

HOW TO USE THE PERSUASIVE POWER OF METAPHORS

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ABSTRACT

Metaphor should not be viewed as a "thing," but rather as a transforming force, the unseen process through which "things" emerge. Even simple language and common imagery can be transformed into new, unique constellations using metaphor. Contrary to what many school teachers and dictionaries claim, metaphor is more than a literary device; it is an endless source of fresh ideas. In this essay, we'll look at how to use metaphors to persuade others.

KEYWORDS: *Persuasive Power, Metaphors, idea, communication, skill,*

INTRODUCTION

Rather than simple logic or fancy, every new and evolving generation of thought is born out of a metaphorical process. The key to understanding metaphor as it is expressed in the great traditions of classical poetry and art throughout civilization's history is to return to the word's original meaning, which was lost as a result of textbook-style and rote learning approaches that saturate the learning environments of high schools and universities throughout the Western world. The word metaphor gets its name from the ancient Greek word metapherein, which means "to transmit." Meta was a prefix used to indicate the sense of places, order, or nature changing. As a result, the word metaphor comes from an action. It should not be regarded as a "thing," but rather as a transformational force, the unseen process by which "things" come into being; in Plato's terms, the process of "becoming." A metaphor's ultimate visuals and organizational grid are the result of careful development and modification. [1]

To demonstrate the power of metaphor, we will provide a variety of examples from throughout history, including fresh examples written by twenty-first-century classical poets who are still unknown. Each example will demonstrate how, no matter how beautiful the lines are, workmanship alone is insufficient, or how skilled such writers might be, will never produce great poetry.

The transforming power of metaphor is what ultimately characterizes the poet's ability to transmit a profound thought, or what Percy Bysshe Shelley called "passionate and impassioned notions concerning man and nature" in his "A Defense of Poetry." Such concepts go beyond the poet's pen's literal weaving of words and images. [2]

In the words of Edgar Allan Poe, a stalwart literary critic who tirelessly fought to defend what he termed "The Poetic Principle": He who shall simply sing, with however glowing enthusiasm, or with however vivid a truth of description, of the sights, and sounds, and odors, and colors, and

sentiments, which greet him in common with all mankind—he, I say, has yet failed to prove his divine title. There is still something out there that he hasn't been able to grasp. We still have an insatiable hunger for which he has not shown us the crystal springs. This thirst is linked to Man's immortality. It's both a result and an evidence of his enduring presence. It is the moth's desire for the star. It is a wild attempt to attain the Beauty above, not just an enjoyment of the Beauty before us.

Metaphors are frequently used to illustrate difficult concepts. True, but metaphors can accomplish so much more. Consider this: would you rather read a blog post that boosted or accelerated your creativity? Is it more important for you to improve or re-ignite your creativity? Metaphors let your reader visualize your content, making it easier to absorb and remember. [3]

Imagery, which is at the heart of metaphoric language, will surprise, captivate, inform, and persuade your [readers] in ways that simple explanation will not. Vivid language will set you apart from the crowd, make you heard above the drone, and turn you into that uncommon breed of today: a communicator who gets things done. Anne Miller Metaphors engage the right brain – just like stories. They by-pass rationality and lower defenses to sales pitches. That's why metaphors can make you more persuasive, and help you win business.

Without metaphor, we are left with good craftsmanship at best. This is frequently the case with twentieth-century verse, where one finds himself reading piece after piece that necessitates recurrent recourse to exact prose-like claims in order to communicate something beyond the simple effects of language and picture. These lines may be factually correct or titillate the senses, but they aren't poetry. Otherwise, much twentieth-century verse has tended to veer towards the opposite extreme of literal prose: an ever more obscure portrayal of ideas using "pure images," an endless series of free-associations, symbols, and stylistic gimmicks, from which the reader can glean no higher meaning, and from which he or she increasingly becomes responsible for supplying the meaning and/or feeling. [4]

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- Create a quick picture rather than a lengthy story. You lose your reader, if you need to do a lot of explaining.
- Surprise your readers. Present a fresh angle on an old topic.
- Try making your metaphors sensory, so readers can experience your words. When readers can see, feel, smell, taste, or hear something, they're more likely to engage and remember.

Metaphors based on everyday things or experiences might help us explain or introduce unknown issues. This is especially useful when we need to bring a new issue to the public's attention or

ensure that policy decisions are based on strong science. Metaphors can elicit new associations and understandings, causing people to reconsider their beliefs or assumptions about a topic. The appropriate metaphor can make all the difference when it comes to shifting commonly held beliefs. And, because metaphors provide us with a new mental framework for thinking and talking about a subject, they can help us break out from stale disputes. We can promote ideas and avoid wasting energy by rebutting talking points that stymie progress by using metaphor. [5]

We may utilize metaphors to help people understand and affect the debate around social concerns. However, we must use them with caution. Here are three guidelines for employing metaphor as a social change instrument. Metaphors can have a big impact on how people think and feel, but they can also function in unexpected ways. A metaphor draws attention to certain aspects while concealing others. We can't accurately foresee how big groups of people would react to a metaphor based solely on our own close-to-the-issue intuition. The appropriate comparison might help us progress, but the wrong one can backfire. As a result, we may utilize metaphors that have been thoroughly examined to ensure that they accurately depict crucial concepts, foster understanding, and encourage progressive policy in the vast majority of circumstances. On issues for which metaphors have not been tested, we can simulate their explanatory power with other techniques—like laying out cause-and-effect links or using well-crafted examples.

Early on, explicitly introduce metaphors. Metaphors are more effective than other ways in communicating societal change. Explanatory metaphors aid in the comprehension of a subject. They influence how people respond to the rest of the communication if we expose them early. We should, however, avoid using distracting analogies. If we begin by naming the issue—as is usual in political campaigning—we can elicit all of the connotations that people have with it, whether it's anti-Black stereotypes connected with "welfare" or political divisiveness associated with "climate change." These are frequently the very ideas we are attempting to modify. Reminding individuals of their views makes changing attitudes and thinking more difficult than necessary. If we begin by reciting the research on the topic, another common practice, it can cause people to tune out. This is especially true when we present people with lengthy lists of negative outcomes, leading people to conclude that the problem is too big to solve.

Metaphors will enhance the vividness of your work. You can inject some individuality into your analogies by focusing on one or two issues that are dear to your heart. Draw analogies from movie scenes or anecdotes about the movie industry, such as why movies flopped, how movies are pitched, or how they were developed, if you write about web design and enjoy going to the movies. Focus on sports analogies if you're a big football enthusiast. Sports training, team sports, tactics, and refereeing can all provide inspiration.

People fall back on frames and attitudes they've picked up elsewhere when we don't provide a frame of reference. Metaphors can help us prevent this by proactively encouraging people to consider new concepts. Many messages about adolescent development, for example, begin by noting the risks of adolescence and the need to safeguard young people from harm, or they present data about the amount of young people who suffer from mental health issues. Instead, a metaphor of adolescence as a time of exploration, when young people need to test ideas, experiment with boundaries, and be able to take and learn from safe risks, could be more effective. Elaborating on the metaphor offers people a way to replace unproductive mental

pictures of young people as reckless, and adolescence as a period of danger, with a more balanced understanding of the risks and opportunities, and a sense of the potential for powerful learning and development.

Extend metaphors through time, context, and network boundaries. We must constantly foster new ways of thinking in order for them to take root. This entails repeating our ideas (without seeming repetitious) and collaborating with others to share and express those same ideas in their own unique style. Many communications professionals may employ metaphors without appearing scripted or inauthentic since metaphors allow themselves to both consistency and originality. This is how a field harnesses the power of repetition by keeping the basic comparison stable. However, the emphasis, manner, and even the medium or messenger can all be very different. A wide spectrum of professionals, including neuroscientists, policy advocates, and child care center personnel, have employed the metaphor of brain architecture. It has been used as an organizing theme for university lectures, tabletop games, media interviews, public-service announcements, and interactive museum exhibits.

CONCLUSION

Metaphors are thought-provoking devices as well as literary devices. They have the ability to create a mental image in the public's mind when none previously existed, as well as remodel and update our collective mental representations of social concerns. We can increase our influence when we use them wisely in our social change messaging. Professional communicators may emphasize the significance of a strong foundation, or they may utilize the sequence of a construction project to demonstrate a developing notion. The early childhood field has brought the same underlying principle (early brain development matters) to life in new ways throughout a decade through this diverse variety of representations. As a result, public opinion and policy have transformed in significant and observable ways.

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