STUDYING METHAPHORICAL TERMS IN COMPUTER DISCOURSE ANALYSES

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ABSTRACT

This article discusses the study of the specifics of the formation of the terminology system of computer discourse in relation to two languages. The article analyses the types of terms-metaphors in the aspect of computer terminology, which is one of the most pressing issues of our time with metaphorical transfer; and the connection of metaphorical models in typologically unrelated languages.

KEYWORDS: *Metaphorization, Metaphorical Model, Computer Discourse, Term, Terminological System, Concept, Terminology System, The Features And Effectiveness, Structural Analysis.*

INTRODUCTION

Metaphorically makes it possible to explain the new through the old. Metaphorization in term formation is estimated by researchers as one of the most productive ways of nomination due to the ability of metaphor to act simultaneously as a mechanism for cognition and conceptualization of reality, and as a way of the most capacious nomination of various fragments of the surrounding world.

The existing methods of analyzing metaphorical terminology [**1-6; 7**] make it possible to formulate the stages of describing the phenomenon under study:

1) Identification of terms-metaphors in the terminology system, certification (description of nominative and structural characteristics, typical properties);

2) The definition of the main areas-sources of the formation of terms-metaphors and the construction of metaphorical models in the terminology system. As a result of the structural analysis, 67 one-word metaphor terms, 51 binary term elements, 5 three-word and 2 four- word metaphor terms were identified. Note that the most frequent and productive nominative model N + N, characteristic both for the binary structure of metaphor terms in particular, and for the entire terminology in general. Less productive, respectively, are the models A + N, V + N, Ved + N.

DISCUSSION

In computer discourse, most metaphorical terms are either a combination of units of general literary, general scientific and scientific languages proper, or are generally based on metaphorical

terms: bar code - bar code; blue screen of death - "blue" screen of death (a phenomenon observed in the event of a serious Windows NT error) - (general literary + general scientific). Due to its all-encompassing nature, computer discourse is largely different in its characteristics from all other discursive varieties.

As a result of studying computer discourse, it becomes clear that although computer terminology is an integral part of it, this discourse is still not the only sphere of implementation of computer terminology. It itself delineates such segments of verbal communication in which computer slang (jargon) is mostly in demand, rather than computer terminology as such.

Obviously, the dynamics of the development of the terminological system reflects the dynamics of scientific cognition, therefore, the modern stage of terminology in computer discourse can be characterized as the stage of "terminological explosion" **[8].** As a result, the most relevant in linguistics is the study of metaphoric terms in computer discourse from the standpoint of cognitive terminology. Within the framework of this direction, concept terms are one-level mental formations, the core of which is a concept, except for metaphorically formed terms, which, in addition to the core,

In the computer discourse presented all base metaphorical models: anthropomorphic metaphor (implying a person with all of its biological and psycho-intellectual characteristics and different manifestations of its activity as a metaphorical terms of transformation: author, client push / pull , handshake, dumb terminal , carbon a footprint , old body , etc.

In this case it is realized such pattern transfer, like:

1) The image   of   the " human body ": core -computer random   access memory ; image "disease": core cancer -   a process   of slow drainage   of resources; Image "action": to grovel - to work slowly; the image of a "human characteristic":

Winner is a successful program; thin client is a "thin" client;

2) Natural metaphors: the image "water stream" - broadcast stream, flood;

image of   sound , light effects when the   explosion , a   flash   -   flame   bait   - the message , leading to acrimonious exchange   of pleasantries in the   Internet ; click,   flash-card; image "weather phenomena , air , wind" - freeze, cloud technologies; Image of "flora", n. phytomorphic metaphors (based on comparison with plants) - Daisy chain, Apple key, cold (hot)   potato   routing; clover   key,   bamboo; image of "fauna ", ie. n. zoomorphic metaphors (arise, if the subsidiary subject comparisons favour the animal) - beta bug, mouse pad, Mozilla Firefox, hungry puppy, rabbit job;

3) Artifact metaphor (the objects of everyday items) - menu; key ring;

(professional tools and actions)   -   client   /   server   filter,   hub, harvest,   stack; bitty box; (Food supply): Cookie, vanilla. The most differentially here the image of a "house»: a backdoor - a loophole, a secret door, the back door (way to gain access to the computer system to bypass its defense system through the left undocumented programmers input methods), Front Door, data warehousing, window , a wallpaper , etc.

4) Social metaphors (characterize social status): host, orphans. Among the analyzed social metaphors, the most frequent are the images: "war" - holy war, DOS-attack, cut and paste attack; «Disease» - virus, infected directory, etc.

So, referring to the field of knowledge "computer virology", the central concept of which is a computer virus, we note that the latter acts as a complex metaphorical construction reflecting the concepts of the following areas of knowledge: "war", "medicine", "biology", etc. In some cases difficult to determine, from a region of the source has been borrowed by the term: "Corporate organizations already recognize Symantec and the Norton brand as a solution they can trust to protect against the threat of virus attack" **[9].** The model of social religious metaphor is of particular interest. It is based on comparing the computer with objects of religious activity, traditions, values and teachings.

RESULT.

Hybrid texts acquire specific features (vocabulary, syntax, style, etc.) that conflict with the norms of the language of the host culture. Different cultures are not only differently express ideas differently they draw up concepts in the texts. Hybrid text is essentially a transitive and historical phenomenon.

Hybrid texts allow introducing new concepts into the accepted culture through media. So, in the Russian-language magazine about computer technologies upgrade, you can find numerous examples of hybrid texts, in which there is a clear localization of English terms. Their use is associated with the need to designate a certain phenomenon (in the absence of a complete synonym in the language) or with the desire for a clearer and shorter expression of the concept, for example: freeware - (from the English freeware "free distribution", about a computer program); post - (from the English post "put" a message in a network conference ") **[9].** An example of the hybridity of computer discourse in the aforementioned journal is also reflected in the heading NEW IRON, article "A1: SOS": "How it works, for sure, you know - you move your finger, and the mouse pointer stomps after it ..." **[9]** - the hybridity can be traced at the level synthesis / syncretism of speech styles (pointer (term) + stomp (colloquial)). Computer discursive practice often creates hybrid texts with signs of creolized texts, with elements of play and carnivals, saturated with new conceptual metaphors.

CONCLUSION.

A significant part of the terminology of computer discourse is made up of terms formed as a result of metaphorization of the meanings of common words on the basis of characteristic features of the called phenomena identified as a result of cognitive activity.

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