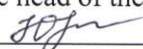


Ministry of Science and Higher Education of the Russian Federation
Federal State Budgetary Educational Institution of Higher Education
AMUR STATE UNIVERSITY
(FSBEI HE "AmSU")

Faculty of International Relations
Department of Translation and Intercultural Communication
Field of study: 45.04.02 Linguistics
Major: Modern technologies in teaching English

DEFENCE APPROVED

The head of the department

 T.Yu. Ma
« 12 » 06 2023

MASTER'S THESIS
on the topic of
Food metaphor in the English language

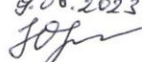
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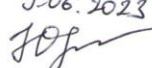
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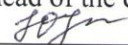
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Ministry of Science and Higher Education of the Russian Federation
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AMUR STATE UNIVERSITY
(FSBEI HE "AmSU")

Faculty of International Relations
Department of Translation and Intercultural Communication

APPROVED
The head of the department
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« 1 » 29 2023

Assignment

To the master's thesis of the student **Sun Siahong**

1. The topic of the thesis: ___ Food metaphor in the English language _____
(approved by the order from 23.05.2023 No 1245-41)
 2. The date of the thesis final version submission: ___ 13rd of June 2023 _____
 3. The thesis baseline information: scientific works on metaphor, food metaphor, culture and their application in the English language _____
 4. The contents of the thesis (the objectives necessary to achieve):
 - 1) Metaphor as a part of modern linguistics;
 - 2) Food metaphor as a concept;
 - 3) Representation of food metaphor in the English language.
 5. Appendix list (schemes, graphics, tables and other illustrative material):

 6. Thesis advisors (by chapters): _____
 7. The date of assignment issue: 1st of September 2022
- Academic supervisor: N.M. Zalesova, assistant professor, candidate of philological sciences, assistant professor
(last name, first name, patronymic name, post, advanced degree, academic title)
- The assignment is subject to execution (date): _____ Sun Siahong _____
(student's signature)

ABSTRACT

The thesis is comprised of 67 p., 7 tables, 2 diagrams, 68 references and includes introduction, chapter 1, chapter 2, conclusion and appendix.

METAPHOR, FOOD METAPHOR, NEGATIVE CONNOTATION, POSITIVE CONOTATION, CULTURE, LANGUAGE

The thesis deals with the food metaphor the way it is represented in the English language and culture.

The relevance of the work is proved by the fact that food is the basic concept of humanity: it is widely presented in the metaphors of the English language and culture. Their careful study helps to understand the mentality of the English-speaking people and find out more about their personality and their own specific perception of the world.

The objective of the thesis is to study the food metaphor through the number of linguistics units and find out its peculiar use in the English language and culture.

The object of the study is the food metaphor in the English language and culture.

The methods of the study are the following: continuous sampling method, quantitative estimation method, description method, context analysis method, comparative analysis method, interpretation method.

The thesis main results were presented at the scientific conference “The Day of Science -2023” (AmSU, Blagoveshchensk) and at the conference “Language. Culture. Communication” (AmSU, Blagoveshchensk). There were published two scientific articles “Food as a source of metaphor” and “Food metaphor representation in the English language”.

LIST OF CONTENTS

Assignment	2
Abstract	3
List of contents	4
Introduction	5
1 Food metaphor as a subject of study of modern linguistics	8
1.1 Metaphor as the unit of language: the definition and functions	8
1.2 Types of metaphors and their role in the language and culture	16
1.3 Food metaphor and its main features	20
1.4 Principles of food metaphor classifications	26
1.5 Food metaphor and its realization in the language	27
2 Functioning of food metaphor in everyday English	31
2.1 Classification of food metaphors	31
2.2 Food metaphors revealing the personal traits of a person	35
2.3 Food metaphors revealing the characteristic of a thing	39
2.4 Food metaphors revealing different life situations	43
2.5 Distribution of negative and positive connotations in food metaphors	50
Conclusion	53
List of references	58
Appendix 1 Food metaphors and their meaning	64

INTRODUCTION

The thesis deals with the food metaphor the way it is represented in the English language and culture.

Metaphor is an important part of everyday thought, especially in relation to how we conceptualize abstract ideas and experience, and not just a special linguistic device. In many cases, people can interpret metaphors quite quickly, because they think metaphorically and often creatively twist old ways of metaphoric thought to form novel metaphorical expressions.

Even though people can and do speak metaphorically, the ability to think, imagine, and speak metaphorically has historically been seen as a special human trait, requiring different cognitive and linguistic structures than those used in ordinary life.

Owing to the prominent importance of food in our life as a source of sustenance and pleasure, food is liable to be pervasively used in various related or unrelated cultures and languages as a source domain mapping ideas, virtue, conduct, human dispositions and a host of other less delineated target domains.

There are multiple meanings that are attached to food as substance and “taste” as an idea emanating from the substance. Hence, it is necessary to lay bare different possible meanings that are associated with food. These meanings are both contiguous to and separate from each other.

The relevance of the work is proved by the fact that food is the basic concept of humanity: it is widely presented in the metaphors of the English language and culture. Their careful study helps to understand the mentality of the English-speaking people and find out more about their personality and their own specific perception of the world.

The object of the study is food metaphor in the English language and culture.

The subject of the study is metaphorical language units with the semantic component Food found in the English online dictionaries and thesaurus of traditional English metaphors.

The objective of the thesis is to study the food metaphor through the number of linguistics units and find out its peculiar use in the English language and culture.

The objective is realized through a number of **aims**:

- 1) to study what metaphor is, its main functions and characteristics;
- 2) to identify types of metaphors and their role in the language and culture;
- 3) to reveal the features of food metaphor, principles of its classification and its realization in the language;
- 4) to collect metaphors with the component Food and classify them;
- 5) to distribute food metaphors into categories and define positive and negative connotations these categories have;
- 6) to make conclusions and systematize all the information that have been studied and revealed.

The methods of the study are the following: continuous sampling method, quantitative estimation method, description method, context analysis method, comparative analysis method, interpretation method.

Theoretical background of the research is comprised of the works of Russian linguists such as V.N. Teliya, V.I. Postovalova, I.R. Galperin, N.D. Arutyunova, I.V. Arnold, Y.D. Apresyan, Yu.M. Skrebnev, A.I. Smirnitsky, V.V. Vinogradov, A.V. Kunin as well as foreign ones: D. Lakoff, M. Johnson, J.R. Hobbs, M. Knowles, R. Moon, Y.L. Weisgerber.

The material of the study is the following: 100 metaphorical language units with the semantic component Food taken from various English dictionaries and websites (Oxford dictionary, Cambridge dictionary, Macmillan dictionary, Merriam-Webster dictionary, The Free dictionary) and thesaurus of traditional English metaphors by P.R. Wilkinson.

Academic novelty is that food metaphor is studied on the material of traditional metaphors fixed in the language in the form of idioms, similes and proverbs. The distribution of food metaphor into categories from the position of negative and positive connotations contributes to better understanding of English mentality, language and culture.

Theoretic significance of the work is that it contributes to the development of metaphor theories in general, and food metaphor study in particular. The distribution of food metaphor in categories allows to reveal the special perception of food by English-speaking community.

The practical value of the work is that the obtained research results make it possible to apply them in the process of teaching English, as well as during lectures and seminars on linguo-culturology and intercultural communication.

Approbation. The thesis main results were presented at the scientific conference “The Day of Science-2023” (AmSU, Blagoveshchensk) and at the conference “Language. Culture. Communication” (AmSU, Blagoveshchensk). There were published two scientific articles “Food as a source of metaphor” and “Food metaphor representation in the English language”.

Provisions submitted to defence:

1) Food metaphor serves as a means to describe different personality traits of people, characteristics of things and life situations.

2) Food metaphors predominantly have negative connotations; the category of personality traits takes the highest rank, which proves the fact that negative characteristics of people are of great concern in the English language and culture.

3) The greatest number of food metaphors describe life situations which are evaluated almost equally in terms of positive and negative connotations. Food used metaphorically therefore becomes really important in description of various life situations.

4) The smallest number of food metaphors is about characteristics of things which are evaluated with a slight difference in terms of positive and negative

connotations. It means both sides of things happening in the life of English-speaking people are equally important.

1 FOOD METAPHOR AS A SUBJECT OF STUDY OF MODERN LINGUISTICS

1.1 Metaphor as the unit of language: the definition and functions

Metaphor as an expressive means of language has attracted attention since classical antiquity. The most prominent thinkers of the phenomenon of metaphor – from Aristotle (ancient philology) and Ruyaki (ancient Indian philology) to Russo, Gegel, Cassirer, and others researched on it. Attitudes toward metaphorical constructions have changed significantly over time. In ancient and medieval philosophy, there were different views on the place of metaphor in language and text: from its complete denial to the role of auxiliary, secondary means of enhancing the emotional impact of speech on the listener. Aristotle's theory of metaphor is based on the stable semantics of a word. He sees metaphor as a separate word outside his environment, outside the micro and macro context. It is precisely this fact that is criticized, for it is impossible to understand the meaning of a linguistic phrase without understanding the whole context. According to the rules of Aristotle's theory, metaphor does not provide new information. In most cases, this can happen when filling in lexical gaps in a language. But then it becomes catachresis, not serving as a metaphor.

In Aristotle's theory of metaphor, he first defines metaphor as comparison: he does not see a significant difference between comparison and metaphor: "... all successfully applied metaphors will be simultaneous comparisons, and comparison will be a metaphor, on the contrary, because the word comparison will not be "like". He also points out that metaphor and comparison have different effects on the reader (listener): "If ... the metaphor also seems very dangerous, then it can be turned into a comparison. In the end, the comparison is mainly an extended metaphor, which seems to be mostly common"¹. These views of Aristotle allow modern researchers studying the linguistic structures of ancient philosophy to interpret his views on the nature of metaphor as a theory of comparative metaphor.

¹ Aristotle. Ethics. Politics. Rhetoric. Poetics. Categories. Minsk, 1998. P. 180.

Metaphor is a multifaceted phenomenon. Metaphor as a specific type of tropes is studied in poetics, as a source of new meanings of words – in lexicology, as a special type of speech application - in pragmatics, as an associative mechanism, psycholinguistics as an object of speech interpretation and perception, as a way of thinking and knowing – in logic and philosophy. All of this suggests that there are a number of approaches to the study of metaphor.

At present, a metaphor is usually defined as a hidden comparison, carried out by applying the name of one object to another and thus revealing some important feature of the second².

I.R. Galperin offers the following definition of metaphor: «the relationship between subject-logical meaning and contextual meaning, based on the similarity of the features of two concepts»³.

V.V. Gurevich divides metaphor into simple (“Man cannot live by bread alone”) and complex (“The average New Yorker is caught in a machine. He whirls along, he is dizzy, he is helpless. If he resists, the machine will crush him to pieces” (W. Frank)). To understand the latter, a wider context is needed; in this case, the metaphor includes more than one element of the text⁴.

The author also singles out the “erased metaphor”, which is widely used in everyday speech and therefore has lost its original expressiveness. Such metaphors are often converted into phraseological units, whose meaning is fixed in dictionaries (to fish for compliments).

It should be noted that the metaphor exists in the language as a real semantic-syntactic unit. Therefore, the signs of a metaphor can be identified:

1) a sign of semantic duality. This sign should, first of all, be considered from the point of view of interpretation of direct and figurative meaning. Many interpretations can be given, where the direct and figurative meanings are revealed

² Arnold, I.V. Stylistics. Modern English. M, 2009. P.24.

³ Galperin, I.R. Stylistics of the English language. M., 2018. 125 p.

⁴ Gurevich, V.V. English Stylistics. M., 2007. 72 p.

in such a way that their common features emerge. So, the main and figurative meanings in the word «pulse» are combined in the idea of tempo, rhythm;

2) a sign of distraction. In the press of metaphorization, the word does a great deal of semantic work, as a result of which its meaning becomes generalized and thus less definite;

3) a sign of expressiveness. The sign of a metaphor is its evaluative quality. Based on the sign of the main and figurative meanings, comparing them, it turns out that the metaphor draws attention to some semantic feature contained in the main meaning;

4) syntactic sign. This feature is expressed in the syntactic conditions of word metaphorization, which are given by dictionaries and reference books;

5) morphological feature. It is a numerical characteristic of metaphor-nouns given in dictionaries or reference books⁵.

In the study of metaphors, the main value is given to the main lexical meaning of the word. But even here there are some problems, since in this case we are talking about a noun in the role of a metaphor for the position of the predicate, application and combination with the genitive case of another noun. But the characterizing function of metaphor requires its expression in the form of a predicate.

N.D. Arutyunova writes: “The thesis that a metaphor is correlated with the position of a predicate does not imply that any predicate that is figurative in its meaning is a metaphor. The metaphor in the predicate faces limitations due to morphological and lexical-semantic factors”⁶. The question of the syntactic design of metaphors is also considered unresolved, and its complexity is aggravated by the possibility of combining several tropes in the same language unit. So, a metaphor can be hyperbolic, metonymic, ironic, there are metaphorical comparisons, metaphorical paraphrases.

⁵ Teliya V.N. On the nominative aspect of lexical semantics // Problems of meaning in modern linguistics. M., 1977. P. 36.

⁶ Arutyunova N. D. Metaphor and discourse // Theory of metaphor: collection. M., 1990. P.5.

Although the metaphor has been studied for a long time, the mechanisms of metaphorization (methods of rethinking the meanings of words in the process of their adaptation to the expression of a new nominative task for them) were studied mainly on the basis of a comparison and analysis of ready-made linguistic meanings of a linguistic metaphor.

The language metaphor is based on objectified associative links reflected in connotative features that carry information either about the everyday practical experience of a given language community, or about its cultural and historical knowledge. For example: «sea» is an immeasurable expanse of water, so an immeasurable amount can be called a sea. The motive for metaphorical transfer can be the logical-syntactic schemes of structuring classes of events worked out in the language or the juxtaposition of real objects in the structure of the world – their subject-logical connections, reflecting the language experience of the speakers⁷.

The main difference between a linguistic metaphor and a speech metaphor is mainly that the former is created on the basis of the connotations that accompany the word in its usual use. A linguistic metaphor easily loses its figurativeness, because its motivation is transparent, well known and easily remembered, due to the background knowledge of the speakers. At the same time, the role of the subjective factor (in the case of a linguistic metaphor) is balanced by the objectivity of rethought linguistic meanings and meanings of reference names, semantic rules governing the compatibility of words, and partly by the norms of use, their protective function. The linguistic nature of the metaphor is manifested in fixing the reproducibility of the rethought meaning of the linguistic form in the speech chain.

Speech metaphor “comes” from a specific context and is always associated with it. It is born and exists in it, disintegrating along with it, since the connotative features that serve as a motive for rethinking the verbal meaning are focused only within the framework of a given lexical set (within a sentence or a whole text).

⁷ Arutyunova N.D. Metaphor and discourse. M., 1990. P. 20.

Such connotations usually reflect an individual, rather than a collective, vision of the world, so they are subjective and random in relation to general knowledge. But speech metaphor is not entirely arbitrary. The ability of a word to reflect new content lies in its semantic content: the more “naturally” the motive of rethinking is consistent with the semantic content of the word, the more transparent the metaphor and the brighter its effect.

Metaphors are the basic principle of modeling the world, they are realized in human life and manifested in language, thinking and action. «The action of a metaphor is not limited to the sphere of language, that is, the sphere of words: the very processes of human thinking are largely metaphorical. Metaphors as linguistic expressions become possible precisely because there are metaphors in the conceptual system of a person»⁸.

In Western linguistics, substitutive, comparative, interactionist, and cognitive theories of metaphor can be distinguished. Metaphor is used in speech as a linguistic unit and carries a specific linguistic load. Therefore, in order to determine the role of metaphor in language, it is expedient to highlight its main functions.

Russian linguist V.K. Kharchenko highlights the following functions of metaphor⁹:

1) Nominative function. The possibility of developing figurative meanings in a word creates a strong opposition to the formation of infinite new words. Metaphor helps to create words: creating a word without metaphor would lead to the continuous production of more and more new words, and the incredible pressure on human memory would die¹⁰. The specific role of metaphor in nomenclature systems is related to the restoration of a balance between incomprehensible or almost inexplicable, simple names and understandable, transparent, clean names due to metaphor. The nominative features of metaphors appear vivid not only in a particular language but also at the interlinguistic level.

⁸ Lakoff D., Johnson M. *Metaphors we live by*. M., 1990. P. 387.

⁹ Kharchenko V.K. *Functions of Metaphor*. Voronezh, 1992. P. 45.

¹⁰ Richards A.A. *Philosophy of rhetoric*. M., 1990. P. 23.

An image can appear in the literal translation of a particular word and vice versa when translating words from the mother tongue into other languages.

For example, in Latin, “author” (auctor ili augeo – “I multiply”) means “one who multiplies everything, that is, gives it movement, strength, power, support, and stability”. In metaphorical nomination processes, much depends on an area such as national traditions, say, name culture. Metaphors are traditionally used in Central Asia to name a child: Oyjon – “cheerful moon”, Oltinoy – “golden moon”, Gulbahor – “spring flower”. Noun metaphors are also found in other languages.¹¹

2) Information function. The first feature of the information conveyed through metaphor is the integrity, the panorama of the image. It relies on the visual nature of the panoramic image, forcing a new look at the gnostic essence of a particular lexicon, the concrete words that form the basis, the raw material, the basis for any metaphor. For a metaphor to form, to be born, to function, a person must have a vast vocabulary.

3) Mnemonic function. Metaphor helps to remember information better. In fact, mushrooms are worth calling natural pollinators, and we will long remember that they are plant fungi that best absorb toxins from the soil. The increase in the recollection of an image is due to its emotional and evaluative nature. In its pure form, mnemonic function is as rare as others. It is associated with the explanatory function in popular science literature, as well as genre-forming in folk riddles, proverbs, literary aphorisms, and heuristic functions in philosophical concepts, scientific theories, and hypotheses.

4) Text generation function. The text-forming properties of metaphor are called its ability to motivate, expand, that is, to explain and continue. The effect of text formation is the result of metaphorical information features such as the panorama of the image, much of the unconsciousness in its structure, and the pluralism of figurative reflection.

¹¹ Bessarabova N.D. Metaphor as a linguistic phenomenon. Meaning and meaning of the word: artistic speech, journalism. M., 1987. P. 9.

5) Genre-generating function. Genre-forming can be said to be the metaphorical features involved in the creation of a particular genre. Polish researcher S. Gayda believes that there is a direct link between genre and style. Indeed, metaphors are almost necessary for riddles and proverbs, short stories and madrigals, lyrical poems, and aphoristic miniatures. Aristotle called the riddle a well-crafted metaphor. The obligatory genre of metaphor in riddles can also be proved by the material of children's creativity, by riddles invented by children.

6) Explanatory function. Metaphors have a special place in educational and popular science literature, helping to master complex scientific information and terms. If we talk about textbooks, the metaphor in its explanatory function was used much more widely in textbooks of the XIX and early XX centuries than in modern textbooks. The explanatory function of metaphors gives us lexical assistance in the study of physics, music, biology, astronomy, fine arts, in mastering any craft.¹²

7) Emotional-evaluative function. Metaphor is a great means of influencing a speech receiver. The new metaphor in the text evokes the emotional and evaluative reaction of the speech receiver. In a new, unexpected context, a word not only has an emotional value, but sometimes changes its value in the opposite way. Thus, when the word “slave” is used figuratively, it can have a positive connotation: “He knew that anyone who once survived and won, who was able to save someone or save himself, was essentially a happy slave of experience. Only experience, Zhukov knew, could make a man truly invulnerable”¹³.

8) Conspiratorial function. A conspiratorial function is a metaphorical function used to hide this meaning. Not every metaphorical cipher is a reason to talk about meaning conspiracy. The role of metaphor in the creation of the Aesopian language is great, but in a literary work it is more appropriate to talk about the coding of the metaphor than the conspiracy of meaning. Of course, for someone who knows that “academy” refers to a prison, the conspiratorial nature of

¹² Bulygina T.V. Features of the structural organization of language as a system and methods of its research. M., 1991. P. 14.

¹³ Vezhbitska A. Language, culture, cognition. M., 1996. P. 31.

the metaphor is questionable, especially since such figurative and specific metaphors are deeply ingrained in the memory and do not require repeated explanation.

9) Game function. Metaphor is sometimes used as a means of humor, as one of the forms of language games. Everyone fulfills their deepest, perhaps unconditional need, in playful behavior. Metaphor as a form of language play is widely used in works of art. In folklore, there was a form in which metaphors played a leading role. We mean proverbs. It is a genre that is studied in conjunction with proverbs, and in such a study it loses the peculiarities of its own language. If the metaphor of proverbs is mainly moral, educational, the metaphor of proverbs is playful and serves a more humorous function than educational.

10) Ceremony function.

Metaphor is traditionally used in congratulations, greetings, festive toasts, as well as in expressing sympathy and condolences. This function can be called a ceremony. The development of the ceremonial function of metaphors also depends on national traditions. Thus, in the East it is accepted that wide and long greetings are represented by many metaphors and epithets. The moral aspect of such a greeting is not to be flattered. It is a desire to see in advance an example of praise, wisdom and honesty in front of oneself.

According to V.M. Bozorova¹⁴ the proposed classification of metaphorical functions is conditional and schematic. First, the number and hierarchy of features are controversial. For example, it should be considered in the context of coding without distinguishing it as an independent mnemonic function. The emotional-evaluative function can be associated with the nominative function. Second, the schematicity of the classification is that language can be the intersection of functions in life, the addition, not only in a complementary relationship, but also in mutual induction.

So, metaphors are the basic principle of modeling the world, they are realized in human life and manifested in language, thinking and action. The

¹⁴ Bozorova V.M. Types and language functions of metaphor. M., 2022, P. 9687.

language metaphor is based on objectified associative links reflected in connotative features that carry information either about the everyday practical experience of a given language community, or about its cultural and historical knowledge. The main functions of metaphor are the following: nominative, information, mnemonic, text generation, genre-generating, explanatory, emotional-evaluative, conspiratorial, game and ceremony.

1.2 Types of metaphors and their role in the language and culture

In the history of linguistics, there have been several interpretations of the issue of classification of metaphors. Different researchers developed different approaches and criteria, according to which they then distributed metaphors into different classes. Metaphors are usually classified primarily in terms of their semantic, functional and structural characteristics.

The **semantic classification** of a metaphor is based on the features of the content side of a metaphorical sign, which lie in their semantic duality (simultaneous indication of the main and auxiliary subject), i.e. comparison of the main subject with an auxiliary subject, a comparison term on some basis (comparison aspect). From a semantic point of view¹⁵, metaphors are usually divided into:

1) anthropocentric or personification, animalistic, "machine" (according to the auxiliary subject of comparison);

2) figurative metaphors (general poetic or generally accepted) and neological (individual-author's), erased metaphors and dead metaphors (according to the degree of integrity of the internal form of metaphors);

3) based on the belonging of the auxiliary subject to the **system of terms of a particular industry**, the following groups of metaphors are distinguished: medical, sports, military, technical, gambling, biological, food etc.

The **functional classification** of a metaphor by N.D. Arutyunova¹⁶ is based on functional characteristics:

¹⁵ Chudinov A.P. Metaphorical mosaic in modern political communication. Yekaterinburg, 2003. 248 p.
¹⁶ Arutyunova, N.D. Theory of metaphor. M., 1990. Pp 2-30.

- 1) a nominative metaphor is used to refer to an object that does not yet have its own name;
- 2) decorative (artistic) metaphor serves as a means of embellishing speech;
- 3) evaluative metaphor is typical for newspaper and colloquial metaphors;
- 4) explanatory (pedagogical, didactic) metaphor is characteristic of scientific speech.

The **structural classification** of metaphors is based on the consideration of the external structure of a metaphor as a certain lexico-grammatical construction. First of all, it is customary to distinguish between verbal and phrasal metaphors. Verbal metaphors, in turn, are divided into substantive, adjectival, verbal and adverbial according to part-of-speech. According to the number of units-carriers of a metaphorical image, there are:

- 1) a simple metaphor in which the plan of expression is represented by one word;
- 2) an extended metaphor (metaphorical chain), in which the carrier of the metaphorical image is a group of thematically related units.

Some researchers¹⁷ single out the conceptual (cognitive) metaphor as a separate subtype, but it is worth remembering that the conceptual or cognitive metaphor is the basis for metaphors of all types. Conceptual or cognitive metaphors model the processes of thinking, providing an opportunity to express new abstract concepts in a more adequate understanding for us. The systems of metaphors that regulate the processes of thinking form a cognitive map of concepts (cognitive map), organized to correlate abstract concepts and experience with the everyday practice of the interaction of the cognizing subject with the outside world.

V.M. Bozorova¹⁸ supposes that metaphor can be divided into the following types:

¹⁷ Arutyunova N.D. Types of language values. Evaluation, event, fact. M., 1988. P. 151.

¹⁸ Bozorova V.M. Types and language functions of metaphor. M., 2022, P. 9687.

1. *Nominative metaphor* (actual copying of a name), which consists of replacing one descriptive meaning with another and serves as a source of homonymy.

2. *The figurative metaphor* arises as a result of the transition of descriptive meaning to predicate and serves the development of figurative meanings and synonymous means of language: cross (figure of two lines intersecting at an angle), cross (pain, trial).

3. *Cognitive metaphor* arises as a result of a change in the combination of predicative words (transfer of meaning) and the creation of polysemy: time flies (like a bird), melted in a coastal fog (like sugar in tea).

4. *A generalizing metaphor* (as the end result of a cognitive metaphor) blurs the boundaries between logical arrangements in the lexical sense of the word and encourages the emergence of logical polysemy.

Based on this classification, the author makes a conclusion that in all cases the metaphor will sooner or later disappear. Nominative and generalizing metaphor stability is the least stable, cognitive metaphor is the least stable, and figurative metaphor (substantive, adjective, and verb) is the most stable. The more strongly the metaphor is associated with the nomination functions, the less resistant it will be.

The problem of the interaction of culture and language was studied earlier in linguistics, ethnology, sociolinguistics, ethno-psycholinguistics, regional studies, intercultural communication and other sciences, but it was cultural studies as a branch of integrative scientific knowledge that made it possible to consider the essence of the interaction of culture and language and identify the cultural meanings of transitional eras. At the same time, the language is considered as the cultural code of the nation, the custodian and translator of the national culture. Having learned the essence of metaphorical statements, one can discover the ethno-national features of culture and language.

The widespread use of metaphors in ordinary speech is due to the peculiarities of human thinking and worldview. We can say that the metaphor is

not just a tool of language and speech, a literary trope, it is a special form that demonstrates the specifics of the national cultural heritage expressed in the language.

The works of a number of linguo-culturologists (A.A. Novoselova, V.A. Maslova, E. Stoyanov, V.N. Telia and others)¹⁹ demonstrated that the search for linguo-cultural manifestations of metaphorization leads to the need to study the features of the cultural worldview of nations, which largely determine the specifics of national-linguistic picture of the world and national language consciousness. Moreover, in the context of linguoculturological studies, the concept of cultural conditioning of the language or cultural connotation²⁰ is significant.

Linguists have convincingly demonstrated that the national-cultural connotation is the result of the interpretation of the associative-figurative basis of a metaphor or phraseological unit, it is formed by correlating them with standards, stereotypes, mythologems characteristic of the linguocultural community (for example, among different peoples, the standards of beauty, wisdom, courage, cowardice and can be different animals and birds).

Metaphor is a significant means of preserving and transmitting from generation-to-generation associations, stereotypes and standards of the national-cultural community. Accordingly, metaphors are based on a system of generally accepted analogies, associations, assimilated by a person in the process of socialization and mastery of his native language, and therefore known and understandable to all representatives of linguistic culture.

One of the main issues related to the linguistic and cultural specifics of metaphor is the question of universal metaphorical models. As a cognitive mechanism and a way of conceptualizing the world, metaphor is characterized by universality, which is manifested in the universal commensurability of cognizable objects with images and symbols that are accessible and understandable to human

¹⁹ Zinovieva E.I. Linguoculturology: from theory to practice. St. Petersburg, 2016. 182 p.
²⁰ Telia, V.N. Metaphor in language and text. M., 1988. 176 p.

perception, and this universality is a kind of guarantee of successful intercultural communication.

Nevertheless, in various languages, along with universal models, there are also specific models, since, despite the generality of cognitive processes in the life of each people, there are unique conditions and features of life, history, culture, religion, landscape, climate, etc. bringing national specifics to the processes of world modeling.

Metaphorical transfer is born not in some abstract environment, but in a specific era and in a specific socio-cultural situation, therefore the resulting metaphor fully meets the conditions and needs of this situation and reflects it both at the associative and verbal levels. National-specific features of metaphor are manifested in a number of features.

1. There are unique metaphorical models that are unique to individual linguistic cultures.

2. Cases of specific implementation of universal metaphorical models within a particular linguoculture have been recorded.

3. The originality of metaphorical models is also found within the same linguoculture at different stages of its existence.

So, there are three traditional classifications of metaphors: semantic, structural and functional. Some researchers single out the conceptual (cognitive) metaphor as a separate subtype, but actually conceptual or cognitive metaphor is the basis for metaphors of all types. The general classification of metaphor includes nominative metaphor, figurative metaphor, cognitive metaphor and a generalizing metaphor.

1.3 Food metaphor and its main features

In studies that are devoted to such a significant aspect of the human condition as food, there are repeated mentions of the important role that food plays in the process of becoming an individual, establishing his connection with society and culture.

Eating is the primary function necessary for survival, the main source of pleasure or frustration for a person, the area of infant entry into the world and inculturation. Roland Barthes, one of the first researchers of the semiotics of food and culture, in the work "Mythology" wrote about food that it is not only a set of products that can be used for statistical or nutritional research, but also a communication system, a protocol of customs, a collection of images, a situation and behavior²¹.

Thus, food is a vital need for the human body, which is why it becomes a significant object in the description of everyday life, behavior, appearance, geography and many other spheres of life of each ethno-cultural society. Different models of eating: inhaling the smell, desire, vision, tasting, digestion, etc., provide a direct connection between abstract concepts and fixed actions. Excellence in modern society, the material over the spiritual has led to the emergence of the "cult of food" and therefore the food (gastronomic) metaphor is gaining popularity in everyday life.

Gastrometaphors thematically related to human nutrition have the status of one of the most dynamically developing groups of metaphors of the English language, and their emergence and functioning are determined by a combination of historical and socio-cultural factors. So, the gastronomic metaphor is a metaphor located within the semantic field of "nutrition".

The realization of the communicative task of the gastronomic metaphor, which consists in optimizing the process of processing scientific knowledge, becomes possible due to the actualization of a certain idea of it behind the precedent phenomenon, "the invariant of its perception, which makes all appeals to the precedent phenomenon which is understandable, "transparent", connotatively colored"²².

Metonymic modeling, the results of which were embodied in the semantics of figurative means of language is the inclusion of the basic source image in the

²¹ Barthes R. Mythologies. New York, 1972. P. 167.

²² Krasnykh V.V. Ethno-psycholinguistics and linguo-culturology. M., 2002. P.45.

stable sphere of its existence. Thus, ideas about food or culinary-astronomical dishes include knowledge about their consistency, structure, smell, taste, size, shape, etc., and are also associated with procedural situations of cooking dishes from certain products²³.

In most cases, the substantive culinary and gastronomic vocabulary of the denotative sphere “nutrition” represents a subject metaphor. Studying subject metaphors, G.N. Berestnev found that they are the primary ones in relation to other (linguistic) metaphors, and “apparently, they were formed as real varieties of cognitive metaphors that help a person conceptually master the world around him”²⁴.

Gastronomic metaphors constitute a motivational system, i.e. a group of metaphors that are heterogeneous in meaning and belonging to one thematic area, including food nominations, methods of its preparation, as well as taste qualities²⁵.

Researcher Yu. B. Fedeneva, whose attention was focused on the gastronomic metaphor in political discourse, notes that such metaphors denote fragments of reality, giving them special persuasiveness and visibility through the use of temperature and taste sensation nominations²⁶.

Several terms are used in relation to the metaphor associated with food: A.S. Boychuk²⁷ uses the terms “gastronomic metaphor” and “gastrometaphora”; E.A. Yurina²⁸ and A.V. Borovkova²⁹ use the term “food metaphor”. In our research, we will use the term “food metaphor”.

Food metaphor is a trope or figure consisting in the use of a word in a figurative meaning that coincides with the original one by some similar signs, characteristic objects or processes from the field of gastronomy.

²³ Alhaidari B.H. Culinary and gastronomic substantive vocabulary in figurative use. Voronezh, 2013. 149 p.

²⁴ Berestnev G.I. Word, language and beyond. Kaliningrad, 2007. P.63.

²⁵ Boychuk A.S. Gastronomic metaphor in modern Russian. Volgograd, 2011. Pp. 75-79.

²⁶ Fedeneva Yu.B. The modeling function of metaphor in agitational-political texts of the 90s of the XX century. Yekaterinburg, 1997. P.83.

²⁷ Boychuk A.S. Gastronomic metaphor in modern Russian. Volgograd, 2011. Pp. 75-79.

²⁸ Yurina E.A. Food metaphor: scope and boundaries of the concept. Kemerovo, 2015. P. 207-212.

²⁹ Borovkova A.V. The role of food metaphor in the characterization of topological properties of objects. Kemerovo. 2015. Pp. 47-52.

Comparison of an object under study with a consumer product leads to an increase in the number of food metaphors. According to A.S. Boychuk, the food metaphor is the most convenient figurative way of expressing the negative assessment that cultural products receive among native speakers, due to their “reduced” character, which is due to the “physiology” of this type, its connection with the life of the body.³⁰

R.D. Kerimov studying the gastronomic metaphor in the sphere of German politics, points out that “the process of cooking, interpreted into the sphere of politics, means various political ideas and actions, more often in a negative sense”³¹.

Many gastronomic metaphors are “socially differentiated”, i.e. their use indicates belonging to a certain cultural environment, social class.

At the present stage of language development, this leads to the division of metaphors of the relevant subject into those that are associated with the mechanisms of psycho-emotional perception of reality and describe “off-the-shelf”, “elite” art forms and those that characterize the everyday course of life, the phenomena of so-called mass culture and current social trends.

In the nominative system of the language, the substantive culinary-gastronomical vocabulary, like any set of words united by a common meaning, is a synthesis of interrelated and mutually conditioned units of the same level. Individual representatives of this lexico-semantic group are grouped into various subgroups, which include words that name specific foods. The basis for combining nouns into the lexico-semantic group “nutrition” is not their linguistic characteristics, but the similarity of the concepts and objects designated by them³².

Since the process of cooking is a type of activity known to mankind throughout its existence, everything that is somehow connected with the transformation of the original products becomes an object of metaphorization. In this regard, for a detailed description of this process, it is inevitable to use units

³⁰ Boychuk A.S. Gastronomic metaphor in modern Russian. Volgograd, 2011. P 28.

³¹ Kerimov R.D. Gastronomic metaphor in the sphere of German politics. Yekaterinburg, 2005. P. 72.

³² Alhaidari B.H. Culinary and gastronomic substantive vocabulary in figurative use. Voronezh, 2013. P.9.

that are part of other lexico-semantic groups and fields. For example, quite often for the cooking processes, the subject performing the action, whether he is a specialist (chef) or an amateur (cook), as well as the designation of the main location of cooking (in this case, the kitchen) become significant. Quite often there are metaphors using the names of the corresponding kitchen utensils, dishes, cutlery³³.

In the vast majority of cases, metaphors contain indications of a specific cooking method. The culinary process is associated with the temperature treatment of food, which, in turn, is associated with changes in a person's emotional mood. During the formation of the figurative meaning, metaphors are actively used indicating one of the three basic processes: baking, frying, cooking.

However, the process of preparing food for consumption, which for centuries has remained a vital activity for a person associated with significant everyday time costs is no longer such. More and more people are eating out or switching to ready-made food. Thanks to technical means, the time spent on cooking is significantly reduced, which, in turn, is associated with an acceleration of the pace of life. The nuances of culinary art remain unknown to most native speakers.

These trends are reflected in the metaphor and form the juxtaposition of dishes of “traditional cuisine” and so-called food “quick cooking”. The systematization of metaphorical names is carried out taking into account the principles of classification of phenomena and objects related to the human nutrition process in gastronomy. So, focusing on the set of products and cooking mechanisms necessary in each case, they distinguish a subgroup of metaphors of dishes and culinary products of “traditional cuisine”. Its composition, in its turn, includes figuratively reinterpreted names of various types of dishes (meat dishes, confectionery, bakery products, etc.). At the same time, metaphorized nominations

³³ Boychuk A.S. Gastronomic metaphor: structural, semantic, stylistic aspects. Volgograd, 2012. 28 p.

related to the so-called “fast food” and the names of drinks are allocated to separate groups³⁴.

The spoiled food is associated with several reasons: it can become unusable naturally (rotten, sour) over time or deteriorate due to improper cooking (over-salted, under-baked). Food spoilage is also associated with the names of various kinds of waste (cleaning, stubs). Metaphors with different bases of comparison distinguish different fields of application.

Metaphors using lexical units, with the help of which food is defined as spoiled, are a capacious way to give a negative assessment of the phenomena of reality. Images associated with decomposition, putrefaction, death or with the functions of human life have a strong influencing effect, cause the recipient to have a persistent rejection. It is believed that in this group, such a feature of food metaphors as anti-aestheticism is most pronounced; moreover, it is created intentionally and is perceived as a virtue, not a disadvantage. The desire to influence consciousness with the help of expressive means of language fully corresponds to the principles of the functioning of the journalistic style. Accordingly, the metaphors under consideration are most intensively used in texts of this style, as well as specific genre formations peculiar to the language of the Internet.

It should be noted that the food metaphor in speech performs a number of functions, among which the following ones should be distinguished:

- a) nominative, consisting in providing linguistic fixation of knowledge based on naming objects by comparing them with other objects of reality;
- b) conceptual or cognitive, consisting in designating new concepts that do not have verbal expression as entities of a higher of the order;
- c) expressive-evaluative and figurative, attributed to the metaphor by virtue of the figurative representation of the phenomena of reality contained in it, coupled with the expression of the sensory attitude of the subject of communication to them;

³⁴ Boychuk A.S. Gastronomic metaphor... P. 11.

d) informational, assuming the functioning of the metaphor as a carrier of certain information;

e) hypothetical or predictive, consisting in the representation of phenomena not yet fully realized, which may later acquire unexpected for their discoverer of the form;

f) pragmatic, involving influencing the recipient in all ways that cause emotional reactions (figurative, expressive-evaluative and ornamental functions act as special cases of its implementation);

g) communicative, since the food metaphor is a consequence of the functioning of language as a means of communication.

So, food metaphors constitute a motivational system, i.e. a group of metaphors that are heterogeneous in meaning and belonging to one thematic area, including food nominations, methods of its preparation, as well as taste qualities. Food metaphor is a trope or figure consisting in the use of a word in a figurative meaning that coincides with the original one by some similar signs, characteristic objects or processes from the field of gastronomy.

1.4 Principles of food metaphor classifications

In linguistic research, classifications of gastronomic metaphors have recently appeared.

Thus, the systematization of the class of gastronomic metaphors by A.S. Boychuk was based on the initial meaning of concepts that are subject to further reinterpretation. Based on this criterion, several basic groups of metaphorical turns associated with the process of human nutrition were identified:

1. Nominative units with the meaning of “food” proper, in which dishes, their components, products, ingredients, etc. are considered.

2. Designations of the main characterizing properties of food (the group includes a description of characteristic taste parameters, as well as such significant nutritional properties as juiciness, fat content, consistency, etc.).

3. Nominative units associated with spoiled food.

4. Nominations of the cooking process. Within this group, subgroups are distinguished: kitchen (tools and means that ensure the process of cooking and consuming food) and actions in the cooking process. The methods of naming the main subject of the action, toponymic characteristics of the process are also considered here (it was made at home or outside the house). Most of the metaphors of this group are based on such a kind of culinary text as a recipe from a cookbook.

5. The names of the presentation of food for consumption, which takes into account the type of table (cold, buffet, snack, etc.), serving, features of the process of serving dishes.

6. Nominations of the food consumption process. In this group, the chronological parameter is taken into account, i.e. the frequency of meals (breakfast, snack, etc.), the toponymic parameter (taking food at home / outside the house), as well as the factor of solemnity / everyday atmosphere (festive feast / everyday meal). In addition, the components of the process itself and the states associated with eating are considered, divided into states “before eating” (hunger, appetite, etc.) and after it (heartburn, satiety, etc.). Possible restrictions in food and their causes (ritual parameter, etc.) are taken into account³⁵.

E.A. Yurina in her studies of gastronomic metaphors in the Russian language distributes them into groups in accordance with metaphorical projections into such conceptual spheres as “Person”: “appearance”, “character”, “behavior”, etc.; “Society”: “interpersonal relations”, “social activity”, “politics”, “economy”, “culture”; “Time”, “Space”, “Animals”, “Plants”, “Natural facts”, “Artifacts” and some others³⁶.

The following groups of metaphors are also distinguished, united on the basis of a certain meaning expressed by them, namely: 1) actions in relation to food; 2) taste characteristics; 3) inclusion of a specific food item in their context; 4) stability; 5) author's assessment; 6) scope of application of gastronomic metaphor.

³⁵ Boychuk A.S. Gastronomic metaphor... Pp. 77-79.

³⁶ Yurina E.A. Food metaphor: scope and boundaries of the concept. Kemerovo, 2015. P. 207-212.

Any classification of culinary and gastronomic vocabulary will always be conditional, since the same name can be included in several subgroups at the same time. Thus, food metaphors can be divided into thematic groups, while their amount varies greatly depending on the approach used. The classification of food metaphor applied in this research includes food products, properties of food, cooking process, food consumption process, food presentation, and spoiled food.

1.5 Food metaphor and its realization in the language

There is no agreement in the scientific community on the classification of figurative vocabulary. Western scientists tend to apply both the term "metaphor" and the term "idiom" to combinations that are considered phraseological units in Russian science that are the subject of lexicology, and not stylistics or discourse analysis. This discrepancy stems from a dispute over the differentiation of types of figurative vocabulary, as well as the lack of consensus on the issue of so-called "dead", hackneyed metaphors.

Scientists recognize that there is the relationship between the motivation of the meaning of a metaphor, the transparency of its internal form and the duration and intensity of its use. Metaphors, thus, go from original to hackneyed and, finally, become erased or "dead" metaphors. According to the classification of the stages of the metaphor life cycle developed by J. Hobbs, the metaphor goes through four stages of development, losing its metaphorical origin in the process of constant use³⁷.

In Russian linguistics, there are original, fresh, author's, speech, stamped, linguistic metaphors. It is noteworthy that in Russian science, until recently, it was customary to distinguish between original, author's metaphors as the subject of stylistics research, and stamped, hackneyed metaphors that are of interest rather to specialists in the field of lexicology. Such units are called phraseological units and are classified according to the semantic principle (phraseological merges,

³⁷ Hobbs, J.R. Metaphor, metaphor schemata, and selective inferencing. California, 1979. P. 38.

phraseological unities, phraseological combinations), first proposed by V.V. Vinogradov³⁸.

I.R. Galperin and A.I. Smirnitsky distinguish a class of erased metaphors that are the subject of lexicology, since in these expressions there is no longer a sense of the realization of two types of meaning in the context. A.I. Smirnitsky distinguishes phraseological units with non-translational meaning and idioms proper, which have a figurative meaning based on a metaphor³⁹. Their characteristic feature is that they have bright stylistic coloring, emotional saturation, a departure from the usual neutral style, for example: *taking the bull by the horns*. Metaphorical phraseological units are mentioned by A.V. Kunin⁴⁰.

In foreign science, a number of scientists, for example, R. Moon⁴¹ and M. Knowle⁴² give a similar classification, distinguishing set-expressions and metaphors with a transparent, semi-transparent and opaque internal form.

Following the ideas of⁴³ P.R. Wilkinson, metaphor is a means of expressing one thing in terms of something else. It provides us with a means of understanding the way language works, from the most common phrases to the most complex linguistic theory. Indeed much current linguistic theory ascribes to metaphor the organising principle behind all communication. In everyday life, metaphors take many different forms, including similes (a nose as red as a cherry), proverbs (don't count your chickens before they're hatched), transfer phrases (make heavy weather of...), wellerisms (everyone to his taste, as they said when the old woman kissed the cow), metonymy (the knife for surgery, the crown for royalty), synecdoches (sixty head of cattle, a cut-throat) and swearing (bloody bugger!) where the curser's feelings are expressed in terms of what might justifiably have aroused those feelings. Clearly, metaphorical structures are present in a multitude of daily exchanges, both verbal and written.

³⁸ Vinogradov, V. V. On the main types of phraseological units in the Russian language. M., 1977. 312 p.

³⁹ Smirnitsky, A.I. Lexicology of the English language. M., 1956. 260 p.

⁴⁰ Kunin, A.V. The course of phraseology of the modern English language. M., 1996. 381 p.

⁴¹ Moon, R. Fixed expressions and idioms in English: a corpus-based approach. Oxford, 1998. 338 p.

⁴² Knowles, M., Moon, R. Introducing metaphor. London, 2006. 180 p.

⁴³ Wilkinson P.R. Thesaurus of traditional English metaphors. 2006. P. 10.

So, the food metaphor is a transfer of meaning from one object or phenomenon to another, located within the semantic field of “nutrition”, “food”.

Food metaphors thematically related to human nutrition have the status of one of the most dynamically developing groups of metaphors of the English language, and their emergence and functioning are determined by a combination of socio-cultural and historical factors.

The selection of food metaphor types is based on: 1) the characteristic of taste (sour-sweet); 2) the evaluation of this taste (delicious-tasteless) or product (fleshy, juicy); 3) the meaning of “part-whole”; 4) actions in relation to food; 5) a specific food product (bread, butter), etc.

The metaphor in general and the food metaphor in particular represent an implicit belief, the “guidance” of the addressee to the desired idea, its approval in the mass consciousness with the help of hidden mechanisms of influence. The advantage of a hidden assessment is that with the help of a veiled mechanism of influence, the author unobtrusively inspires the addressee with the given ideas or conclusions, thus manipulating him, but without causing rejection.

The food metaphor plays an important role in the conceptualization of the world and the formation of its linguistic picture, being one of the main means of implementing the gastronomic code of culture. The gastronomic linguistic picture of the world is a combination of certain components, which includes taste concepts, glutton concepts, and gastronomic concepts. Food metaphors call various phenomena of the surrounding world by analogy with food, dishes of national cuisine, processes of cooking and absorption of food.

Metaphorical structures are present in a multitude of daily exchanges, both verbal and written. Following the ideas suggested by A.I. Smirnitsky, P.R. Wilkinson and some other western scientists, food metaphor in this research is studied on the material of food idioms proper, similes and proverbs. So, food idiom and food metaphor are interchangeable terms.

2 FUNCTIONING OF FOOD METAPHOR IN EVERYDAY ENGLISH

2.1 Classification of food metaphors

Using online English dictionaries (Idiomsonline.com, Englishclub.com, 7esl.com, Theidioms.com, Oxford dictionary.com, Cambridge dictionary.com, Macmillan dictionary.com, Merriam-Webster dictionary.com, The Free dictionary.com) and Thesaurus of traditional English metaphors by P.R. Wilkinson, there were selected 100 food metaphors. All of them were distributed according to the classification of food metaphors suggested by A.S. Boychuk into the following groups:

1. Nominative units with the meaning of “food” proper, in which dishes, their components, products, ingredients, etc. are considered:

apple of his eye, buy a lemon, compare apples and oranges, forbidden fruit, go bananas, low hanging fruit, top banana, like taking candy from a baby, finger in the pie, piece of cake, pie in the sky, food for thought, egg on, have egg on your face, fat is in the fire, gravy train, bring home the bacon, couch potato, meat and potatoes, small potatoes, packed in like sardines, bread and butter, half a loaf is better than none, full of beans, not know beans about, not worth a hill of beans, spill the beans, not for all the tea in China, cry over spilled milk, cream of the crop, icing on the cake, good egg, proof is in the pudding, like two peas in a pod, use your noodle, as American as apple pie, salt of the Earth, sugarcoat, take with a grain of salt, worth your salt, variety is the spice of life, life is a bowl of cherries, sell like hot cakes, that's the way the cookie crumbles, aged like fine wine, sweet as sugar, keen as mustard, as cool as a cucumber, sour as vinegar, cold as ice, nutty as a fruitcake, stale as crackers, thick as pea soup, hot potato, bad egg, not my cup of tea, can of corn, a fine kettle of fish, goose is cooked, have bigger fish to fry, greatest thing since sliced bread, cook someone's goose, to eat humble pie, chew the fat, cut the mustard.

2. Designations of the main properties of food (the group includes a description of taste parameters, as well as such significant nutritional properties as juiciness, fat content, consistency, etc.):

have a sweet tooth, sell like hot cakes, that's the way the cookie crumbles, sweet as sugar, spicy personality, aged like fine wine, a fruit loop, a sour grape, as sour as vinegar, as cool as a cucumber, keen as mustard, cheesy smile, cold as ice, juicy gossip, nutty as a fruitcake, peppery personality, sizzling temper, stale as crackers, thick as pea soup, hot potato, have a spicy tooth, bitter pill to swallow.

3. Nominative units associated with spoiled food:

rotten to the core, bad egg, a rotten apple.

4. Nominations of the cooking process. Within this group, subgroups are distinguished: kitchen (tools and means that ensure the process of cooking and consuming food) and actions in the cooking process:

Kitchen tools: on a silver platter, not my cup of tea, can of corn, greasy spoon, play a good knife and fork, on one's plate, out of the frying-pan into the fire, a fine kettle of fish, life is a bowl of cherries.

Actions in the cooking process: half-baked, goose is cooked, have bigger fish to fry, greatest thing since sliced bread, cook someone's goose, be souped up.

5. The names of the presentation of food for consumption, which takes into account the type of table (cold, buffet, snack, etc.), serving, features of the process of serving dishes: there is no such thing as a free lunch; dog's dinner, pig's breakfast.

6. Nominations of the food consumption process:

have one's cake and eat it too, bite off more than you can chew, bite the hand that feeds you, bitter pill to swallow, eat crow, eat dirt, eat high on the hog, to eat humble pie, eat your heart out, melt in one's mouth, chew the fat, butter up, cut the mustard

It is necessary to point out that some expressions were included into two groups as they may have the words denoting two categories.

According to the obtained results, the most numerous group is the one that includes the nominative units with the meaning of “food” proper and makes 55% of all the studied metaphoric expressions. This group is made up of such words naming food as *apple, lemon, orange, fruit, bananas, candy, pie, cake, fruitcake, egg, fat, gravy, bacon, potato, cucumber, meat, sardines, bread, butter, beans, tea, milk, cream, pudding, peas, noodles, salt, sugarcoat, cherries, fat, goose, mustard, corn, fish, cookie, spice, crackers, wine, ice*. Such words as *loaf, soup* and *food* are also included in this group. As it can be seen different types of fruit and vegetables often become the ground for metaphors as well as the names of desserts (pie, pudding), meat, drinks, spices, bread, butter, bacon and salt. This group consists only of nouns.

The second group that makes 18% of all the collected expressions includes designations of the main properties of food. The following characteristics of food become the most popular in the metaphorical expressions: *sweet, salty, hot, spicy, sour, cold, cool, keen, cheesy, juicy, nutty, peppery, sizzling, stale, thick, fine, bitter*. This group consists mostly of adjectives. There is also one verb (*crumble*) that describes the feature of the cookies to be crispy.

The group that includes nominations of the cooking process is made of two subgroups and makes 13%. The first subgroup includes kitchen tools: *platter, cup, can, spoon, knife and fork, plate, frying-pan, kettle, bowl*. The second subgroup consists of actions in the cooking process: *bake, cook, fry, slice, soup up*. Therefore, the two groups are made of nouns and verbs respectively.

The next group that makes 11% of all the words is comprised of nominations of the food consumption process. The following words showing the process of consuming food are used metaphorically: *eat, bite, chew, feed, swallow, cut, butter up*. It should be noticed that the group has only verbs with the verb *eat* used most often.

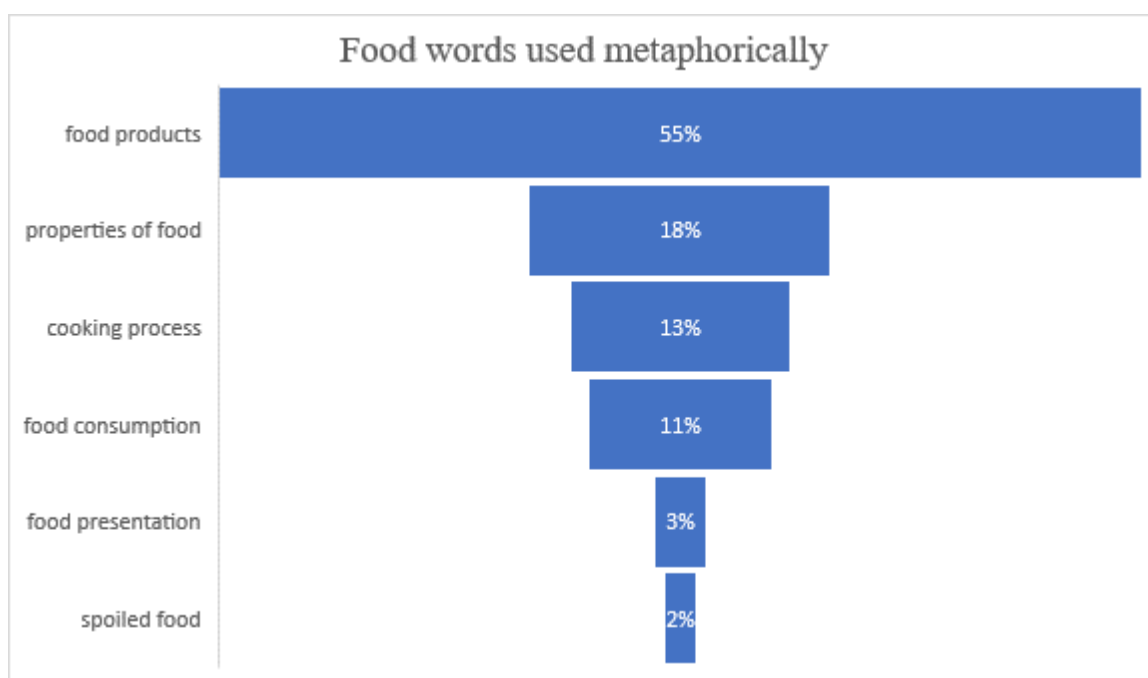
The group that has only 3 expressions is the group about the names of the presentation of food for consumption (3%), which takes into account the type of

table (cold, buffet, snack, etc.), serving, features of the process of serving dishes. Such words as *breakfast, lunch and dinner* can be used metaphorically.

The least popular group is about nominative units associated with spoiled food. It makes only 2% and includes such attributes as *bad* and *rotten*. It seems that English people very seldom use spoiled food for comparison.

The diagram 1 shows what food properties are used metaphorically and how often.

Diagram 1



In Table 1 it is possible to see what kind of food words are used in food metaphors.

Table 1

Food words in food metaphors

Food products	Properties of food	Cooking process	Food consumption	Food presentation	Spoiled food
apple, lemon, orange, fruit, bananas, candy, pie, cake, fruitcake, egg, fat, gravy, bacon, potato, cucumber, meat, sardines, bread, butter, beans,	sweet, salty, hot, spicy, sour, cold, cool, keen, cheesy, juicy, nutty, peppery, sizzling, stale, thick, fine, bitter	1) platter, cup, can, spoon, knife and fork, plate, frying-pan, kettle, bowl; 2) bake, cook, fry,	eat, bite, chew, feed, swallow, cut, butter up	breakfast, lunch, dinner	bad, rotten

Food products	Properties of food	Cooking process	Food consumption	Food presentation	Spoiled food
tea, milk, cream, pudding, peas, noodles, salt, sugarcoat, cherries, fat, goose, mustard, corn, fish, cookie, spice, crackers, wine, ice.		slice, soup up.			

So, there are a lot of food words that are used metaphorically to describe different qualities and situations in the English language and culture.

2.2 Food metaphors revealing the personal traits of a person

Among all the food metaphors found, 34% of them describe people's character and appearance both negatively and positively. See Table 2.

Table 2

Food metaphors describing peoples' traits of character

Metaphor	Meaning	Trait of character	Feature of appearance	Positive	Negative
Sweet as sugar	Exceptionally sweet, friendly, or kindly.	friendly		+	
Spicy personality	Piquant, racy, especially: somewhat scandalous or salacious	scandalous			+
Age like fine wine	To become more attractive, impressive, successful, etc., as one gets older.		beautiful	+	
A fruit loop	Someone prone to behaving in a clumsy, cloddish manner.	clumsy			+
A hard nut to crack	A very difficult person to deal with	stubborn			+
A sour grape	Criticism or disparagement of that which one	critical			+

Metaphor	Meaning	Trait of character	Feature of appearance	Positive	Negative
	cannot have.				
A spicy temper	Someone who has a hot or anger temper	angry			+
Apple of his eye	A favorite person of someone.	nice and special		+	
as American as apple pie	Typically American in character	good, having traits of an American		+	
Go bananas	Go crazy	insane			+
Top banana	Leader or boss.	important			+
Salt of the Earth	Ordinary and decent people	decent			+
Rotten to the core	Very bad or corrupt	corrupt			+
Finger in the pie	To be involved in everything.	nosy			+
Hard nut to crack	Difficult person or thing to understand	difficult			+
Bite off more than you can chew	Try to do more than you can handle.	greedy			+
Bite the hand that feeds you	To hurt or offend someone who helps you.	offensive			+
Eat your heart out	To want something you can't have, to be envious.	envious			+
Bad egg	Bad or undesirable person.	bad			+
A rotten (or bad) apple	A bad person in a group, typically one whose behaviour is likely to have a corrupting influence on the rest	immoral			+
Couch potato	Someone who watches a lot of TV and doesn't exercise much.	lazy			+
Full of beans	Feel energetic.	energetic			+
Not know beans about	Unfamiliar or ignorant.	ignorant			+
As cool as a	Very calm, with	calm		+	

Metaphor	Meaning	Trait of character	Feature of appearance	Positive	Negative
cucumber	no worries. Someone who is not affected by pressure.				
As sour as vinegar	Particularly unpleasant, disagreeable, peevish, or ill-tempered.	ill-tempered			+
Keen as mustard	Very enthusiastic and excited about smth.	enthusiastic		+	
Cold as ice	Utterly unfeeling or unsympathetic.	unsympathetic			+
Cream of the crop	The best of a particular group.	best		+	
Nutty as a fruitcake	Crazy or wacky.	strange			+
Peppery personality	Someone that throws a hissy fit over every somewhat leaning negative thing you say towards them.	irritable			+
Sizzling temper	Hot temper	angry			+
Stale as crackers	An old, ornery white person	bad-tempered			+
Good egg	A good, nice, and trustworthy person.	trustworthy		+	
Cheesy smile	A wide smile, but probably insincere.	insincere			+

As it can be seen from the table negative traits of character described metaphorically prevail: they make up 76% of all the food metaphors describing people's personality. Mostly food metaphor is used to condemn such characteristics in people as being scandalous, clumsy, stubborn, critical, angry, insane, corrupt, nosy, difficult, greedy, offensive, envious, bad, immoral, lazy, ignorant, ill-tempered, unsympathetic, strange, irritable, bad-tempered, insincere.

So, through the use of food names, it becomes possible to say how bad the person is.

It is necessary to point out that properties and characteristics of food dominate in food metaphors describing people's negative traits of character. They include such words as spicy, sour, fruit, hard, rotten, cool, cold, hard, nutty, peppery, sizzling, stale, cheesy. They do not always have negative connotations while describing properties of food, but all of them become negative in the metaphors about people.

Let's look at some examples. The metaphor *spicy personality* is used to describe a piquant, racy, scandalous or salacious person, just like if there are too many spices the effect is terrible. The person who is *as sour as vinegar* is particularly unpleasant, disagreeable, peevish, or ill-tempered just like the vinegar, which is not particularly sour but also has a strong and unbearable smell.

Those people who are called bad eggs are really dishonest and mean. There are some sentences below demonstrating that:

“A bad egg who had served several years in prison.”⁴⁴

“Can't say I'm sorry Appleby's gone – a bad egg he was, no doubt of that”⁴⁵.

When the egg is bad it smells really awful and is absolutely inedible, so is the person being immoral and deceitful.

Still, there are some food metaphors that characterize people positively. They make up 24% and show that people can be friendly, nice and special, good, important, decent, calm, energetic, enthusiastic and trustworthy. Usually such food products are used for comparison: cream, apple, sugar, wine, cucumber.

For example, some people are called *good eggs*. In this case they are considered to be nice and trustworthy:

“The position of trustee requires something more than a desire to be seen to be a good egg”⁴⁶.

“She's a good egg really”⁴⁷.

⁴⁴ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/bad-egg>

⁴⁵ Ibid.

⁴⁶ Collins Dictionary Online URL <https://www.collinsdictionary.com/dictionary/english/good-egg>

The metaphor *as keen as mustard* is used to describe a very enthusiastic and excited person:

“I have an adult pupil who scored very low in assessments but is keen as mustard”.

The property of mustard to be quite hot is used positively in this case to show that the person is eager to do things and full of enthusiasm.

It can be concluded that food metaphor is predominantly used to describe negative traits of English people, which shows that human nature is imperfect. There was found out only one food metaphor that describes the appearance of a person showing that getting old people become more beautiful just like wine gets better taste the longer it is kept (*age like fine wine*).

Table 3 shows all the characteristics of people revealed in food metaphors.

Table 3

Traits of people in food metaphors

Negative 76%	Positive 24%
scandalous, clumsy, stubborn, critical, angry, insane, corrupt, nosy, difficult, greedy, offensive, envious, bad, immoral, lazy, ignorant, ill-tempered, unsympathetic, strange, irritable, bad-tempered, insincere	friendly, nice and special, good, important, decent, calm, energetic, enthusiastic, trustworthy

So, food metaphor becomes an important tool in translating the ideas of society in the English language and culture, it helps to condemn the vices of people and highlight their merits.

2.3 Food metaphors revealing the characteristic of a thing

There were found 22% food metaphors describing the things positively and negatively. See Table 4.

Table 4

Food metaphors describing characteristics of things

Metaphor	Meaning	Characteristic of a thing	Positive	Negative

⁴⁷ Collins Dictionary Online URL <https://www.collinsdictionary.com/dictionary/english/good-egg>

Metaphor	Meaning	Characteristic of a thing	Positive	Negative
Buy a lemon	Buy something worthless.	worthless		+
Compare apples and oranges	To compare things that are very different.	useless		+
Forbidden fruit	Something banned.	banned		+
Life is (not) a bowl of cherries	Life is good and pleasant.	pleasant	+	+
Low hanging fruit	Easiest thing to get or do.	easy	+	
Like taking candy from a baby	Easy to do.	easy	+	
Pie in the sky	An empty promise or dream.	unlikely		+
Everything from soup to nuts	A wide variety of items.	complete	+	
For peanuts	Inexpensive, cheap.	too cheap		+
Melt in one's mouth	Delicious or tasting good.	delicious	+	
On a silver platter	Given something they didn't earn.	undeserved		+
Meat and potatoes	The basics or important parts of something.	important	+	
Small potatoes	Something that is unimportant.	unimportant		+
Greatest thing since sliced bread	Something that is excellent.	excellent	+	
Not worth a hill of beans	Not valuable.	worthless		+
Not for all the tea in China	Not for any price.	invaluable, priceless	+	
Juicy gossip	Juicy gossip or stories contain details about people's lives, especially details which are normally kept private.	immoral		+
Thick as pea soup	Something that is very thick and heavy.	too dense		+
Can of corn	Something very easy to accomplish; an easy task.	easy	+	
Greasy spoon	A greasy spoon is a small, cheap, unattractive café that serves mostly fried food.	unattractive		+
Be souped up	Made more powerful or stylish	stylish	+	
Hard nut to crack	Difficult person or thing to understand	difficult		+

And again, negative connotations prevail here too. Thus 56% of food metaphors describe that things done by people are judged negatively. They can be useless, banned, unlikely, too cheap, undeserved, unimportant, worthless, immoral, too dense, unattractive.

Let's look at some examples in detail. If somebody says that you buy a lemon, it often means you just spend your money in vain as the thing is either bad or useless. It should be noticed that lemon in general can be used to describe a failure or the person who looks foolish:

“I just stood there like a lemon”.

“He took a little test drive and agreed the car was a lemon”.⁴⁸

It seems that the quality of the lemon to be sour is perceived by people as a negative characteristic and this feature is used for comparison to show someone's disapproval.

The food metaphor *to compare apples and oranges* is often used to compare two completely different things that it is useless to compare:

“Comparing these cars is like comparing apples and oranges”⁴⁹.

It looks like that apples and oranges are so different in their texture and flavour that it is impossible to compare them, but if you do that anyway, then it is useless practice.

If some things are called *small potatoes*, then they are usually unimportant, which is probably justified by the word small:

“Our monumental worries are often small potatoes in the larger scheme of life”⁵⁰.

Not only the size but the property of the vegetable or fruit such as juicy can be used to describe the characteristics of things. It is interesting to notice that usually the word juicy is used positively, but in the context with the word gossip it becomes negative:

⁴⁸ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/lemon>

⁴⁹ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/apples-and-oranges>

⁵⁰ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/small-potatoes>

“Some people like to tell you all the juicy gossip about their relationships”⁵¹.

Still, in this category there are 40% of food metaphors that are used positively. It seems that food is quite helpful in reflecting positive attitude to things.

The food metaphor *be souped up* is used to show that something has become more powerful and stylish. Moreover, the expression is often used in the attributive form like *souped-up* meaning being modified so as to be more powerful:

“He was driving a souped-up sports car”⁵²

Or meaning being made more exciting or interesting:

“A souped-up version of the games console.”⁵³

If they say that this is the *greatest thing since sliced bread*, then it means that this thing is excellent.

It is interesting to notice that this idiom usually comes to fore when new inventions are described. This is mostly because the origin of the metaphor goes back into time when later improvements in the baking industry were often assessed by comparison with the introduction of sliced bread. Though the first time this expression was used in 1928, it is still used nowadays:

“Of course, all will be forgiven if his 2009 programme turns out to be the best thing since sliced bread”⁵⁴.

To show that something is important and fundamental, the food metaphor *meat and potatoes* is used. It seems that meat and potatoes have always been the most essential food products for people, so now they are used metaphorically to underline the significance of some things:

“They talked about the meat-and-potatoes issues.”

As it can be seen from the example above the metaphor is used attributively. In the next sentence the metaphor is used in its original form:

“We've been shining our behinds with show-off stuff so long that the *meat and potatoes* of the magazine is backed up”.

⁵¹ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/juicy-gossip>

⁵² Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/souped-up>

⁵³ Ibid.

⁵⁴ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/the-best-thing-since-sliced-bread>

There are at least three food metaphors that foreground such a characteristic of a thing as easiness: low hanging fruit, like taking candy from a baby, can of corn.

Still there are some peculiarities in using them. For example, *low hanging fruit* means a course of action that can be undertaken quickly and easily as part of a wider range of changes or solutions to a problem:

“First pick the low-hanging fruit.”⁵⁵

Whereas the idioms *like taking candy from a baby* and *can of corn* mean the same and show that something is very easy to accomplish.

There are some food metaphors that initially were meant to be positive, but are mostly used negatively. For example, the metaphor *life is a bowl of cherries* shows that life can be good and pleasant. But it is often used negatively to comment on an unpleasant or difficult situation:

“Life's not exactly a bowl of cherries when you're an international champ”⁵⁶.

So, food metaphors help to characterize things happening in our life both positively and negatively. However, the negative perception of the world prevails. Table 5 shows the characteristics of things revealed in food metaphors.

Table 5

Characteristics of things in food metaphors

Negative 56%	Positive 44%
useless, banned, unlikely, too cheap, undeserved, unimportant, worthless, immoral, too dense, unattractive, difficult	easy, invaluable, excellent, important, delicious, complete, pleasant

2.4 Food metaphors revealing different life situations

There were found 43% of food metaphors describing different life situations. 49% of food metaphors were with positive connotation and 51% with the negative ones. See Table 6.

⁵⁵ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/low-hanging-fruit>

⁵⁶ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/life-is-a-bowl-of-cherries>

Table 6

Food metaphors describing life situations

Metaphor	Meaning	Life situation	Positive	Negative
Have a sweet tooth	Love for sugary and sweet foods.	to like sweet things	+	
Have a spicy tooth	You like eating spicy food.	to like spicy food	+	
Play a good knife and fork	To eat vigorously.	to like eating	+	
Have a lot on one's plate	Very busy.	to be busy		+
Packed in like sardines	Crowded.	to be in a busy place		+
Worth your salt	Worth one's pay.	to do a good job	+	
Bring home the bacon	To earn money.	to earn money	+	
Gravy train	A way to acquire/earn easy money without doing much work	to earn money easily		+
Bread and butter	Something that provides you with an income.	to earn money	+	
Eat high on the hog	To live very well and prosper.	to be rich	+	
Cut the mustard	To perform satisfactorily; to meet expectations	to work well	+	
Sell like hot cakes	Sell quickly and in large amounts.	to sell quickly	+	
Take with a grain of salt	Don't take something seriously.	to be suspicious		+
That's the way the cookie crumbles	That is the way that things happen.	to accept a situation	+	
Half-baked	Not thought through.	to have something that is not completed		+
Variety is the spice of life	Differences give life interest.	to have an interesting life	+	
Have one's cake and eat it too	To enjoy both of two desirable but incompatible things	to have two good things at the same time	+	
Piece of cake	Easy to do.	to have an easy deal	+	
Egg on	To encourage or dare someone to do something dangerous or foolish	to be in an unpleasant situation		+
Bitter pill to swallow	Something unpleasant that you must accept.	to accept an unpleasant situation		+
Eat crow	to be forced to do	to be in a		+

Metaphor	Meaning	Life situation	Positive	Negative
	something humiliating	humiliating situation		
Eat dirt	To accept insult without complaining	to be in a humiliating situation		+
Eat humble pie	To be humiliated.	to be in a humiliating situation		+
Icing on the cake	Something good that is added to an already good thing so that it is even better	to be in a favorable situation	+	
There is no such thing as a free lunch	Can't get something for nothing.	to have to pay or work for		+
Fine kettle of fish	A mess or difficult situation.	to be in a difficult situation		+
Fat is in the fire	Big problem or trouble ahead.	to have problems		+
Cook your goose	to do something which gets you into trouble or spoils your chances of success	to have problems		+
Chew the fat	Chat casually or gossip	to gossip		+
Cry over spilled milk	Worry about something that can't be fixed.	to have a difficult situation		+
Hot potato	A problem, situation, or subject that is controversial, divisive, sensitive, awkward, risky, embarrassing, difficult, or unpleasant to deal with	to have a difficult situation		+
Out of the frying-pan into the fire	From a difficult or dangerous situation into a worse one.	to be in a difficult situation		+
Have bigger fish to fry	Have more important things to do.	to have important things to do	+	
Butter up	Flatter someone to get something.	to flatter		+
Half a loaf is better than none	Something is better than nothing.	something incomplete is better than nothing	+	
Spill the beans	Tell a secret.	to tell a secret		+
Not my cup of tea	Not to my liking.	to have something you do not like		+

Metaphor	Meaning	Life situation	Positive	Negative
the proof of the pudding is in the eating	something new can only be judged to be good or bad after it has been tried or used	to have to prove something through using	+	
Like two peas in a pod	Very similar to one another and have a close resemblance.	to resemble each other	+	
Food for thought	Think carefully	to think	+	
Use your noodle	Use your brain	to think	+	
Have egg on your face	Be embarrassed.	to be in a foolish situation		+
Sugarcoat	Gloss over bad information.	to make something look better	+	

As it can be seen from the table the metaphors with negative connotations prevail. More than that, the life situation can be the same but metaphors describing it are different. Thus, there are 3 metaphors describing a person in a humiliating situation: *eat a crow*, *eat dirt*, *eat humble pie*:

“He had to eat humble pie and publicly admit his error.”⁵⁷

It looks like the person was forced to apologize humbly and suffer humiliation.

“His prediction was completely wrong, and he had to eat crow.”⁵⁸

In this situation the person was forced to admit to having made a mistake, as by retracting an emphatic statement and suffer humiliation again.

It is clear when a person has to eat something unpleasant and inedible it looks like a really bad situation similar to humiliation.

Close in meaning to humiliation are the metaphors *bitter pill to swallow* which is used to show a difficult or unpleasant fact or situation that has to be accepted and *egg on* which means that if you egg a person on, you encourage them to do something, especially something dangerous or foolish.:

“This defeat, though, was the most *bitter pill to swallow*”⁵⁹.

“They egged each other on to argue and to fight”⁶⁰.

⁵⁷ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/eat-humble-pie>

⁵⁸ Collins Dictionary Online URL: <https://www.collinsdictionary.com/dictionary/english/eat-crow>

⁵⁹ <https://www.collinsdictionary.com/dictionary/english/bitter-pill-to-swallow>

These are very unpleasant situations in which people have to suffer from something.

There are at least three situations about earning money: *bring home the bacon, gravy train, bread and butter*:

“The question ‘Who brings up the baby and who *brings home the bacon*?’ has become one of the most important of all political questions”.⁶¹

The metaphor *bring home the bacon* is about the person earning money for the family and supporting it financially. The connotation is positive here. Moreover, there is one more positive meaning this expression has: you achieve what you needed to achieve. And in American English it is not only about accomplishing a task, but about being successful or victorious:

“Our governor went to Washington to appeal for disaster relief and eventually brought home the bacon.”⁶²

The metaphor *bread and butter* demonstrates that if something that is the bread and butter of a person or organization is the activity or work that provides the main part of their income and it is evaluated positively:

“His mobile phone business was actually his bread and butter”⁶³.

It is important to note that there is one more meaning of *bread and butter*. Actually, *bread and butter* issues or matters are ones which are important to most people, because they affect them personally:

“The opposition gained support by concentrating on bread-and-butter matters”⁶⁴.

It becomes evident that such food as bread, butter and bacon are important for the society, so they are used metaphorically in the positive life situations that are about something important and necessary.

⁶⁰ <https://www.collinsdictionary.com/dictionary/english/egg-on>

⁶¹ <https://www.collinsdictionary.com/dictionary/english/bring-home-the-bacon>

⁶² Ibid.

⁶³ <https://www.collinsdictionary.com/dictionary/english/bread-and-butter>

⁶⁴ Ibid.

As for *gravy train*, here the connotation is negative, it means that if an organization or person earns a lot of money, then they do this without doing much work, which is usually disapproved:

“We are overworked and underpaid while they are always on the gravy train”⁶⁵.

There are at least six metaphors revealing difficult or problematic situations. They are *hot potato*, *cry over spilled milk*, *cook your goose*, *fine kettle of fish*, *fat is in the fire*, *out of the frying-pan into the fire*.

If you describe a problem or issue as a hot potato, you mean that it is very difficult and nobody wants to deal with it:

“Tax has become a political hot potato”⁶⁶.

This idiom had also got a meaning of an awkward or delicate matter and a difficult subject that people disagree on.

It looks that as it is difficult and almost impossible to hold a hot potato in the hands, it is quite a hard life situation to deal with.

The metaphor *cry over spilled milk* expresses sorrow for past actions or events while *out of the frying-pan into the fire* shows things or people getting from a bad situation to a worse one. If milk is spilled, there is nothing you can do with that, the same with the life situation when you cannot turn back the time. If you get from the frying-pan which is hot into the fire that is even hotter, then the life situation a person is becomes almost unsurmountable.

Cook your goose is used to reveal something which gets you into trouble or spoils your chances of success:

“By trying to constantly undermine me he cooked his goose. After that I just had to sack him”⁶⁷.

Fine kettle of fish is used in an awkward situation or often denotes a mess, whereas *fat is in the fire* means an irrevocable action has been taken, especially one from which dire consequences are expected:

⁶⁵ <https://www.collinsdictionary.com/dictionary/english/gravy-train>

⁶⁶ <https://www.collinsdictionary.com/dictionary/english/hot-potato>

⁶⁷ <https://www.collinsdictionary.com/dictionary/english/cook-your-geese>

“Immediately the fat was in the fire, for the minister had broken all the rules”⁶⁸.

So, potato, milk, goose, fish, fat and a frying pan are used metaphorically to show difficult situations people can get into.

Table 7 shows life situations revealed in food metaphors.

Table 7

Life situations in food metaphors

Negative 51%	Positive 49%
to be in a busy place, to be busy, to earn money easily, to be suspicious, to have something that is not completed, to be in an unpleasant situation, to be in a difficult situation, to be in a humiliating situation, to have to pay or work for, to have problems, to gossip, to tell a secret, to flatter, to have something you do not like, to be in a foolish situation.	to like sweet things, to like spicy food, to like eating, to do a good job, to earn money, to work well, to sell quickly, to be rich, to accept a situation, to have an interesting life, to have two good things at the same time, to have an easy deal, to be in a favorable situation, to have important things to do, to think, to resemble each other, to make something look better, to have to prove something through using, something incomplete is better than nothing

It is quite clear that food metaphors help to describe different life situations which can be both favourable and unfavourable for a person. They are all connected with basic people’s needs like earning money, working well, thinking carefully, liking various things, having an interesting life. On the other hand, they reveal the situations which people dislike and somehow have to cope with: these are humiliating, unpleasant, difficult and foolish situations, when people get in busy places, flatter, tell secrets, gossip, have something they do not like.

2.5 Distribution of negative and positive connotations in food metaphors

All the food metaphors are studied in the research from the point of connotation. It helps to understand the general attitude of English people to different traits, things and situations.

The highest number of negative connotations belong to the category of personality traits (76%). It means that in the English language and culture the vices and downsides of people are disapproved and foregrounded with the help of food

⁶⁸ <https://www.collinsdictionary.com/dictionary/english/fat-is-in-the-fire>

metaphors. The following negative traits are revealed: being scandalous, clumsy, stubborn, critical, angry, insane, corrupt, nosy, difficult, greedy, offensive, envious, bad, immoral, lazy, ignorant, ill-tempered, unsympathetic, strange, irritable, bad-tempered, insincere. It is necessary to point out that properties and characteristics of food dominate in food metaphors describing people's negative traits of character. They include such words as spicy, sour, fruit, hard, rotten, cool, cold, hard, nutty, peppery, sizzling, stale, cheesy. They do not always have negative connotations while describing properties of food, but all of them become negative in the metaphors about people.

This category has the lowest number of positive connotations (24%). Good traits of personality are therefore paid less attention to and are usually shown metaphorically through such food products as cream, apple, sugar, wine, cucumber. These positive traits are about people who are friendly, nice and special, good, important, decent, calm, energetic, enthusiastic, trustworthy.

The category describing characteristics of things has 56% of negative connotations. The things described metaphorically are useless, banned, unlikely, too cheap, undeserved, unimportant, worthless, immoral, too dense, unattractive, difficult. They are revealed through such food products as lemons, fruit, apples, oranges, cherries, pies, peanuts, potatoes, beans.

Still, there are quite a lot of positive connotations (44%) that feature the things favourably. These things are usually easy, invaluable, excellent, important, delicious, complete, pleasant. In these metaphors such food as meat, bread, potatoes, tea, nuts, soup, corn are used, probably being the most important for people's survival and therefore used positively in metaphors.

The category describing life situations has the biggest number of positive connotations (49%) out of the three categories. It shows situations when people like sweet things, spicy food, or just like eating; they do a good job, earn money, work well, sell quickly, become rich, accept a situation, have an interesting life, have two good things at the same time, have an easy deal, get in a favorable situation, have important things to do, think carefully, can resemble each other,

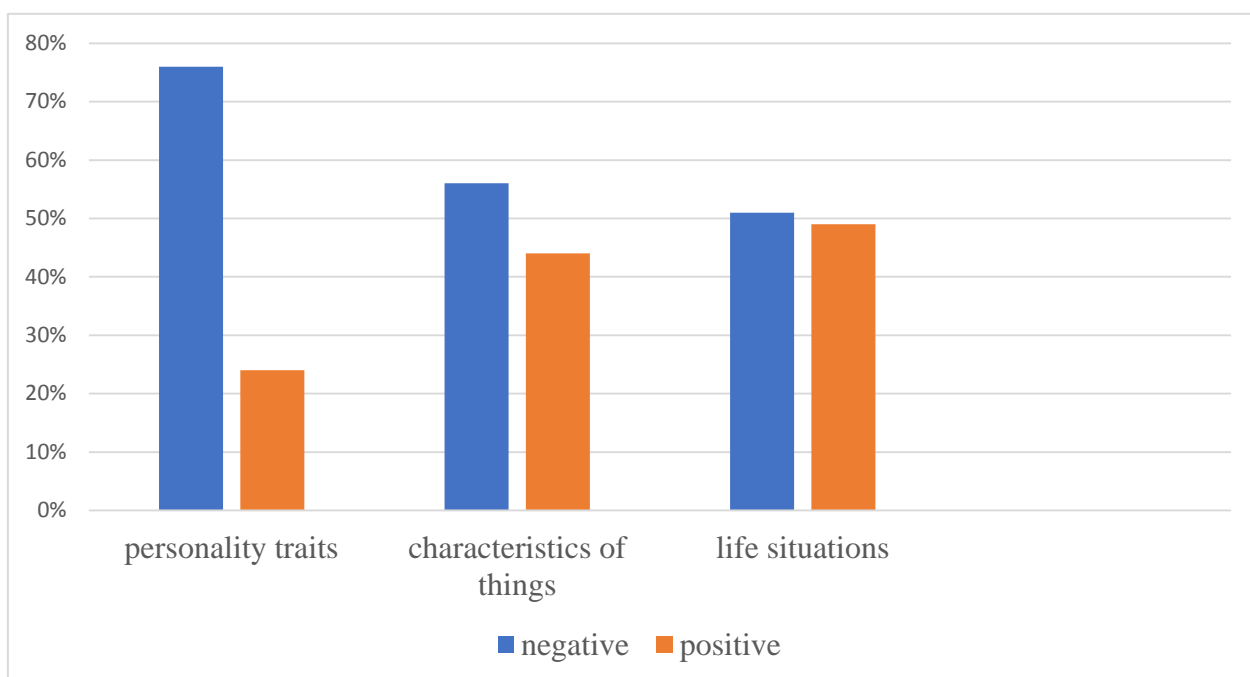
make something look better, have to prove something through using, have something incomplete being better than nothing. Different food names are used to reveal positive meanings: sweet, spicy, knife, fork, alt, bacon, pudding, pes, bread, butter, mustard, cookies, cakes, fish, to eat. The most frequent among them all is cake. This type of food evokes positive associations in the minds of English people.

Still, the negative connotations prevail in this category too, though only a bit (51%). They describe situations of being in a busy place, just busy, earning money easily, being suspicious, having something that is not completed, being in an unpleasant situation, in a difficult situation, in a humiliating situation, having to pay or work for, having problems, gossiping, telling a secret, flattering, having something you do not like, being in a foolish situation. Different food words are used metaphorically in this category, but this time there are more verbs involved: to swallow, to chew, to eat, to cook, to butter up.

Diagram 2 shows the way negative and positive connotations are distributed in food metaphors depending on the category.

Diagram 2

Distribution of negative and positive connotations in food metaphors



CONCLUSION

Metaphors are the basic principle of modeling the world, they are realized in human life and manifested in language, thinking and action. The language metaphor is based on objectified associative links reflected in connotative features that carry information either about the everyday practical experience of a given language community, or about its cultural and historical knowledge.

The main functions of metaphor are the following: nominative, information, mnemonic, text generation, genre-generating, explanatory, emotional-evaluative, conspiratorial, game and ceremony.

Metaphor is a significant means of preserving and transmitting from generation-to-generation associations, stereotypes and standards of the national-cultural community. Accordingly, metaphors are based on a system of generally accepted analogies, associations, assimilated by a person in the process of socialization and mastery of his native language, and therefore known and understandable to all representatives of linguistic culture.

There are three traditional classifications of metaphors: semantic, structural and functional. Some researchers single out the conceptual (cognitive) metaphor as a separate subtype, but actually conceptual or cognitive metaphor is the basis for metaphors of all types. The general classification of metaphor includes nominative metaphor, figurative metaphor, cognitive metaphor and a generalizing metaphor.

Food metaphors constitute a motivational system, i.e. a group of metaphors that are heterogeneous in meaning and belonging to one thematic area, including food nominations, methods of its preparation, as well as taste qualities. Food metaphor is a trope or figure consisting in the use of a word in a figurative meaning that coincides with the original one by some similar signs, characteristic objects or processes from the field of gastronomy.

Any classification of culinary and gastronomic vocabulary will always be conditional, since the same name can be included in several subgroups at the same time. Thus, food metaphors can be divided into thematic groups, while their

amount varies greatly depending on the approach used. The classification of food metaphor applied in this research includes food products, properties of food, cooking process, food consumption process, food presentation and spoiled food.

Metaphorical structures are present in a multitude of daily exchanges, both verbal and written. Following the ideas suggested by A.I. Smirnitsky, P.R. Wilkinson and some other western scientists, food metaphor in this research is studied on the material of food idioms proper, similes and proverbs. So, food idiom and food metaphor are interchangeable terms.

According to the obtained results, the most numerous group of food metaphors is the one that includes the nominative units with the meaning of “food” proper and makes 55% of all the studied metaphoric expressions. This group is made up of such words naming food as apple, lemon, orange, fruit, bananas, candy, pie, cake, fruitcake, egg, fat, gravy, bacon, potato, cucumber, meat, sardines, bread, butter, beans, tea, milk, cream, pudding, peas, noodles, salt, sugarcoat, cherries, fat, goose, mustard, corn, fish, cookie, spice, crackers, wine, ice.

The second group that makes 18% of all the collected expressions includes designations of the main properties of food. The following characteristics of food become the most popular in the metaphorical expressions: *sweet, salty, hot, spicy, sour, cold, cool, keen, cheesy, juicy, nutty, peppery, sizzling, stale, thick, fine, bitter.*

The group that includes nominations of the cooking process is made of two subgroups and makes 13%. The first subgroup includes kitchen tools: *platter, cup, can, spoon, knife and fork, plate, frying-pan, kettle, bowl.* The second subgroup consists of actions in the cooking process: *bake, cook, fry, slice, soup up.*

The next group that makes 11% of all the words is comprised of nominations of the food consumption process. The following words showing the process of consuming food are used metaphorically: *eat, bite, chew, feed, swallow, cut, butter up.*

The group that has only 3 expressions is the group about the names of the presentation of food for consumption (3%), which takes into account the type of

table (cold, buffet, snack, etc.), serving, features of the process of serving dishes. Such words as *breakfast*, *lunch* and *dinner* can be used metaphorically.

The least popular group is about nominative units associated with spoiled food. It makes only 2% and includes such attributes as *bad* and *rotten*. It seems that English people very seldom use spoiled food for comparison.

It was found out in this research that food metaphor serves as a means to describe different personality traits of people, characteristics of things and life situations.

The highest number of negative connotations of food metaphors belong to the category of personality traits (76%). It means that in the English language and culture the vices and downsides of people are disapproved and foregrounded with the help of food metaphors. The following negative traits are revealed: being scandalous, clumsy, stubborn, critical, angry, insane, corrupt, nosy, difficult, greedy, offensive, envious, bad, immoral, lazy, ignorant, ill-tempered, unsympathetic, strange, irritable, bad-tempered, insincere. It is necessary to point out that properties and characteristics of food dominate in food metaphors describing people's negative traits of character. They include such words as spicy, sour, fruit, hard, rotten, cool, cold, hard, nutty, peppery, sizzling, stale, cheesy. They do not always have negative connotations while describing properties of food, but all of them become negative in the metaphors about people.

This category has the lowest number of positive connotations (24%). Good traits of personality are therefore paid less attention to and are usually shown metaphorically through such food products as cream, apple, sugar, wine, cucumber. These positive traits are about people who are friendly, nice and special, good, important, decent, calm, energetic, enthusiastic, trustworthy.

The category describing characteristics of things has 56% of negative connotations. The things described metaphorically are useless, banned, unlikely, too cheap, undeserved, unimportant, worthless, immoral, too dense, unattractive, difficult. They are revealed through such food products as lemons, fruit, apples, oranges, cherries, pies, peanuts, potatoes, beans.

Still, there are quite a lot of positive connotations (44%) that feature the things favourably. These things are usually easy, invaluable, excellent, important, delicious, complete, pleasant. In these metaphors such food as meat, bread, potatoes, tea, nuts, soup, corn are used, probably being the most important for people's survival and therefore used positively in metaphors.

The category describing life situations has the biggest number of positive connotations (49%) out of the three categories. It shows situations when people like sweet things, spicy food, or just like eating; they do a good job, earn money, work well, sell quickly, become rich, accept a situation, have an interesting life, have two good things at the same time, have an easy deal, get in a favorable situation, have important things to do, think carefully, can resemble each other, make something look better, have to prove something through using, have something incomplete being better than nothing. Different food names are used to reveal positive meanings: sweet, spicy, knife, fork, salt, bacon, pudding, peas, bread, butter, mustard, cookies, cakes, fish, to eat. The most frequent among them all is cake. This type of food evokes positive associations in the minds of English people.

Still, the negative connotations prevail in this category too, though only a bit (51%). They describe situations of being in a busy place, just busy, earning money easily, being suspicious, having something that is not completed, being in an unpleasant situation, in a difficult situation, in a humiliating situation, having to pay or work for, having problems, gossiping, telling a secret, flattering, having something you do not like, being in a foolish situation. Different food words are used metaphorically in this category, but this time there are more verbs involved: to swallow, to chew, to eat, to cook, to butter up.

Generally speaking, food metaphors predominantly have negative connotations; the category of personality traits takes the highest rank, which proves the fact that negative characteristics of people are of great concern in the English language and culture.

The greatest number of food metaphors describe life situations which are evaluated almost equally in terms of positive and negative connotations. Food used

metaphorically therefore becomes really important in description of various life situations.

The smallest number of food metaphors is about characteristics of things which are evaluated with a slight difference in terms of positive and negative connotations. It means both sides of things happening in the life of English-speaking people are equally important.

The food metaphor plays an important role in the conceptualization of the world and the formation of its linguistic picture, being one of the main means of implementing the gastronomic code of culture.

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Appendix 1

Food metaphors and their meaning

№	Food metaphor	The meaning
1	Apple of his eye	A favorite person of someone.
2	as American as apple pie	Typically American in character
3	Buy a lemon	Buy something worthless.
4	Compare apples and oranges	To compare things that are very different.
5	Forbidden fruit	Something banned.
6	Go bananas	Excited or crazy.
7	Life is a bowl of cherries	Life is good and pleasant.
8	Low hanging fruit	Easiest thing to get or do.
9	Top banana	Leader or boss.
10	Have a sweet tooth	Love for sugary and sweet foods.
11	Like taking candy from a baby	Easy to do.
12	Salt of the Earth	Ordinary and decent people.
13	Sell like hot cakes	Sell quickly and in large amounts.
14	Sugarcoat	Gloss over bad information.
15	Take with a grain of salt	Don't take something seriously.
16	That's the way the cookie crumbles	That is the way that things happen.
17	Worth your salt	Worth one's pay.
18	Variety is the spice of life	Differences give life interest.
19	Have a sweet tooth	Love for sugary and sweet foods.
20	Rotten to the core	Very bad or corrupt.
21	Finger in the pie	To be involved in everything.
22	Have one's cake and eat it too	Having something both ways.
23	Piece of cake	Easy to do.
24	Pie in the sky	An empty promise or dream.
25	Half-baked	Not thought through.
26	Hard nut to crack	Difficult person or thing to understand.
27	Everything from soup to nuts	A wide variety of items.

28	For peanuts	Inexpensive, cheap.
29	Bite off more than you can chew	Try to do more than you can handle.
30	Bite the hand that feeds you	To hurt or offend someone who helps you.
31	Bitter pill to swallow	Something unpleasant that you must accept.
32	Eat crow	Admit a mistake or defeat.
33	Eat dirt	To retract a hurtful statement.
34	Eat high on the hog	To live very well and prosper.
35	Eat humble pie	To make a humble apology.
36	Eat your heart out	To want something you can't have, to be envious.
37	Food for thought	Something to think about.
38	Have a lot on one's plate	Very busy.
39	Melt in one's mouth	Delicious or tasting good.
40	On a silver platter	Given something they didn't earn.
41	There is no such thing as a free lunch	Can't get something for nothing.
42	Bad egg	Bad or undesirable person.
43	Egg on	To encourage or dare someone to do something.
44	Have egg on your face	Be embarrassed.
45	A rotten (or bad) apple	A bad person in a group, typically one whose behaviour is likely to have a corrupting influence on the rest
46	Fat is in the fire	Big problem or trouble ahead.
47	Goose is cooked	Finished or in trouble.
48	Gravy train	A way to acquire/earn easy money.
49	Bring home the bacon	To earn money.
50	Couch potato	Someone who watches a lot of TV and doesn't exercise much.
51	Chew the fat	Chat casually or gossip.
52	Meat and potatoes	The basics or important parts of something.
53	Fine kettle of fish	A mess or difficult situation.
54	Have bigger fish to fry	Have more important things to do.
55	Packed in like sardines	Crowded.
56	Small potatoes	Unimportant.
57	Bread and butter	Something that provides you with an income.
58	Butter up	Flatter someone to get something.
59	Greatest thing since sliced bread	Something that is excellent.
60	Half a loaf is better than none	Something is better than nothing.

61	Full of beans	Feel energetic.
62	Not know beans about	Unfamiliar or ignorant.
63	Not worth a hill of beans	Not valuable.
64	Spill the beans	Tell a secret.
65	Not for all the tea in China	Not for any price.
66	Not my cup of tea	Not to my liking.
67	Cry over spilled milk	Worry about something that can't be fixed.
68	Sweet as sugar	Exceptionally sweet, friendly, or kindly.
69	Spicy personality	piquant, racy, especially: somewhat scandalous or salacious.
70	Aged like fine wine	To become more attractive, impressive, successful, etc., as one gets older.
71	A fruit loop	Someone prone to behaving in a clumsy, cloddish manner.
72	A sour grape	Criticism or disparagement of that which one cannot have.
73	As cool as a cucumber	very calm, with no worries. Someone who is not affected by pressure.
74	As sour as vinegar	Particularly unpleasant, disagreeable, peevish, or ill-tempered.
75	Keen as mustard	Very enthusiastic and excited about something.
76	Cheesy smile	A wide smile, but probably insincere.
77	Cold as ice	Utterly unfeeling or unsympathetic.
78	Cream of the crop	The best of a particular group.
79	Juicy gossip	The breaking news about smth.
80	Nutty as a fruitcake	Crazy or wacky.
81	Peppery personality	Someone that throws a hissy fit over every somewhat leaning negative thing you say towards them.
82	Sizzling temper	Hot temper
83	Stale as crackers	An old, ornery white person
84	Thick as pea soup	Something that is very thick and heavy.
85	Icing on the cake	Something good that is added to an already good thing so that it is even better
86	Can of corn	Something very easy to accomplish; an easy task

87	Cut the mustard	To perform satisfactorily; to meet expectations
88	Good egg	A good, nice, and trustworthy person.
89	Hot potato	A problem, situation, or subject that is controversial, divisive, sensitive, awkward, risky, embarrassing, difficult, or unpleasant to deal with.
90	Proof is in the pudding	The real results of something can only be judged by actual experience or results rather than theory or appearance.
91	Like two peas in a pod	Very similar to one another and have a close resemblance.
92	Have a spicy tooth	You like eating spicy food.
93	Greasy spoon	A small restaurant that serves fried food.
94	Play a good knife and fork	To eat vigorously.
95	On one's plate	Waiting to be done or dealt with.
96	Out of the frying-pan into the fire	From a difficult or dangerous situation into a worse one.
97	A fine kettle of fish	An unpleasant and difficult situation.
98	Cook someone's goose	Something which causes trouble for you or spoils your chances of success.
99	Be souped up	Made more powerful or stylish.
100	Use your noodle	Use your brain.