

**The conceptual metaphor of "Unbelief" and "Faith" in the Holy Qur'an**

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**Abstract**

Conceptual metaphor is a new tool in cognitive science that focuses on human cognition to conceptualize abstract and non-objective concepts. In this method, abstract and unfamiliar concepts (destination domains) are understood through other concrete and tangible conceptual domains (source domains). The main challenge in conceptual metaphor is establishing systematic correspondences between the two domains of source and destination, known as mapping. The Holy Qur'an is replete with abstract concepts such as "Unbelief" and "Faith". To better understand these concepts, it is necessary to use new methods of analyzing concepts, especially conceptual metaphors. The present study used an analytical-descriptive method to identify and analyze conceptual metaphors related to the concepts of "Unbelief" and "Faith" in the verses of blessing in the last six components of the Holy Qur'an, in order to reveal how abstract concepts are expressed. By analyzing the conceptual metaphors in this part of the Holy Qur'an, it can be concluded that the cognitive status of human beings forms the basis for expressing the concepts of Unbelief and Faith. The concept of "Unbelief" as the destination domain is conceptualized by familiar concepts such as darkness, uncleanness, blindness, battle, and resistance to Faith. On the other hand, concepts such as light, cleanliness, trade, travel, competition, and the right path are used to conceptualize "Faith". Through these metaphors, faith can be seen as light, cleanliness, trade, travel, competition, and valuable objects found on the right path; while unbelief is depicted as darkness, uncleanness, blindness, battle against faith.

**Keywords:** Cognitive Semantics, Conceptual Metaphor, Verses of the Holy Qur'an, Faith, Unbelief.

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the Holy Qur'an

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