well as a description of the functions which they perform, so it means that it can be used in those forms of practical speech, in which expressive and emotional and aesthetic aspects present. For example, *bonnet, cold, feat, fin, jack, boss*.

Appropriate to note that the production metaphor has "phenomenological nature and is designed by a speaker in a particular professional speech situation, taking into account the peculiarities of this speech situation" [6].

On the basis of the opinion L.V Scherba that "all social groups with a particular concepts material or abstract order, makes for them special terms which are absent, as well as the concepts in the other groups" [8], we note the facts of the spread of domestic borrowing, i.e. among stylesheet borrowing taking place "inside" the language of the production discourse. "Domestic borrowings" are interpreted in the linguistic dictionary as relative neologisms or neologisms-occurrence-the result of the migration of linguistic resources from one language to the other or updating the words known in the past, or borrowing from other languages, *vellum* and transfers [9].

The iconic components of the professional activity, as a reflected in metaphorical terms, demonstrate the nature of the relation to the phenomena of specialists professional field and reflect elements of the worldview, inherent to representatives of a particular profession.

Such a way generated by the imagination of an individual, the production metaphor always-directly or indirectly-is correlated with the global context and the social situation. In a special discourse the production metaphor acts as a resource of the nomination, the main way of word formation in a special discourse and this determines its cognitive significance.

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