The investigation of the conceptual metaphor of "man is technology" in the colloquial Arabic

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Introduction

Objectives: Metaphor is a vital component of spoken and verbal communication, and it has become so ingrained in everyday language that it may not draw notice. The colloquial phrase implies a metaphorical view of technology, the dominance of technology over man, and man's helplessness against technology. This research aims to collect and evaluate frequent colloquial Arabic expressions that reveal the influence of technology on colloquial language patterns.

Methodology

Technology and its components replace human labor in industrialization. Humanity utilized new information, skills, methods, and equipment to create new goods and fulfill its wants. A man conducts most physical and mental tasks with technology, including new inventions and machinery. The arrival of computers, cell phones, machinery, and industry into people's lives resulted in fundamental alterations to their cognitive structures.

First, phrases indicating the effect of technology on the colloquial language patterns of most Arab countries were gathered from websites, virtual networks, and internet user comments. Then, the analysis information of their metaphorical system was classified and included in the body of the research. Each of these definitions based on technology and its aspects (car, mobile phone, computer, internet, industry) was subdivided into clauses, sentences, and phrases. The most common language structure in colloquial Arabic was provided in different tables for each technological element. The target and source domains were defined in each of these tables. In the source domain, features and characteristics of technology and its elements (cars, mobile phones, computers, the internet, and industry) were placed, whereas in the target domain, human traits and characteristics were positioned. Finally, depending on the study questions, the metaphorical system of each of these interpretations was examined and evaluated.

Discussion and Results

Technology results from human ingenuity, and metaphor is a cognitive approach to comprehending these results. Unintentionally, there is a link between man and technological expressions; technology is thought to be more flawless than man. As a result of this shift in ontological perspective, the conceptual metaphor "technology is

superior to humans" was eventually supplanted with "Human is the Best of Creations." Future interactions between humans and technology and worries about the potential dominance of these tools over people are now on people's minds. Humans have experienced a form of lawfulness and unnatural constraint due to technological progress in their collective unconscious, which directly influences the metaphorical system of their colloquial language and is the harm produced by mechanization. The colloquial Arabic language evoked a symbolic perspective of technology, the supremacy of technology over man, and a man's incapacity to deal with technology. As a result, this study attempts to extract and evaluate popular phrases in colloquial Arabic that demonstrate the effect of technology on the colloquial language's structures.

Conclusion

According to research on the rhetorical system of colloquial Arabic, the most prevalent source domain (technology) in the examined conceptual metaphors is the car, the cell phone, the computer, the internet, and the industry. The following cognitive-ideal model is created in a condensed form by wrapping the source domain around the target domain (human), which is the consequence of human and technological interaction. A model that accomplishes the collective unconscious structure of Arabic-speaking individuals towards humans and technology by obtaining the relationship between its components. Technological analogies in colloquial Arabic reveal the fundamental inclination of Arabic speakers to conceptualize particular domains in terms of others. By analyzing these metaphors, it is possible to determine the psychological structure that dominates the unconscious mind of Arabic speakers and their collective unconscious structure regarding the human condition and technology. From this perspective, the metaphors of technology reflect the weakness, incompetence, and lack of character of the man in contrast to technology, which reveals humankind's inferiority complex and unconscious collective worry against the victory of technology over the life of its creator.

Keywords: Human, Technology, Cognitive linguistics, Conceptual metaphor, Colloquial Arabic language

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