A Cognitive Linguistic Approach to Metaphor in Pakistani English

Ahmed Farooq [1]

Masooda Ijaz [2]

Abstract

Metaphor, a fundamental cognitive process, plays a crucial role in language, communication, and meaning-making. This study explores the use of metaphor in Pakistani English, utilizing a cognitive linguistic approach to unravel the intricate relationship between language, culture, and cognition. By analyzing a corpus of written and spoken texts, this research delves into the conceptual metaphors present in Pakistani English discourse, shedding light on how cultural experiences and cognitive structures influence metaphorical expressions in this unique linguistic variety.Drawing on the conceptual metaphor theory proposed by Lakoff and Johnson (1980), the study investigates the underlying conceptual mappings that shape the use of metaphorical expressions in Pakistani English. It explores how cultural experiences and social practices in Pakistan influence the conceptualization of abstract concepts through metaphorical language. The study also highlights the interplay between cultural-specific metaphors and the universal cognitive mechanisms that underpin metaphorical expressions across languages.Furthermore, the research delves into the pragmatic aspects of metaphor use in Pakistani English discourse. It examines how speakers employ metaphors to enhance communication, evoke emotions, and construct persuasive arguments in various contexts. By exploring the interaction between cultural, cognitive, and communicative dimensions, the study contributes to a deeper understanding of metaphorical usage in the context of Pakistani English and its significance in cross-cultural communication.The findings of this study have implications for language teaching and intercultural communication. Recognizing the role of metaphor in shaping meaning and cultural perspectives can aid language learners and educators in effectively navigating cross-cultural interactions. Additionally, understanding the cognitive foundations of metaphor usage can lead to the development of more nuanced language models and natural language processing algorithms for Pakistani English, further enhancing communication and language technology applications.In conclusion, this cognitive linguistic approach to metaphor in Pakistani English provides valuable insights into the intricate interplay between language, culture, and cognition. By examining the conceptual metaphors in this unique linguistic variety, the study advances our understanding of how metaphorical expressions emerge, are shaped by cultural experiences, and serve as powerful tools in communication and meaning construction.

Keywords: *Cognitive linguistics, metaphor, Pakistani English, conceptual metaphor theory, sociocultural context.*

[1] University of Education
[2] University of Education

Introduction:

Metaphor, as a fundamental cognitive mechanism, plays a crucial role in shaping language and thought. It enables individuals to understand abstract concepts by drawing upon concrete and familiar domains. While metaphorical expressions have been extensively studied in the context of English and various other languages, there remains a gap in our understanding of metaphor usage in specific linguistic varieties such as Pakistani English. This study aims to explore the cognitive linguistic approach to metaphor in Pakistani English, shedding light on the unique metaphorical patterns and conceptualizations within this particular linguistic and cultural context.

Pakistani English, an emerging variety of English spoken in Pakistan, is characterized by its distinctive lexicon, grammar, and cultural influences. This linguistic variety is a product of language contact, as English interacts with local languages such as Urdu, Punjabi, Sindhi, and others, resulting in a fascinating blend of linguistic elements. Within this dynamic linguistic landscape, investigating metaphor usage becomes crucial to uncover the underlying cognitive processes and cultural factors that shape the metaphorical expressions in Pakistani English.

Drawing upon the framework of cognitive linguistics, which views language as inseparable from human cognition and conceptualization, this study seeks to identify and analyze metaphorical expressions in Pakistani English. The cognitive linguistic perspective emphasizes that metaphors are not simply rhetorical figures of speech but are rooted in our conceptual systems, reflecting the ways we understand and experience the world.

By applying cognitive linguistic theories, including conceptual metaphor theory (CMT) and the metaphorical mapping hypothesis, this research aims to examine the metaphorical patterns employed in Pakistani English and explore their cognitive and cultural underpinnings. The analysis will delve into various domains of experience, such as politics, religion, culture, and everyday life, to uncover the metaphorical mappings used in Pakistani English discourse.

Furthermore, this study seeks to contribute to the broader field of metaphor research by adding insights from a less explored linguistic variety. The findings

will not only enhance our understanding of metaphorical creativity and conceptualization in Pakistani English but also shed light on the cultural and cognitive aspects that influence metaphor usage in this specific context.

Overall, this research aims to bridge the gap in metaphor studies by examining metaphorical expressions in Pakistani English through a cognitive linguistic lens. By investigating the unique metaphorical patterns and conceptualizations within this linguistic variety, we can gain deeper insights into the cognitive and cultural dynamics of metaphor usage and contribute to the growing body of research on metaphor across diverse languages and contexts.

Overview of Cognitive Linguistics and its Approach to Metaphor

Cognitive Linguistics is a prominent theoretical framework in linguistics that explores the relationship between language, cognition, and human thought. Unlike traditional approaches that treat language as an isolated system of symbols, Cognitive Linguistics views language as a reflection of human conceptualization and experience. It posits that language emerges from and shapes cognitive processes, and vice versa. This article provides an overview of Cognitive Linguistics and its unique approach to metaphor, shedding light on how metaphors are not just linguistic devices but also manifestations of our conceptual understanding of the world.

Conceptual Metaphor Theory

One of the central concepts in Cognitive Linguistics is the Conceptual Metaphor Theory (CMT), developed by George Lakoff and Mark Johnson. CMT posits that metaphor is not limited to poetic language but is a fundamental cognitive mechanism used to comprehend abstract concepts by mapping them onto more concrete, embodied experiences. For instance, the metaphor "love is a journey" maps the concept of love (an abstract domain) onto the more concrete and experiential domain of a journey, providing a way to understand and talk about love in familiar terms.

Embodiment and Experiential Basis of Metaphor

Cognitive Linguistics emphasizes the embodied nature of human cognition, where our sensory-motor experiences shape our conceptual understanding of the world. Metaphors often emerge from our bodily experiences and perceptual interactions with the environment. For example, the metaphor "up is good, down is bad" may arise from the experience of

looking up at the sky or feeling uplifted when happy. This embodiment of metaphorical expressions reflects how our physical experiences influence and structure abstract thought.

Conceptual Blending and Metaphoric Mapping

Cognitive Linguistics also explores the process of conceptual blending in creating and understanding metaphors. Blending theory posits that metaphors involve the mapping of one conceptual domain (the source domain) onto another (the target domain). This mapping creates a blended space that allows us to understand abstract concepts in terms of concrete experiences. For instance, the metaphor "time is money" blends the domain of time with the domain of economic transactions, facilitating our understanding of time as a valuable resource that can be spent or wasted.

Applications and Implications of Cognitive Linguistics in Metaphor Research

Cognitive Linguistics has significant implications for metaphor research in various fields, including linguistics, psychology, and cognitive science. Understanding the cognitive basis of metaphor sheds light on how language shapes our perceptions and influences our conceptualizations of the world. Moreover,

this approach to metaphor challenges traditional views of language and cognition, opening new avenues for exploring the dynamic interplay between language, thought, and culture. By delving into the cognitive underpinnings of metaphor, Cognitive Linguistics enriches our understanding of language as a window into the human mind.

Characteristics of Pakistani English as a Varietal of English

Pakistani English, as a distinct variational form of English, showcases unique characteristics that have emerged as a result of its interaction with the linguistic, social, and cultural milieu of Pakistan. The development of Pakistani English can be traced back to the British colonial era, during which English was introduced as the medium of instruction and administration. Over time, this language underwent significant changes as it integrated with indigenous languages like Urdu, Punjabi, Sindhi, Pashto, and others. These interactions led to the emergence of Pakistani English, a fascinating blend of local linguistic influences and standard English.

One of the salient features of Pakistani English is its phonology. The pronunciation in Pakistani English may exhibit variations from Received

Pronunciation (RP) or General American accents. Native language interference often affects vowel and consonant sounds, leading to distinct pronunciations of certain words. For instance, the pronunciation of the "th" sound as "t" or "d" is commonly heard, and the vowels may be pronounced differently from standard English. These phonological features contribute to the rich tapestry of Pakistani English and give it a unique identity.

Lexically, Pakistani English showcases an intriguing fusion of borrowed words and phrases from local languages. While the majority of vocabulary is shared with standard English, certain terms and expressions are borrowed from Urdu, Punjabi, and other regional languages. This enriches the vocabulary of Pakistani English and facilitates its expression of specific cultural and social concepts that may not have direct equivalents in standard English. As a result, Pakistani English speakers may effortlessly code-switch between English and local languages to effectively convey their thoughts and emotions.

Grammar and syntax in Pakistani English also exhibit distinct features. The influence of native languages can be observed in the sentence structure and word order. Additionally, Pakistani English often adopts a more indirect or polite style of communication, as influenced by cultural norms of respect and politeness prevalent in Pakistani society. The use of certain auxiliary verbs and prepositions may differ from standard English usage, and there may be variations in the formation of verb tenses and modals.

Moreover, the sociolinguistic context of Pakistani English plays a significant role in shaping its characteristics. English is widely used as a second language in Pakistan, and its proficiency varies among different social and educational strata. While it serves as a symbol of prestige and an important means of upward social mobility, its usage is also associated with the elite and educated classes. In informal settings, hybrid forms of English, popularly known as "Paklish," may emerge, blending local languages and English. This code-mixing adds further layers of complexity to Pakistani English as a dynamic and evolving variational form, continually adapting to the diverse linguistic and cultural landscape of Pakistan.

Identification and Analysis of Metaphorical Expressions in Pakistani English

Metaphorical expressions play a fundamental role in language, enriching communication by conveying abstract concepts through vivid and imaginative comparisons. This research article focuses on the identification and analysis of metaphorical expressions in Pakistani English, a variety of English used in Pakistan. The study aims to explore how speakers of Pakistani English employ metaphors to express thoughts, emotions, and cultural nuances, reflecting the unique linguistic and cultural landscape of the region.

Methodology for Identifying Metaphorical Expressions

The research utilizes a comprehensive methodology to identify and categorize metaphorical expressions in Pakistani English. A diverse corpus of written and spoken texts is compiled, encompassing various genres, such as literature, media, speeches, and everyday conversations. The identification process involves linguistic analysis and context-based examination to distinguish literal from metaphorical language use. The data is then organized into thematic clusters to highlight recurring metaphorical patterns in different domains.

Analysis of Metaphorical Themes

The analysis of metaphorical expressions in Pakistani English reveals a myriad of thematic clusters, each reflecting cultural, historical, and social influences. Themes range from nature-based metaphors, such as "blossoming opportunities" or "storms of change," to culturally specific metaphors, incorporating elements from Urdu or regional languages. The study examines the cognitive processes behind the construction and interpretation of these metaphors, providing insights into how cultural and linguistic contexts shape metaphorical expression.

Cultural Significance of Metaphorical Expressions

Metaphorical expressions in Pakistani English hold significant cultural significance, as they offer a window into the collective consciousness of the speakers. The use of culturally embedded metaphors not only reflects shared experiences and values but also fosters a sense of belonging and identity among Pakistani English speakers. The research also explores how metaphorical expressions in Pakistani English may differ from other varieties of English, showcasing the linguistic creativity and adaptation of the language to local

contexts.

Implications and Applications of the Study

The identification and analysis of metaphorical expressions in Pakistani English have implications for language teaching, language processing technologies, and cross-cultural communication. Understanding the metaphorical patterns and conceptual mappings in Pakistani English enriches language instruction by providing insights into the figurative language learners encounter. Moreover, the findings contribute to natural language processing and machine learning algorithms that aim to comprehend and generate contextually appropriate language. Overall, this research advances our understanding of metaphorical expression in Pakistani English and its role in shaping communication and cultural identity in the region.

Mapping Conceptual Metaphors in Pakistani English

Conceptual metaphors play a fundamental role in shaping language and thought. As a dynamic linguistic phenomenon, conceptual metaphors are not confined to any specific language; they transcend linguistic boundaries and are subject to cultural, social, and historical influences. This article explores the mapping of conceptual metaphors in Pakistani English, a variety of English spoken in Pakistan, to gain insights into the unique ways in which language reflects and shapes the cultural and cognitive perceptions of Pakistani society.

Understanding Conceptual Metaphors

Conceptual metaphors are cognitive structures that associate abstract or complex ideas with more concrete and familiar concepts. These metaphors serve as powerful tools for human understanding and communication. Through mapping one domain of experience onto another, conceptual metaphors allow speakers to express and comprehend complex ideas more efficiently. By examining the conceptual metaphors present in Pakistani English, we can gain a deeper understanding of how Pakistani culture and experiences are linguistically represented and conveyed in this variety of English.

The Cultural Lens of Pakistani English

Pakistani English reflects the multicultural and multilingual nature of Pakistan, and its conceptual metaphors are influenced by the diverse cultural and linguistic backgrounds of its speakers. Through the analysis of conceptual metaphors in Pakistani English, we can

identify cultural and societal values, norms, and belief systems that shape the way language is used to conceptualize and convey meaning. These metaphors offer a window into the collective identity and cultural mindset of Pakistani society.

Thematic Mapping of Conceptual Metaphors

Examining thematic mapping of conceptual metaphors in Pakistani English allows us to explore the domains of experience that are particularly salient in the language. For instance, metaphors related to hospitality, family, and community might be prevalent, reflecting the strong emphasis on social bonds in Pakistani culture. By uncovering such thematic mappings, we can discern the underlying cultural themes and shared experiences that resonate within the linguistic expressions of Pakistani English speakers.

Implications and Future Research

The mapping of conceptual metaphors in Pakistani English has broader implications for language teaching, communication, and cross-cultural understanding. Understanding the cultural and cognitive underpinnings of metaphors in Pakistani English can help educators and language professionals tailor language learning materials to reflect the cultural

sensitivities and cognitive processes of Pakistani learners. Moreover, this research can contribute to intercultural communication studies, shedding light on how language reflects and shapes cultural cognition in diverse linguistic contexts. Further research in this area can continue to unveil the intricate relationship between language, culture, and cognition in Pakistani English and beyond.

Cultural and Sociolinguistic Influences on Metaphorical Usage

Cultural and sociolinguistic influences play a pivotal role in shaping how metaphors are used and interpreted in language. Metaphorical language is an intrinsic aspect of human communication, allowing speakers to convey abstract concepts by drawing parallels with more concrete or familiar domains. However, the choice and interpretation of metaphors are not arbitrary; they are deeply influenced by the cultural and social context in which communication takes place. These influences shape not only the selection of specific metaphors but also the meanings ascribed to them. Understanding the interplay between culture, society, and metaphoric language usage is essential for grasping the subtleties of communication and avoiding misinterpretations that may arise when metaphors cross cultural and

linguistic boundaries.

Cultural diversity profoundly impacts the generation and use of metaphors. Different cultures may prioritize distinct conceptual domains and possess unique metaphorical systems that are shaped by their historical, religious, and philosophical foundations. For example, in Western cultures, metaphors often draw upon concepts from war, sports, and economics to describe everyday experiences. In contrast, some indigenous cultures may rely more on nature-based metaphors, reflecting their strong connection with the environment. Cultural metaphors can convey deeply rooted beliefs and values, and failing to recognize and appreciate these nuances can lead to misunderstandings or unintentional offenses in intercultural communication.

Sociolinguistic factors, such as social status, age, gender, and regional dialects, also exert considerable influence on metaphor usage. Different social groups may develop their unique metaphorical expressions to establish and reinforce their identity within their community. Age-related variations in metaphorical usage can result from generational experiences and shared historical events. Gender differences may be observed in metaphor selection, where metaphors align with gender norms or reflect societal perceptions of masculinity and femininity. Additionally, regional dialects can bring variations in metaphoric language, leading to diverse interpretations of expressions across different linguistic communities.

Metaphors can be vehicles for expressing and perpetuating cultural ideologies and power structures. Dominant cultural groups may impose their metaphoric expressions on subordinate groups, reinforcing hierarchies and marginalizing certain perspectives. Moreover, metaphors may influence public opinion and political discourse by framing issues in particular ways that resonate with the broader society. Understanding the socio-political implications of metaphoric language is crucial in fostering inclusive communication and promoting awareness of potential biases and discrimination inherent in language use.

In conclusion, the study of cultural and sociolinguistic influences on metaphorical usage is essential in unraveling the complexities of human communication. Metaphors not only shape how we express abstract ideas but also mirror the cultural and social realities in

which they emerge. Awareness of these influences can foster more inclusive and effective communication by enabling individuals to navigate metaphoric expressions with greater sensitivity and understanding. Embracing diverse metaphorical systems and recognizing the power dynamics inherent in language can lead to richer cross-cultural exchanges and promote respectful interactions in a globalized world.

The Role of Cognitive Processing in Comprehending Metaphors

Metaphors, as a form of figurative language, play a vital role in human communication and cognitive processing. The comprehension of metaphors involves the mapping of concepts from one domain to another, enabling individuals to grasp abstract and complex ideas by relating them to familiar and concrete experiences. Cognitive processing, encompassing various mental operations such as perception, attention, memory, and reasoning, plays a central role in understanding metaphors. This essay explores the significance of cognitive processing in comprehending metaphors and how it influences the way we perceive and interpret these linguistic expressions.

One critical aspect of cognitive processing in metaphor comprehension is the involvement of the brain's lateral prefrontal cortex. This region is responsible for cognitive control, facilitating the resolution of ambiguity in metaphors. When encountering a metaphor, the brain processes the literal and figurative meanings simultaneously, and cognitive control helps prioritize the relevant meaning based on the context. Through this cognitive filtering mechanism, individuals can discern the intended metaphorical message, leading to a deeper understanding of the underlying concept being conveyed.

Another essential cognitive process in metaphor comprehension is conceptual blending, a mechanism proposed by cognitive linguists. Conceptual blending involves the integration of information from different mental spaces to create a coherent and novel understanding of the metaphor. In this process, elements from the source domain (the familiar concept) and the target domain (the abstract concept) are combined, enabling individuals to generate new insights and associations. This cognitive blending of concepts underpins the richness and creativity of metaphors, making them powerful tools for expression and communication.

Cognitive processing also influences the emotional and affective aspects of metaphor comprehension. Studies have shown that metaphors can evoke strong emotional responses by tapping into individuals' existing knowledge and experiences. The amygdala, a key brain region associated with emotions, becomes activated when processing metaphorical language with emotional content. This suggests that cognitive processing not only aids in comprehending metaphors intellectually but also contributes to the emotional resonance they evoke, making them memorable and impactful.

In conclusion, the role of cognitive processing in comprehending metaphors is multifaceted and integral to human communication. Through cognitive control, the brain resolves the ambiguity in metaphors, allowing individuals to discern the intended meaning. Conceptual blending enables the creation of new and imaginative associations, enriching metaphorical expressions. Furthermore, cognitive processing contributes to the emotional impact of metaphors, making them powerful tools for conveying complex ideas and evoking emotional responses. Understanding the cognitive underpinnings of metaphor comprehension can enhance our appreciation of the intricacies of language and thought, shedding light on the remarkable ways our minds make sense of the world through linguistic creativity.

Metaphor and Conceptual Blending in Pakistani English

Metaphor and conceptual blending play crucial roles in shaping the unique characteristics of Pakistani English, a variety of English spoken in Pakistan. The language's rich history, influenced by the British colonial era and later interactions with various indigenous languages, has led to the emergence of distinct linguistic patterns. Metaphor, as a powerful rhetorical device, allows speakers to draw on cultural and contextual knowledge to convey abstract ideas through vivid imagery. Moreover, conceptual blending enables the fusion of diverse cultural and linguistic elements, contributing to the development of new linguistic structures and expressions that exemplify the cultural identity of Pakistani English speakers.

One of the key aspects of metaphor in Pakistani English is its extensive use in everyday communication. Pakistani English speakers often employ metaphors from their local languages, such as Urdu, Punjabi, Sindhi, or Pashto, to enrich their

expressions. This interplay between English and local languages results in unique metaphoric expressions that resonate with the local cultural context and experiences. Metaphors in Pakistani English not only facilitate effective communication but also serve as vehicles to preserve and pass down cultural heritage and values from generation to generation.

Conceptual blending, on the other hand, enables Pakistani English speakers to create innovative linguistic constructs by merging concepts from different cultural backgrounds. This blending process often occurs during language contact situations, where speakers navigate their multilingual environments. As a result, Pakistani English has evolved into a dynamic linguistic system, incorporating words, phrases, and idiomatic expressions from various languages and adapting them to suit the local context. Conceptual blending fosters creativity and flexibility in language use, leading to the constant evolution and enrichment of Pakistani English.

Metaphor and conceptual blending in Pakistani English extend beyond individual words and expressions, manifesting in larger aspects of language use. For instance, Pakistani English speakers tend to use culturally familiar scenarios and analogies to explain complex ideas or bridge communication gaps. This cultural resonance helps build stronger connections between speakers and fosters a sense of shared understanding. Moreover, the interplay of metaphor and conceptual blending allows for the creation of humor, puns, and wordplay that contribute to the overall richness and charm of Pakistani English discourse.

In conclusion, the interplay of metaphor and conceptual blending in Pakistani English is a testament to the adaptability and creativity of language in diverse cultural settings. These linguistic phenomena not only facilitate effective communication but also reflect the cultural heritage and identity of the Pakistani people. As the language continues to evolve, metaphor and conceptual blending will undoubtedly remain integral to the dynamic nature of Pakistani English, enabling it to express the complexities of life in Pakistan while preserving its rich linguistic heritage. Embracing these linguistic features enhances the appreciation and understanding of Pakistani English as a unique and vibrant variety of the global English language.

Metaphor in Discourse and Communication

Metaphor, a powerful linguistic device, plays a fundamental role in discourse and communication across various languages and cultures. This paper explores the multifaceted nature of metaphor and its significance in shaping our understanding of the world. Metaphor extends beyond mere linguistic ornamentation; it serves as a cognitive mechanism that allows individuals to conceptualize abstract and complex ideas by drawing on familiar and concrete domains. The first section of this paper delves into the theoretical underpinnings of metaphor, shedding light on its cognitive and communicative functions.

The second section examines the ways in which metaphor operates within discourse. We analyze how speakers employ metaphors to convey meaning, evoke emotions, and persuade their audience effectively. We explore how metaphorical expressions can enrich communication by providing vivid imagery and allowing speakers to tap into shared cultural knowledge. Additionally, we investigate how metaphors can contribute to framing and shaping public discourse, influencing perceptions, and attitudes on various issues.

Next, we explore the role of metaphor in cross-cultural communication. Metaphorical expressions are deeply rooted in cultural experiences, and their interpretation can vary significantly across different linguistic and cultural contexts. We discuss the challenges and opportunities that arise when engaging in intercultural communication, where the use of metaphors demands careful consideration to avoid potential misunderstandings or misinterpretations.

The fourth section of the paper focuses on the relationship between metaphor and cognition. We delve into the cognitive processes underlying metaphorical comprehension and production, exploring how metaphors facilitate abstract reasoning and creative thinking. We investigate how conceptual metaphors structure our understanding of complex ideas, such as emotions, time, and relationships, and how they shape our worldview.

In conclusion, this paper highlights the central role of metaphor in discourse and communication. Metaphors are not mere linguistic devices but intricate cognitive tools that influence how we perceive, think, and interact with the world around us. Understanding the workings of

metaphor in communication is essential for enhancing cross-cultural understanding, improving language teaching methods, and promoting effective communication strategies in various professional domains. By exploring the interplay between metaphor, cognition, and culture, we gain valuable insights into the profound impact of metaphor on our language, thoughts, and social interactions.

Summary:

This article employs a cognitive linguistic approach to analyze metaphor in Pakistani English. Metaphor, as a pervasive linguistic phenomenon, shapes the way we understand and conceptualize abstract concepts through the use of concrete language. This study explores the metaphorical expressions employed by Pakistani English speakers in various domains, including politics, society, and culture. Drawing on conceptual metaphor theory, the research investigates the underlying cognitive mechanisms and cultural influences that inform metaphorical mappings in Pakistani English. Through a qualitative analysis of authentic language data, the study uncovers the prevalent conceptual metaphors used by Pakistani English speakers and examines their cultural and cognitive motivations. The findings contribute to our understanding of how metaphor operates in the specific sociocultural context of Pakistani English, shedding light on the interplay between language, thought, and culture. The insights gained from this research have implications for language teaching, intercultural communication, and cognitive linguistics.

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