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INTERPRETATION OF CONCEPTUAL METAPHORS IN ENVIRONMENTAL MEDIA TEXTS

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ABSTRACT

This article delves into the analysis of conceptual metaphors in environmental media texts, exploring how language is used to convey complex ideas and emotions related to the environment. By examining the use of metaphors in environmental discourse, we aim to understand how these linguistic tools shape our perceptions of nature, sustainability, and climate change.

Key words: *conceptual metaphors, environment, media text, contextualizing, nature, climate change.*

АННОТАЦИЯ

Данная статья посвящена анализу концептуальных метафор в экологических медиатекстах, исследуя, как язык используется для передачи сложных идей и эмоций, связанных с окружающей средой. Исследуя использование метафор в экологическом дискурсе, мы стремимся понять, как эти лингвистические инструменты формируют наше восприятие природы, устойчивости и изменения климата.

Ключевые слова: *концептуальные метафоры, окружающая среда, медиатекст, контекстуализация, природа, изменение климата.*

INTRODUCTION

Conceptual metaphors play a crucial role in shaping how we think and talk about environmental issues. Interpreting conceptual metaphors in environmental media texts is a fascinating area of study that delves into the ways in which language shapes our understanding of environmental issues. Conceptual metaphors are linguistic expressions that help us make sense of abstract concepts by relating them to more concrete or familiar domains. In the context of environmental media texts, such

metaphors can play a crucial role in shaping public perceptions and attitudes towards environmental challenges. In this article, we will explore how metaphors are used in environmental media texts to evoke specific images, emotions, and associations that influence our understanding of environmental challenges. By analyzing these metaphors, we can gain insights into the ways language shapes our perceptions and attitudes towards the environment.

METHODS

To analyze conceptual metaphors in environmental media texts, we will employ a qualitative approach that involves identifying metaphors, analyzing their meanings and implications, contextualizing their use within the texts, considering their impact on the audience, exploring cultural and historical significance, and critiquing metaphorical choices. One common conceptual metaphor used in environmental discourse is "Nature as a Mother." This metaphor portrays nature as nurturing, caring, and protective, much like a mother. By framing nature in this way, environmental advocates seek to evoke feelings of responsibility, care, and stewardship towards the environment. On the other hand, critics argue that this metaphor can also reinforce gender stereotypes and oversimplify the complexities of human-nature relationships.

RESULTS

Our analysis reveals that metaphors such as "Mother Nature," "the lungs of the Earth," and "climate change is a ticking time bomb" are commonly used in environmental media texts to convey complex ideas in a relatable and engaging manner. Another prevalent metaphor is "Nature as a Resource." This metaphor views nature primarily as a source of raw materials to be exploited for human benefit. It underpins the logic of resource extraction and economic development but often overlooks the ecological limits of such exploitation. By highlighting this metaphor in environmental media texts, one can analyze how it influences policy decisions, economic practices, and public perceptions of sustainability. Or Nature as a Teacher: Viewing nature as a teacher offers lessons on resilience, adaptation, and interconnectedness. Metaphors like "learning from nature," "wisdom of the earth," or "nature's classroom" highlight the valuable insights that can be gained from observing and respecting natural systems. These metaphors help frame environmental issues, evoke emotional responses, and shape public perceptions of nature and sustainability.

DISCUSSION

The use of conceptual metaphors in environmental media texts reflects the power of language to influence how we perceive and engage with environmental challenges. Ecological media texts serve as powerful tools for raising awareness, fostering environmental literacy, mobilizing public support for conservation efforts, and driving positive change towards a more sustainable future. By critically analyzing and engaging with diverse forms of ecological media content, individuals can deepen their understanding of environmental issues and contribute to collective efforts to protect

the planet. By critically examining these metaphors, we can better understand the underlying values, assumptions, and cultural contexts that inform our discussions about the environment. For instance, "Nature as a Mother" - This metaphor portrays nature as a nurturing figure, emphasizing care, protection, and interconnectedness. For example, phrases like "Mother Earth," "nature's bounty," or "caring for our planet" evoke a sense of responsibility and stewardship towards the environment. Moreover, by analyzing how metaphors are employed in environmental discourse, we can identify opportunities to enhance communication strategies and foster more meaningful dialogues about sustainability and climate change.

CONCLUSION

In conclusion, the interpretation of conceptual metaphors in environmental media texts offers valuable insights into how language shapes our understanding of environmental issues. Conceptual metaphors play a significant role in ecological media texts by framing complex environmental issues in familiar terms, making them more accessible and relatable to the audience. By recognizing the significance of metaphors in shaping perceptions and attitudes, we can work towards promoting more effective communication strategies that inspire action and positive change towards a more sustainable future. By using these conceptual metaphors in ecological media texts, writers and communicators can effectively convey complex environmental concepts, evoke emotional responses, and encourage audiences to rethink their relationship with nature and take positive actions towards sustainability and conservation. By delving deeper into these aspects of conceptual metaphors in environmental media texts, researchers and communicators can gain a more nuanced understanding of how language influences our perceptions of the environment and how we can leverage metaphors to promote positive environmental change.

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