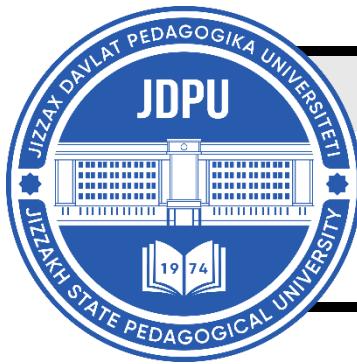


# MENTAL ENLIGHTENMENT SCIENTIFIC – METHODOLOGICAL JOURNAL



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<http://mentaljournal-jspu.uz/index.php/mesmj/index>



### COGNITIVE FEATURES OF INDIRECT NOMINATION IN THE TEXT

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#### ABOUT ARTICLE

**Key words:** indirect nomination, direct nomination, metaphor, metonymy, synecdoche, periphrasis, allegory, cognitive processes, conceptual mapping, image-schema, associative chain, expressiveness, evaluation, emotional loading, attracting attention, defamiliarization, cognitive linguistics, Lakoff and Johnson, conceptual metaphor theory, cultural concepts.

**Received:** 21.01.26

**Accepted:** 22.01.26

**Published:** 23.01.26

**Abstract:** This article analyzes the cognitive features of indirect nomination in the text (figurative nomination, for example, metaphor, metonymy, synecdoche, periphrasis, and allegory). Emphasizing the connection of language with human mental activity, it shows that indirect nomination, unlike direct nomination, conveys meaning through comparison, association, conceptual integration, and activation of background knowledge. Based on examples, it compares different types and details their cognitive functions – forming associative chains, expressiveness and evaluation, emotional loading, attracting attention, defamiliarization effect. The article discusses the cultural and psycholinguistic significance of indirect nomination, as well as its application in literature, journalism, and everyday speech, and analyzes it based on cognitive linguistics theories (Lakoff and Johnson). As a result, it is emphasized that these nominations are not simple stylistic tools, but cognitive processes that reveal the complex mechanisms of the

**Introduction.** Scientific sources extensively cover the roles of units such as metaphor, metonymy, synecdoche, periphrasis, and allegory in human perception and conceptual systems when researching the cognitive characteristics of indirect naming in text. Analysis demonstrates that indirect naming is recognized not merely as a stylistic phenomenon, but as a conceptual activity based on the complex mechanisms of cognitive processes.

The foundational source of Conceptual Metaphor Theory provides the scientific basis for examples in the text such as "time is money," "anger is a boiling fluid," and "argument is war." These theories interpret metaphor as the bedrock of thought - a method by which humans understand abstract concepts through familiar domains. Many cognitive metaphors in the text rely specifically on this framework [1]. Furthermore, research illuminates the emotionally and culturally rich layers of metaphor. Emotionally charged metaphors found in the text, such as "iron will," "chilled to the bone," and "brave as a lion," align perfectly with Zoltán Kövecses' scientific views on emotional conceptualization. He presents metaphor as a primary mechanism for modeling human emotional states [2]. As [3] elucidates the function of language within the cognitive system, the conceptual nature of naming, and the relationship between language and thought. Ideas in the text such as "language is a cognitive mechanism" and "language stands at the center of mental activity" are grounded in the work of Antonio Barcelona, where political, social, and everyday metaphors are explained as cognitive models. As one of the most vital sources of Metonymy Theory, the text's examples - "The White House," "heads were gathered," or "out of reach" - rely on cognitive approaches regarding part-whole, place-institution, and object-property relationships. These are explained as economical and logical paths within human cognition [4]. Ronald Langacker's scientific concepts provide a deep theoretical foundation for cognitive grammar, image schemas, conceptual structure, and experience-based model construction. The conceptual structures and perception-based models arising through indirect naming in the text are based on these theories [5]. The Conceptual Blending Theory [6] explains the merging of multiple domains and the processes of creating allegorical meaning. Multi-layered imagery in the text, such as the allegory in "Animal Farm" or periphrasis ("the silver lamp of the night sky"), is interpreted through this theory. Blending serves as the primary method for identifying the deep-seated semantic layers of indirect naming. Croft and Cruse provide detailed explanations of:

Frames and Scripts: How knowledge is organized.

Conceptual Systems: The modeling of linguistic units.

Associative Networks: How indirect names activate cultural concepts and create broad mental connections in the reader's mind.

The psycholinguistic foundations of figurative thinking are explored in [7]. Concepts such as "the activation of associative chains in the reader's mind," "emotional reception of imagery," and "the transformation of the reader into an active participant" rely heavily on Raymond Gibbs' research. He highlights the role of emotional resonance and mental imagery in understanding metaphor and metonymy [8-11].

Charles Fillmore's Frame Semantics explains context-based meaning. Examples of implicature in the text (e.g., "It's snowing outside" implying "Don't go out") align with the frame-based meaning concept, scientifically justifying the context-dependency of indirect naming [12-13].

Viktor Shklovsky's theory of "Ostranenie" (Defamiliarization) forms the theoretical basis for sections regarding "attracting attention," "non-standard naming," and "breaking stereotypes." According to Shklovsky, non-standard representation leaves a powerful imprint on the reader's memory - a concept extensively covered in the text [14-15].

**Materials and methods.** Language is intrinsically linked to human cognitive (mental) activity, fully reflecting how we perceive the world, process our experiences, structure our knowledge about the world, and conceptualize it. Language serves not only as a means of communication but also as a fundamental mechanism for thinking itself: through it, we form abstract concepts, classify events, and represent reality via cognitive models.

Nominations in the text manifest in two main types: direct (literal) and indirect (figurative) nomination. While direct nomination (e.g., "table," "book," "tree") directly denotes a real-world object or phenomenon in a denotative sense, requiring minimal cognitive processing—meaning the reader hears or reads the word and immediately visualizes a specific object in their mind without additional inquiry—indirect nomination (e.g., metaphor, metonymy, synecdoche, periphrasis, allegory) conveys meaning through additional cognitive processes such as comparison, association, conceptual integration, and activation of background knowledge. This process demands active mental effort from the reader and imparts a deeper, multilayered meaning.

Below, we illustrate the difference for each type of indirect nomination by comparing it with direct nomination, using specific examples:

Metaphor: Direct: "He ran." (A simple action, directly visualized.) Indirect: "He ran like the wind." In comparison, the word "wind" is used here to convey speed and lightness. The reader compares two domains (human and wind), achieving a deeper sense of the speed

concept through conceptual mapping. Cognitively, this activates additional comparison and image-schema (schema of rapid motion).

"The president made a decision" (referring to a specific person). Indirect: "The White House made a decision." In comparison: "White House" stands for the authority within the building (place instead of the institution it houses). This is based on contiguity association: the reader activates background knowledge to transition from the building to the president. Unlike the denotative meaning of "building," it imparts a connotative sense of power.

"Workers are working at the factory" (the entire group). Indirect: "The factory is short a hundred hands." In comparison, the word "hands" is used in place of the whole worker (part for the whole). The reader transitions from the part to the whole, visualizing the workforce. This creates an effective and impactful expression through cognitive abbreviation.

"Moon" (directly denoting the celestial body). Indirect: "The silver lamp of the night sky." In comparison, a descriptive phrase consisting of several words is used instead of the simple word "moon." The reader integrates each component (night sky, silver color, lamp function) to reconstruct the image of the moon. This enhances aesthetic load and intensifies emotional impact.

"Evil is bad" (a direct moral judgment). Indirect: In George Orwell's "Animal Farm," the pigs' seizure of power critiques totalitarian regimes. In comparison, the animals and farm life can be read as a simple story (direct layer), but on deeper reading, it reveals an allegorical depiction of human society and political systems. This requires the most complex cognitive process: multilayered mapping and continuous activation of background knowledge.

Such nominations serve not only aesthetic or stylistic purposes but also reveal the complex mechanisms of the human mind - conceptual metaphor, frame and script structures. This article examines in detail the main cognitive features of indirect nomination in the text, particularly their structure based on conceptual mapping and image-schema, cognitive load, and role in text comprehension, analyzing them through examples from various linguistic and cultural contexts.

**Results and discussion.** The most important cognitive function of indirect nomination is considered to be the conceptualization mechanism, which occupies a central place in cognitive linguistics, deeply reflecting the speech subject's personal, subjective worldview, and serving to create new, more impactful, emotionally charged associative models in the recipient's mind for complex and abstract ideas; a vivid and multifaceted example of this can be, on the one hand, within the framework of cognitive metaphor theory, conceptualizing the abstract emotion of anger as a "boiling liquid" (e.g., "anger heated him up" or "his blood boiled"),

thereby giving it a concrete, experiential, and sensory image associated with body temperature and internal pressure, and on the other hand, through cognitive metonymy, referring to a writer by the name of their works ("Navoi's pen" or using "Shakespeare" to represent an entire Renaissance era or vast literary heritage), which not only ensures cognitive economy by optimizing mental effort but also significantly enhances the text's emotional load, imagery, and aesthetic value, leading to deeper processing and retention of information.

Indirect nomination (particularly metaphor and metonymy) plays a fundamental role in human cognitive activity, allowing abstract, complex, or unfamiliar concepts to be expressed through familiar, concrete, and visual images firmly rooted in people's everyday experiences, and endowing them with emotional charge; for example, the metaphor "time is money" (based on George Lakoff and Mark Johnson's Conceptual Metaphor Theory) conceptualizes the abstract and intangible concept of time as a material and manageable resource like money, which can be wasted, saved carefully, or invested for gain, thereby aiding the cognitive assimilation of a complex idea. In addition, introducing war-like terms such as attack, defense, and strategy into the abstract process of argumentation through the metaphor "argument is war" to convey its intensity level, or ensuring metonymic economy by referring to a leader by their position (e.g., "The chair spoke about it"), are also primary cognitive functions of indirect nomination. The recipient assimilates a new concept more quickly not through complex definitions but through a linguistic unit created based on similarity or contiguity. This process aligns with the principle of cognitive economy.

Indirect nomination (conveying meaning through implicature) requires considering not the direct, lexical meaning of words, but the contextual, implicit, or additional meaning arising from the speech situation, which awakens a high level of cognitive activity in the reader or listener, as they must comprehend the author's true intention through logical inference (inference) and utilization of their existing knowledge base; for example, understanding the additional (implicit) meaning that one should not go outside or eat ice cream through the response "It's snowing outside," or perceiving the subjective evaluation that the house is a confined, uncomfortable, or defensive place through the metaphor "My home is a fortress," arises precisely on the basis of these cognitive processes (inference and utilization of the existing knowledge base).

To understand an indirect expression, the recipient of the text must rely not only on the lexical meaning but also on the speech context, the situation, and general knowledge to identify the meaning intended by the speaker. This constitutes a process of logical inference (inferencing).

The use of metaphor or metonymy activates a corresponding associative chain in the reader's mind, thereby triggering a cognitive pathway that transitions from one concept to another and reveals deeper and richer layers of meaning. For example, in the phrase "He is a man of iron will," the word "iron" first directs the reader toward the sensory and physical properties of the material iron - its hardness, inflexibility, resistance to rust, and the sensations of coldness and weight derived from experience; through these properties, abstract qualities such as "strength," "determination," and "unbreakability" are associatively activated in the reader's mind, ultimately leading to the concept of a person's willpower or spiritual fortitude [2]. According to Conceptual Metaphor Theory (Lakoff and Johnson), this process is based on mapping between domains such as "willpower is iron," and it is enriched by the reader's personal experience and cultural background knowledge, potentially producing a slightly different associative chain in each individual. Similarly, in the metaphor "life is a journey," the concept of "life" triggers a chain of associations related to travel - such as "path," "obstacle," "destination," and "getting lost" - thereby conveying the complexity, purposefulness, and uncertainty of life in a sensory and imagistic manner. In this way, indirect nomination not only transmits a simple meaning but also creates a broad and multifaceted associative network in the reader's mind, rendering the text memorable, impactful, and deeply comprehensible.

Indirect nomination significantly enhances the expressiveness of speech, enriches the text emotionally, and serves as an important cognitive tool for expressing subjective attitudes, evaluations, or moral judgments. Through this device, the author or speaker conveys their positive or negative attitude, admiration, disdain, mockery, or praise not directly but via imagistic and associative means, thereby generating a stronger emotional resonance in the reader or listener. For instance: In direct nomination, "He is a bad person" provides a simple, neutral evaluation that requires minimal emotional cognitive load. In indirect nomination: "He is a real snake" (metaphor) or "He is the owner of a venom-spewing tongue" (metaphor + periphrasis) - these expressions not only convey a negative evaluation but also activate strong associations of treachery, malice, and danger, intensifying feelings of hatred, disgust, or warning in the reader. Another example: "He is a rich person" (direct) - a factual statement. "He is the owner of mountains of gold" or "He is a man who walks in pockets of money" (metaphor and hyperbole) - these not only denote wealth but also express envy, admiration, or critical attitude (e.g., toward money-worship) while heightening expressivity. Metonymy and synecdoche also play a powerful evaluative role: In the phrase "Only empty heads are gathered here," the word "head" is used in place of the person, mockingly evaluating foolishness or frivolity. In periphrasis, referring to a neutral object as "the diamonds of the sky" (for stars) can

express wonder and beauty. As a result, indirect nominations deepen subjective evaluation on both cognitive and emotional levels, elevating speech from mere information exchange to the level of creative and impactful art. This feature is widely employed in literary texts, journalism, political discourse, and everyday communication, as it activates the listener's personal experience and cultural background, making the evaluation personal and memorable.

In comparison to direct nomination, indirect nomination exhibits a significantly stronger emotional (affective) and evaluative element, as it not only conveys a fact but also directly impacts the reader's or listener's inner world - their feelings, values, and personal experiences. The author or speaker transmits their subjective attitude - such as condemnation, criticism, admiration, hatred, praise, bitter satire, or subtle irony - not explicitly but in a concealed, associative, and imagistic form; this deepens the emotional impact, transforming the text from mere information into a richly affective and persuasive expression.

Direct nomination: "He is a stingy person." This phrase provides a factual evaluation, but its emotional load is low - the reader merely registers the information, with feelings hardly stirred. Indirect nomination: "He is a jeweler who won't open his eyes for a coin" (metaphor + hyperbole) - here, stinginess is not only denoted but depicted through images of greed, worthlessness, and comically extreme frugality, evoking bitter satire and disgust. "He is a person who won't part with even a misqal of money" (metonymy + periphrasis) - since "misqal" refers to an extremely small unit of weight, it emphasizes the excessive degree of stinginess, intensifying feelings of hatred or mockery in the reader. Another example: Direct: "He is a brave soldier" - a simple praise with minimal emotional impact. Indirect: "He is a lion with an iron heart" or "He is a hero who laughed in the face of death" - these phrases portray courage through associations with the lion's power, iron's resilience, and indifference toward death, arousing admiration, respect, and even a pride tinged with awe in the reader. Consequently, the emotional load of indirect nomination conveys the author's subjective attitude in a hidden yet powerful manner, transforming the reader from a passive recipient into an active emotional participant. This feature plays a crucial role in literature, poetry, journalism, and political discourse, as it leaves a profound trace in the reader's emotional memory, expanding the text's sphere of influence.

Non-standard nomination disrupts speech stereotypes, thereby immediately capturing the reader's attention, ensuring longer retention of the text's content in cognitive memory, and transforming the reading process from habitual, automated perception into active and deep cognitive processing. In the human mind, everyday language use is often automatic and stereotypical: direct nominations are quickly processed but also quickly forgotten. Indirect

nomination, however, violates expected stereotypes, producing the “defamiliarization” effect (V. Shklovsky's “ostranenie” - making strange): the reader pauses, becomes surprised, and is compelled to expend additional mental effort to unlock the meaning.

In direct nomination, “He was tired.” This phrase is stereotypical and expected - the reader may skim over it inattentively, as it is an expression heard millions of times. Indirect nomination: “He was tired to the bone” (metaphor). Here, the non-standard addition “to the bone” draws attention: the reader departs from the usual “tired” expression and imagines the depth of exhaustion reaching every cell of the body. As a result, the phrase becomes memorable. “The day felt as if a heavy truck had passed over him” (metaphor). The reader pauses to unpack this unusual comparison, recreating sensations of weight, pressure, and crushing in their mind - turning the text from a simple description into a memorable and impactful scene. Another example: Alisher Navoi's expressions such as “hands raised to the sky” or “eyes weeping blood” capture attention in both contemporary and modern readers, as they disrupt the stereotypes of “prayed” or “cried.” The non-standard nature of “weeping blood” makes the reader feel the profundity of pain and suffering, preserving this image in memory for a long time. Consequently, non-standard nomination serves as a powerful cognitive mechanism for attracting attention, transforming the reader from a passive recipient into an active participant. This process ensures the text's firm entrenchment in cognitive memory, as unusual expressions form new neural connections in the mind, facilitating transition to long-term memory. For this reason, indirect and non-standard nominations are consistently employed in literary art, poetry, advertising, and persuasive journalism.

Indirect nominations are closely intertwined with the cultural experience and worldview of native speakers: Many metaphors and metonymies are grounded in national collective representations, customs, and national symbols. They activate cultural concepts existing in the minds of language speakers (e.g., concepts associated with bread or the color white in Eastern culture). Indirect nominations are passed down from generation to generation, enriching the language's conceptual base and facilitating the integration of new concepts into the system.

**Conclusion.** The cognitive nature of indirect nomination in the text has been subjected to in-depth analysis, demonstrating that it is a crucial conceptual tool revealing the intrinsic connection between language and thought. Indirect nomination - through various figurative devices that generate transferred meanings, such as metaphor, metonymy, synecdoche, periphrasis, and allegory - clearly manifests how the human mind processes, classifies, and conceptualizes experience. These processes require additional associative thinking in the

reader or listener, contributing to the text's multilayered, imagistic, and emotionally impactful character. The analysis has shown that the primary cognitive function of indirect nomination is to transform abstract, complex, or unfamiliar concepts into conceptual models that are more easily, quickly, and effectively comprehended by drawing on everyday human experience. This process relies on cognitive linguistic mechanisms such as cognitive economy, conceptual mapping, image-schemas, frames, and scripts. Metaphor endows abstract concepts with images grounded in real experience, while metonymy compacts mental processes, ensuring the economy of language. As a result, it has been established that indirect nomination is not merely a stylistic ornament but a fundamental mechanism of meaning creation and transmission that reflects the deeper layers of human cognition. It not only enriches the process of text comprehension but also generates new associative fields in the reader's mind, prompting deeper information processing. Therefore, it is concluded that indirect nomination, as one of the most important categories in cognitive linguistics, necessitates broad application in linguistics, psycholinguistics, translation theory, and communication studies.

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