

METAPHORIZATION OF THE CONCEPT "MONEY" IN ENGLISH LINGUISTIC AND CONCEPTUAL PICTURES

Isahakyan Ts. Heghine
Shirak State University, Gyumri, Armenia

ABSTRACT:

The aim of the article is to study the concept "money" in English idioms, proverbs and to define the gestalts that stand behind it. The investigation showed that "money" is presented metaphorically in English linguistic picture. The conducted research based on the methods of conceptual analysis, suggested by American cognitologists G. Lakoff, M. Johnson and by a Russian linguist L.O. Cherneyko, revealed that the gestalts of "money" are: creature, power, plant, stream, river, product, substance, object and material. All these gestalts have their roots in the conceptual picture of the "money". Money has been used in different forms since its creation which are reflected in the metaphoric expressions.

Key words: concept, metaphorization, money, linguistic picture, conceptual picture

I. INTRODUCTION:

The aim of this article is to study the metaphorization of the concept "money" in English linguistic and conceptual pictures. Different idioms, proverbs, expressions referring to money are metaphoric. The study of them will allow to reconstruct the conceptual picture of the concept and reveal the collective perception of the "money" by the English community.

II. COGNITIVE LINGUISTICS AND METHODS OF CONCEPTUAL ANALYSIS:

The end of 20th century is marked in linguistics by the development of a new discipline, i.e. Cognitive Linguistics. Since then many investigations have been conducted in this sphere which have spread a new light on the triad: language-culture-mind. The study of concepts opens new perspectives for understanding collective consciousness, the way they perceive the surrounding world. This idea is supported by different scholars, specifically by A.P. Babushkin who treats concepts as independent units of collective consciousness which reflect the real or ideal world and are verbally stored in national memory of native speakers [2]. In their turn G. Lakoff and M. Johnson believe that "the concepts that govern our thought are not just matters of the intellect. They also govern our everyday functioning. Our concepts structure what we perceive, how we get around in the world, and how we relate to other people. Thus our conceptual system plays a central role in defining our everyday realities" [1, p. 3].

Conceptual analysis helps the investigators reveal the collective consciousness hidden in the concept. In this article we will refer to two methods of conceptual analysis suggested by G.Lakoff and M.Johnson in "Metaphors we Live by" [1] and L.O.Cherneyko's "Linguo-philosophical Analysis of an Abstract Noun" [3].

G. Lakoff and M. Johnson in " Metaphors we Live by" state that our conceptual system is metaphorical in its nature. To demonstrate how metaphorical phrases can explain the metaphorical nature of concepts they suggest

studying the conceptual metaphor **Time is money**. They bring the examples which exist in the linguistic picture of the English language. (“I’ve invested a lot of time in you”. “She’s spent much time”. “Save your time” and so on). As it can be seen both “money ” and “time ” share the same verbs (**save, spend, invest**) . “The essence of metaphor is understanding and experiencing one kind of thing in terms of the other” [1,p. 5].

L.O. Cherneyko believes that the study of compatibilities of an abstract noun with its descriptive verbs and adjectives is necessary for achieving the structures peculiar to the collective unconscious mind which in a way can be provided by conducting a conceptual analysis. The aim of a conceptual analysis is to disclose the deepest projections of an abstract noun into a material world. These projections are kept in the subconscious of collective and individual minds. The thing that “*conscience*” can be *lost (lose conscience)*, proves that “*conscience*” is thought *as an object*. From the combination of an abstract noun with a descriptive verb can be deduced the implicit image of the abstract noun [3]. Those implicit images L.O. Cherneyko calls *gestalts*[1]. G.Lakoff and M.Johnson also call them *experiential gestalts*[3].

III. BRIEF HISTORY OF “MONEY”

For the last 11000 years’ people have developed the idea of how to pay for goods and services. People began by bartering or swapping goods and services with each other, ranging from wheat, barley, cattle, seashells and so on. The concept of money itself emerged around 9000BC due to the domestication of cattle. Cows, sheep, camels became units of exchange. Seashells were also common forms of payment in Africa, Asia, Europe and Oceania. Cowry shells are believed to have led to creation of the first coins. [4].

In 6th century BC gold and silver coins appeared. They were produced by Greeks in Iona which later spread through the city states of Greece. As ancient Rome expended its rule over Greece and Italy it became much richer than Greece had been. They developed banking system linked to the system tax collectors throughout the Roman Empire. So, both Greece and Rome showed that there was a tendency (and still is) for a powerful minority to take control of most of the money and land. In the 8-9 century AD the Emperor Charlemagne minted coins of silver dug from mines in Germany modeled on the old Roman “denarius”. Paper money was used by the Chinese. When Marco Polo returned from China in 1295 he spoke about paper money and encouraged bankers in Europe to use paper money. Over the following centuries the banking notes became a widely accepted substitute for money and eventually became as actual money. Nowadays we can see another form of money, namely, electronic money.

III. GESTALTS OF THE CONCEPT “MONEY”

Various proverbs, sayings, idioms and collocations referring to money in the English language and mindset comprise personification which allows to form a conceptual metaphor Money is a Creature.

One of them is the proverb Money makes the mare go. This means money provides a motive for action. This proverb goes back to 15th century, when mares (female horses) were of wide usage.

There is still another proverb with the same function - Money talks which has also transformed into a stronger type Money doesn’t talk, it swears. The verbs “talk” and “swear” transfer human qualities to the concept of money.

The proverb “Take care of the pence and the pounds will take care of themselves”[5] can be also mentioned here.

Another proverb Money can't buy happiness [5] is in case. This is a proverb which comes from mid the 19th century. Here money is personified and is used figuratively.

Here can be mentioned other proverbs as well, such as:

- Money burns a hole in a pocket.
- Money makes the world go round.
- Bad money drives out good [5].

Besides proverbs, idioms with money, such as marry money, also activate the given frame.

The frame Money is a Creature can be actualized via the following idioms as well. They are as follows: smart money, silly money, hush money, dirty money, funny money [6] So, such adjectives as smart, silly, hush, dirty and funny characterize creatures.

The concept of money can be disclosed also via proverbs, idioms, expressions comprising other nouns referring to the concept " money", such as cash, penny and dollar.

Be penny wise and dollar foolish [5] which means to be so concerned with saving money in any way possible that one fails to allocate enough money to solve large or important problems, ultimately forcing one to spend more in the long run. This idiom activates the frame Money is Creature, as attributes wise and foolish are human qualities.

Almighty dollar and Pretty penny also activate the conceptual metaphor Money is a Creature, as penny and dollar take attributes "almighty", " pretty" characterizing a creature. The proverb Cash is king also refers to the frame Money is a Creature. Another one is (as) gay as a three-dollar bill, the lexeme "gay", characterizes a person, i.e. a three-dollar bill can be gay.

Some of the proverbs which actualize the frame Money is a Creature at the same actualize another frame for money, i. e Money is Power.

The frame money is Power is actualized via the following proverbs:

- Money makes the mare go.
- Money talks.
- Money doesn't talk, it swears.
- Money makes the world go round.
- Cash is king.
- Bad money drives out good [5].

Almighty dollar also refers to this frame.

As it can be seen the same proverbs, idioms, expressions can refer to both frames: Money is a Creature and Money is Power, as power is in the hands of humans. It is no wonder that money is understood in terms of power and creature in the linguistic picture of the world of the English language, as since the time of its creation in any of its forms, money has been perceived as something really powerful.

Another frame for money is Money is a Product (Mattress money, Glove money, Pin money, Egg money, money-bag) [6].

The frame Money is a Product explains the fact that in earlier times money was in the form of a product, the same is true for Money is a Plant (Seed money) and Money is a Substance (Early money is like yeast. It can rise quickly and as quickly can go down. Money, like manure, does no good till it is spread). Money is a Plant stands for " wheat" and "barley" which were used as a form of payment.

Another frame is Money is Water/liquid (Money is like sea water. The more you drink, the thirstier you become) or Money is a Stream, river (money flows, fund flows, inflow, outflow, cash flows). The frame Money is a stream, river, water has a basic explanation directly connected with gold, which can be found in rivers, in diluted concentrations both in freshwater and seawater. Another explanation can be the thing that in earlier times seashells, cowry shells were used as a form of payment, served as a currency.

At least two more frames for "money", namely, Money is an Object (money to burn, soft money, hot money) and Money is a Material (be made of money, in the money, shoestring budget) exist in the linguistic and conceptual systems of the English community. They also have their roots in the conceptual picture. In fact, money both in the form of coin money or paper money is an object and a material.

To sum it up, in the linguistic and conceptual pictures of the English language money is understood metaphorically, the gestalts for which are: creature, power, product, material, substance, object, stream or river. The metaphoric nature of the concept "money" is embedded in its essence, as money has taken various forms since its creation, being a product, material, object, something

really powerful, performing the role of a creature.

REFERENCES:

- 1) Lakoff G., Johnson M. Metaphors we Live by (Reprinted Version). Chicago: University of Chicago Press, 2003.
- 2) Бабушкин А.П. Типы концептов в лексико-фразеологической семантике языка. Воронеж: Воронежский гос.унив., 1996.
- 3) Чернейко Л.О. Лингво-философский анализ абстрактного имени, Москва: МГУ, 1997.
- 4) <https://www.scotsman.com/lifestyle/history-money-and-how-our-use-it-has-changed-down-centuries-1405001>. Available at 27.11.2021
- 5) <https://blog.oup.com/2009/11/proverbs/>
- 6) <https://idioms.thefreedictionary.com/money>