

Kitchenary Metaphors In Hindi-urdu: A Cognitive Analysis

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Abstract : The ability to conceptualize one entity in terms of another allows us to communicate through metaphors. This central feature of human cognition has evolved with the development of language, and the processing of metaphors is without any conscious appraisal and is quite effortless. South Asians, like other speech communities, have been using the kitchenary [culinary] metaphor in a very simple yet interesting way and are known for bringing into new and unique constellations wherever they are. This composite feature of our language is used to communicate in a precise and compact manner and maneuvers the expression. The present study explores the role of kitchenary metaphors in the making and shaping of idioms by applying Cognitive Metaphor Theories. Drawing on examples from a corpus of adverts, print, and electronic media, the study looks at the metaphorical language used by real people in real situations. The overarching theme throughout the course is that kitchenary metaphors are powerful tools of expression in Hindi-Urdu.

Keywords : cognitive metaphor theory, source domain, target domain, signifier- signified, kitchenary, ethnocultural elements of south asia and hindi- urdu language

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