

ABSTRACT

Ovcharenko N. M. Metaphor and Metaphorization: Philosophical and Anthropological Dimension. Qualification scholarly paper: a manuscript.

Thesis submitted for obtaining the Doctor of Philosophy degree in Humanities, Speciality 033 – Philosophy. – V. N. Karazin Kharkiv National University, Ministry of Education and Science of Ukraine, Kharkiv, 2021.

The dissertation is dedicated to research of metaphor, metaphorization in cultural and creative processes. The work is one of the first attempts in Ukrainian philosophy to comprehend problems of metaphorization, semiosis, production of abstract concepts and artistic images in holistic philosophical and anthropological analysis, metaphor is seen as a complex multidimensional phenomenon of language, art and sociocultural existence.

The relevance and choice of the research topic are due to increasing practical and scientific interest to the phenomenon of metaphor not as to a stylistic means of language, but as anthropological reality reflected in language and art. In a period of change in the social and spiritual structure of society, its globalization and technologization, metaphor is becoming increasingly important as a phenomenon present in thinking process, consciousness and subconscious but is nevertheless absent in the basic principles of artificial intelligence with «artificial thinking», i. e. non-anthropological thinking. Therefore, based on relevance of the research topic, the dissertation formulates a *scientific task*, which is to pose a question in the field of cultural and philosophical anthropology: in what way new meanings are formed in culture with an inevitable influence of metaphor.

Theoretical relevance of the work is due to the use of concepts of metaphor, metaphoron, symbol, abstract and absolute metaphor, the ratio of models of semiosis and culturogenesis, human cultural evolution. Methodological relevance is due to the application of transdisciplinary and interdisciplinary approaches to the phenomenon of metaphor, the most important of which are hermeneutic, semiotic, functional, cultural-anthropological, cultural-psychological and cognitive methods.

Methodological basis of the study is formed from a number of methods and significant philosophical and philosophical-anthropological conceptions: logical-analytical method (analysis of metaphor as a philosophical category); method of abstraction (to determine degree of abstraction in different types of metaphors in art); semiotic method (metaphor is considered as a semiotic reality of language; a new model of semiosis during the evolution of culture is suggested); hermeneutics, the functioning of metaphors as poetic tropes and multifaceted artistic images in works of art is analyzed, the hermeneutics of metaphor according to the «life cycle» of metaphor is specified, P. Ricoeur's hermeneutic theory of «living metaphor» is used as a way of dialectical unity of object – subject, real – imaginary in cognition process), methods of cultural anthropology (consideration of metaphors in the stream of evolutionism, neoevolutionism and functionalism), methods of philosophical anthropology (analysis of metaphor as a universal category of human life, and cognitive processes as a means of total metaphorization). General theoretical basis of the study are the works of modern cognitivism by J. Lakoff and M. Johnson, works on semantics of Ch. Pierce, A. Schaff, J. Piaget, philosophy of symbol and myth A. F. Losev, S. S. Averintsev, E. Cassirer and O. M. Freidenberg, metaphorology of H. Blumenberg, philosophical and psychological works of K. Jung, Ye. P. Ilyin, V. N. Druzhinin, A. N. Leontiev, P. V. Simonov, M. Polany, H. Gardner.

The aim of the work is philosophical and anthropological analysis of rational and irrational aspects of metaphor in human thinking process through reflection in language and art, as well as to identify mechanisms of metaphor formation and sources of phenomenon of metaphor (metaphorization process).

The object of the research is metaphor as a prerequisite and a result of creative activity.

The subject of the research is metaphor as a cognitive-emotional process and anthropological state of human community during its phylogenesis, methods of metaphorization (in language, art, culture).

The scientific novelty of the obtained results is revealed in the following

points:

For the first time:

- metaphor, according to our hypothesis, is interpreted as an anthropologically important factor in the development of thinking process, a philosophical phenomenon that occupies an intermediate position between concrete and abstract thinking;

- it is attested that metaphor is a way to solve the most complex and problematic tasks that arise in a given cultural environment, because creative solutions when creating metaphors and developing metaphorization process contribute to the construction of new neural connections, innovative solutions to certain situations in culture and general improvement of cognitive processes;

- it is suggested to consider the development of thinking process as a complication of semiosis according to the semiotic model: signal – sign – metaphor (metaphoron) – symbol; the concept of metaphoron as a complex synthetic sign is substantiated, which conceptualizes various components of a multifaceted reality, has a significant interpretive potential and increased concentration (suggestiveness) of meanings;

- trope is analysed as ideal model of metaphor, philosophical and anthropological potential of linguistic tropes is determined, metaphor-like abstraction mechanisms are identified in metonymy, which in addition to categorization transfers links between categories, and hyperbole, which in addition to categorization transfers quantitative criteria;

improved understanding is given to:

- ways of classification of metaphors according to functional principle of their division (functions of valence, «transfer» of feelings, evolutionary realism, game and creativity);

- basic philosophical approaches to the study of metaphor, its origin and functioning (philosophy of language, philosophy of culture, metaphor, transdisciplinary approach, philosophy of art, philosophy of myth, psychoanalysis), semiotic and hermeneutic theories of metaphor (horizontal-vertical hierarchy of

metaphors is suggested, hermeneutics of metaphor according to the «life cycle» of metaphor, factors of imagination and multi-objectivity in the hermeneutics of metaphor in art are analyzed; it is determined that anthropological experience of visualization, audialization or kinesthetics are decisive for possible hermeneutics of image-metaphor in art);

received further development:

- study of the influence of myth on metaphorization processes, due to which terms «mythological» and «abstract» metaphor are substantiated, comparison of the processes of metaphorization and myth-making on the basis of total mythologization of human corporeality; as well as comparison of logic of metaphor-making and logic of myth (from the Porphyrian tree and allegory to the labyrinth and collage);

- consideration of metaphorization as a complex creative process that reflects genre, species and synthetic specifics of a particular art form.

Based on our philosophical and anthropological methodology, metaphor is analyzed in our research work as the basis of cognitive processes, poetization and cultural creativity.

It is determined that metaphorization process is a hybrid mental-sensory operation, because it includes both logical and sensory (unconscious) elements, which in the case of figurative metaphor, causes metaphor to generate emotions of different intensity (figurativeness).

Whereas in philosophy of language metaphor is understood mainly as similarity, comparison, in modern philosophical thought metaphor is positioned as a cognitive mechanism, so that our conceptual system is metaphorical by nature.

Metaphors are considered as the basis of cognitive processes, poetization and cultural creativity; concepts of metaphoron as a complex synthetic sign and trope as an ideal model of metaphor are developed, new functional principles of metaphor classification are suggested.

Metaphorization is studied by us as a mechanism up on the way to abstraction, that is why, we believe it occupies an intermediate position between

abstraction and concreteness, and this position is dynamic. Similar mechanisms (emphasis, ignoring of attributes) operate in the processes of metaphORIZATION and abstraction, and a large number of attributes are ignored in abstraction.

Models of the relation between the abstract and the concrete in different types of metaphors are determined, as well as mechanisms of culturogenesis as semiosis of metaphor are clarified.

When considering semiotic theory of metaphor, we propose semiotic evolution in the following direction: signal, sign, metaphor (metaphoron), symbol. It was the use of «mediators» instead of one's own body (for signals) that became a turning point for the development of thinking and communication processes, rejection of mythological thinking, emergence of sign in the form of word. In metaphor, it is possible to transfer not only through one, but also through two realias: we analyze it on the example of emblem, coat of arms and flag, in the flag cultural codes are encrypted in color, and color is given as a sign. Thus, as a result of metaphORIZATION process, not only abstractions are formed, but also culturemes (cultural concepts). Metaphor is easily transformed into another realia when it has to change its function.

Theoretical and practical significance of the results of the dissertation is determined by a set of defended provisions which are characterized by scientific novelty and expand the horizons of understanding metaphor and metaphORIZATION processes in general and in culture of modern society, that allows with the help of philosophical anthropology, philosophy analyse possible trends in evolution of metaphors, transformation of their main functions, development of artificial intelligence. A number of ideas presented in the dissertation can contribute to the promotion of explicit fundamental philosophical concepts (metaphor, philosophy of culture, myth, epistemology, truth, concept, abstraction, cognitive mechanisms). The research results obtained in the dissertation form the basis for further philosophical conceptualizations of metaphor and can be used in the field of philosophical research, art history, cultural anthropology, metaphorology, they can become the basis of new anthropological approaches and interdisciplinary

researches of metaphor. These results can be used in education process during the preparation of general and special courses in philosophy, philosophical anthropology, culturology, theory of culture and art history, in scientific and educational activities, it is possible to use the results of the study of metaphor as a tool in marketing strategies when creating advertising. A promising area is analysis of the use of metaphor in the field of gender research, comparative studies, as well as artificial intelligence.

Keywords: metaphor, metaphoron, philosophical anthropology, cultural anthropology, philosophy of art, hermeneutics, analogy, philosophical category, abstraction, semiotics, myth, symbol, conceptual metaphor, philosophy of creativity.