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## **Translating The Metaphoricity of Economic Discourse**

**A comparative stylistic study of the IMF's Finance & Development metaphors translation**

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## **Abstract**

The major aim of this study is to investigate the extent to which translators of economics have succeeded in translating the metaphoricity attributed to English economic texts into the Arabic target texts. The study also attempts to highlight the main difficulties related to the translation of economics and to suggest the possible solutions to deal with these difficulties. To achieve the research objectives, a corpus-based approach is adopted and a comparative-stylistic analysis is carried out in which the selected metaphors of *Finance & Development* are analysed and compared with their equivalents in the target text in terms of the adopted translation procedures and their efficiency in translating metaphors of economics. The analysis indicates that translator depends heavily on literal translation procedure to render the economic metaphors, resulting in most of the times in the inadequate translations of these metaphors. The study identifies main factors leading to this choice of translation.

## **Keywords:**

Economic discourse, economic metaphors, economic translation, translation procedures.

## **المخلص**

تهدف هذه الدراسة إلى تقصي مدى نجاح مترجمي النصوص الاقتصادية في ترجمة استعارية النصوص الاقتصادية الانجليزية الى اللغة العربية. و تحاول الدراسة أيضا أن تسلط الضوء على أبرز الصعوبات التي تربط بالترجمة الاقتصادية، مقترحة الحلول الممكنة للتغلب على هذه الصعوبات. لتحقيق أهداف البحث المسطرة، تم إعتقاد منهج تحليل مدونة وإجراء تحليل أسلوبى مقارن لترجمة الاستعارات المستخرجة من مجلة صندوق النقد الدولي "التمويل والتنمية" من حيث إجراءات الترجمة المعتمدة وكذا كفاءتها في نقل الصورة الاستعارية الى النص الهدف. يظهر التحليل إعتقاد المترجم المفرط على أسلوب الترجمة الحرفية أثناء نقل هذه الاستعارات، مما ينتج عنه ترجمات غير مناسبة في أغلب المرات. تحاول الدراسة بعدها التعرف على أهم العوامل التي أدت الى إعتقاد خيار الترجمة الحرفية أثناء عملية الترجمة.

## **الكلمات المفتاحية:**

الخطاب الاقتصادي، الاستعارات الاقتصادية، الترجمة الاقتصادية، أساليب الترجمة.

## **Résumé**

L'objectif principal de ce travail est d'étudier dans quelle mesure les traducteurs d'économie ont réussi à traduire la métaphoricité attribués aux textes économiques anglais aux textes cibles arabes. L'étude tente également de mettre en évidence les principales difficultés liées à la traduction de l'économie et de suggérer les solutions possibles pour faire face à ces difficultés. Pour atteindre les objectifs de recherche, une approche fondée sur le corpus est adoptée et une analyse comparative et stylistique est réalisée dans laquelle les métaphores sélectionnées du *Finance & Development* sont analysées et comparées avec leurs équivalents dans le texte cible en termes de adopté des procédures de traduction et leur efficacité dans la traduction des métaphores de l'économie. L'analyse indique que le traducteur dépend fortement de la procédure de traduction littérale pour rendre les métaphores économiques, résultant dans la plupart des temps à des traductions insuffisantes de ces métaphores. L'étude identifie les principaux facteurs menant à ce choix de la traduction.

## **Mots clés**

Discours économique, métaphores économiques, traduction économique, méthodes de traduction

## *Dedication*

*This modest work is dedicated to*

*The soul of my mother,*

*To my dear father,*

*and to*

*My lovely sisters and brother.*

*HADJER*

## *Dedication*

*I would like to dedicate this work to:*

*My dear parents for their unconditional love and support,*

*My lovely sister and brothers,*

*My friends,*

*To All my teachers,*

*And to Abdelhak Yahiaoui*

*FATIMA*

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## List of Abbreviations

<b>IMF</b>	International Monetary Fund
<b>F &amp; D</b>	Finance and Development
<b>SL</b>	Source Language
<b>TL</b>	Target Language
<b>ST</b>	Source Text
<b>TT</b>	Target Text
<b>LSP</b>	Language for Specific Purposes
<b>ME</b>	Middle East
<b>NA</b>	North Africa
<b>MIP</b>	Metaphor Identification Procedures
<b>SMC</b>	Similar Mapping Conditions
<b>DMC</b>	Different Mapping Conditions
<b>M</b>	Metaphor

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## **Introduction**

In the Age of globalisation and the fast-paced economic development, there is an increasing demand for entering international partnerships and establishing multinational companies. Therefore, translating economy-related texts from English; that is, the language of international partnerships and economic activities, into Arabic (the case of the present research) is of prime importance. Various difficulties do encounter translators working in this type of translation. Metaphors are claimed to be one source of difficulty. The current study will investigate reasons behind this claim.

## **Statement of the Problem**

The language of economics is vivid language. It employs, constantly and deliberately, a wide range of metaphorical expressions to meet different purposes. While translating, these metaphors are considered problematic for translators since different factors may have an effect on the translatability of economic metaphors. The present dissertation will investigate hindrances of the adequate transfer of metaphors of English economic language into the Arabic target texts. And the extent to which these factors affect the translator's choices of metaphor translation procedure while translating into Arabic.

## **Research Questions**

### **➤ The main question**

To what extent the metaphoricity of economic discourse is translatable into Arabic?

### **➤ Sub-questions**

1. What translation procedures do translators depend on while translating metaphors of economics from English into Arabic?
2. What are the hindrances of transferring the SL economic metaphors into the Arabic target texts?
3. What are the main challenges that encounter translators while translating economics-related texts into Arabic?

## **Aims of the study**

The overall aim of the present dissertation is to investigate the extent to which translators have succeeded in translating scientific metaphors found at the level of the economics language into the Arabic targeted texts. Furthermore, the present study attempts to fulfil the following sub-objectives:

- To investigate the (un)translatability of metaphor.
- To account for the adopted metaphor translation procedures in terms of their effectiveness as well as frequency.
- To shed light on the main difficulties associated with the translation of economics.

### **Hypotheses:**

It is hypothesised that:

- Translators of specialised languages in general and the language of economics more specifically have the tendency towards either reducing metaphor into their meanings or translating them literally into Arabic.
- Various difficulties do encounter translators working in the translation of economics.

### **Methodology**

In order to achieve the aforementioned objectives and to answer the research questions, a comparative stylistic analysis is carried out. The study where metaphors of the International Monetary Fund's magazine Finance & Development are extracted, analysed and compared with their corresponding equivalents in the parallel Arabic translated version of the magazine. That is to say, a corpus-based approach is adopted to collect data for the analytical research.

### **Structure of the dissertation**

The current dissertation is basically divided into three chapters the first two chapters are concerned with the theoretical and conceptual background of the study whilst the third chapter is purely practical. Chapter one being entitled 'The metaphoricity of economics' will present a general survey on metaphor, first. Latter, it will explore the metaphoricity of economics. The second chapter 'Metaphor in translation studies' will discuss the issue of metaphor in the field of translation studies. It is the chapter in which metaphor translatability

is investigated, the main difficulties that face translator while rendering these metaphors into Arabic are highlighted, and the suggested methods to deal with these difficulties are explored. Last but not least, in the third chapter, an analysis of a number of economic metaphors extracted from the corpus of the study will be carried out, comparing these metaphors to their translations in the parallel translated version of the corpus in order to draw a conclusion about how they have been treated.

### **Limitation of the study**

The study is limited to the analysis of the translation of only one aspect of the figurative language found at the level of economic discourse, that is, metaphor.

### **Literature review**

Due to its pervasive nature, metaphor is one of the most topical issues in the field of translation studies. Many studies have been conducted to account for metaphor in terms of (un)translatability as well as the techniques of translating it. This section will provide a short account of how metaphor has been dealt with in the field of translation studies.

Van den Broeck (1981) describes set of definite cases where metaphors can be translated, suggesting a three-possibility model for metaphor translation. Broeck links each possibility to the type of metaphor to be translated (lexicalized, conventional, private). In this model, he also emphasizes the importance of the context and the function attributed to metaphor in the text. The suggested possibilities are translation “sensu stricto”, substitution and paraphrase.

Newmark tackles the issue of metaphor translation in *Approaches to Translation* (1981), *Translation of Metaphor* (1985) and *Textbook of Translation* (1988). He believes that metaphor is a problematic issue in the field of translation studied “whilst the central problem of translation is the overall choice of translation method of a text, the most important particular problem is the translation of metaphor” (Newmark, 1988, p.104). Newmark argues the procedure by which metaphor is translated depends on the type of metaphor itself along with the function of the text. Therefore, he distinguishes six types of metaphor; namely: dead, cliché, stock, adapted, recent and original. He provides a detailed analysis for each type as

well as a special translation procedure. He concludes presenting seven procedures for translating metaphor arranged in order of usefulness.

Toury (1995) criticizes Newmark analysis for being source-text oriented, calling for giving more attention to metaphor as a unit in the target text, because in many times non-metaphorical expressions are translated into the target language in form of metaphors. Hence, Toury proposes two new procedures to be added to the already existing models.

With the advent of Lakoff & Johnson pioneer work *Metaphors we Live by* (1980) in which they introduce the conceptual metaphor theory, new approaches to metaphor translation, mainly based on the cognitive view, have emerged. The most significant contributions were made in the work of Mandelblit and Schaffner.

Mandelblit (1995) carried out a process-oriented analysis to account for metaphor translation from the cognitive perspective. He proposes the ‘Cognitive Translation’ hypothesis built upon two schemes of cognitive mapping conditions that are linked to both the time and the cognitive efforts involved while translating metaphors. Mandelblit’s cognitive hypothesis was criticized for being too general.

Schaffner (2004) conducts a corpus-based study to investigate how German metaphors of political discourse are rendered into English. After analyzing the corpus, she provides a detailed description of how the metaphors under study have been translated. However, she did not suggest any translation model or hypothesis.

In sum, although a great number of discussions and proposals have been established on how to translate metaphor from different perspectives, no one study has contributed to a clear, effective and workable translation model in real text occurrences. Fernandez (2005) asserts this fact and therefore the urgent need for a more realistic theory of metaphor translation that respects both the true nature of metaphor along with the underlying regularities of its translation.

## **Literature on the translation of metaphor in the language of economics**

In a research paper entitled “*Metaphor and translation: A case study in the field of economics*”, Fuertes-Olivera (1998) investigates how metaphors of chapter 12 of Samuelson

and Nordhaus's *Economics* (a textbook of economics) have been translated into Spanish in the parallel translated version of the textbook. The study focuses on analysing translations of four main types of metaphor; namely, inflation is an organism, inflation is a disease, inflation is an enemy and inflation is a horse. The study reveals that the textbook's metaphors were poorly translated into Spanish. The analysis makes clear that the ST metaphors were directly transferred into the TT, i.e. literally translated, leading to \_according to the researcher\_ insurmountable difficulties to understand the content of the textbook. Fuertes-Olivera points out that poor quality metaphor translations were mainly the result of the translation being performed by a professor of economics instead of a specialised translator. The study concludes recommending new editions of textbooks to be translated by well-trained translators instead of exports in the field of economics.

In a research paper entitled "*Translating economic terms from English into Serbian some strategies and challenges*" and on the basis of the cognitive theory of metaphor, Silaski (2010) analyses and identifies the procedures of metaphor translation adopted while translating two Serbian economic dictionaries. The study reveals that most English metaphorical terms were translated as non-metaphorical in the Serbian dictionaries. According to Silaski, this is mainly the result of the belief that metaphors may affect or distort the formality of scientific terminology such as those of economics. The paper concludes urging translators as well as term makers to be aware of the importance of metaphor as an effective cognitive device.

Nader (2013) studies the translation of war metaphor in economic text from English into Arabic. Highlighting the main similarities between the domains of economy and war, she investigates how economic newspapers benefit from war/conflict metaphors and examines the validity of the employed translation techniques to transfer these metaphors into the Arabic economic texts. Metaphors to be analyzed were collected from the online version of the *Financial Times* and their Arabic translations in *Al-Iqtissadia-online* newspaper. The analysis indicates that four main techniques were employed to render these metaphors into the TT. The study concludes asserting that both English and Arabic are rich with war/conflict metaphors.

## **Rationale**

The search of the existing literature on the translation of economic metaphors has revealed that, there is a shortage of studies on this area of research; few studies are concerned with the translation of metaphor of specialized languages in general and of economic language more precisely. Therefore, it is necessary to conduct more studies. The present dissertation comes to develop further knowledge in this area of research and to carefully analyse the translation of economic metaphors from English into Arabic.



# Chapter 01

*The Metaphoricity of Economic  
Discourse*

## **1. Introduction**

Metaphor is pervasive in all aspects of human language. Not only it is a common aspect of our everyday language “in our everyday conversation, there may exist one metaphor in every three sentences” (Richards, 1936, p. 98), but also it is frequent in various specialised languages such as the language of economics. The language of economics is viewed as being heavily metaphorical. It, constantly and deliberately, employs a wide range of metaphorical expressions to serve different functions. The present chapter is devoted to the study of metaphor. First, a general survey on metaphor will be presented. Next, the metaphoricity of economic discourse will be explored.

## **2. Defining metaphor**

The word metaphor is derived from the Greek verb “*metapherein*”, with ‘*meta*’ means ‘over’, and ‘*pherein*’ means ‘to carry’ or ‘to transfer’. Technically, the metaphor is a literary term used to refer to the process of transferring an attribute or a characteristic from one thing to another.

Many definitions have been provided for metaphor. Newmark considers metaphor to be any word or combination of words that does not denote any meaning literally “by metaphor, I mean any figurative expression: the transferred sense of physical word [. . .]; the personification of an abstraction [. . .]; the application of a word or collocation to what it does not denote, i.e., to describe one thing in terms of another” (1988, p.104).

Metaphor has also been defined by Dickens as “a figure of speech in which a word or phrase is used in non-basic sense, this non basic sense suggesting a likeness or analogy with another more basic-sense of the same word or phrase” (2005, p. 228).

From the above-stated definitions, an accurate and comprehensive definition of metaphor would be generated as follows: metaphor is an implicit comparison made between two unlike persons or things, involving transferring the first one’s characteristic to the other with the aim of showing similarity.

### 3. Approaches to metaphor studies

Because of its ubiquity in languages, metaphor has been studied for over than two thousand years. According to Kövecses (2010), all studies on metaphor may support one of two major views of metaphor; either the traditional view or the cognitive one.

The traditional view, on the first hand, was initiated by the ancient Greek philosopher Aristotle (300 BC). According to this view, metaphor is no more than a linguistic device employed mainly in literary genres to serve ornamental, artistic and imaginary functions. Kövecses (2010) has summarized the basics of the traditional view stating:

**First**, metaphor is a property of words; it is linguistic phenomenon. [...] **Second**, metaphor is used for some artistic and rhetorical purpose, such as when Shakespeare writes “all the world’s a *stage*.” **Third**, metaphor is based on a resemblance between the two entities that are compared and identified. [...] **Fourth**, metaphor is a conscious and deliberate use of words, and you must have a special talent to be able to do it well. [...] **Fifth**, it is also commonly held that metaphor is a figure of speech that we can do without; we use it for special effects, and it is not an inevitable part of everyday human communication, let alone everyday human thought and reasoning. (Kövecses, 2010, p. ix)

Starting from 1970, new interdisciplinary approaches for metaphor studies have emerged; metaphor was studied on the basis of modern sciences, for example, pragmatics, psychology and cognitive sciences. Therefore, in their *Metaphor we Live by* and on the bases of cognitive linguistics, Lakoff and Johnson (1980) have introduced their revolutionary view of metaphor that has challenged the long-standing classical view. Their starting point is that metaphor, as a widespread characteristic of our life, is ultimately connected to the human conceptual system not only to language “metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature” (1980, p. 03).

Lakoff and Johnson observe that in order to understand less experienced and complicated ideas, people usually borrow some attributes from well-experienced concert domain. Therefore, they identify metaphor as a cognitive process that involves systematic

correspondence or what they call ‘mapping’ between two conceptual domains; the source and the target. Moreover, their theory draws a distinction between the conceptual metaphor and the metaphorical expression. According to Lakoff and Johnson, the metaphorical linguistic expressions that appear in language are only surface manifestations by which the conceptual metaphors can be traced.

#### 4. Components of metaphor

According to the traditional view, metaphor is divided into three main components; namely, ‘topic’, ‘vehicle’ and ‘ground’. The person or the thing being a subject of comparison is the topic. The object is the entity or the term whose attributes were borrowed. The ground is a term for the aspect of similarity. It is worth mentioning that Richards (1936) have used the term ‘tenor’ to refer to the topic. Therefore, in the metaphor ‘America is a melting pot’; America is the topic, melting pot is the vehicle, while the ground is homogeneous of the American society.

Newmark (1988) suggests new taxonomy in which metaphor is divided into four types: object, image, sense and metaphor. Newmark coins the term metaphor, as a component, to refer the words that are used figuratively within the metaphor.

By way of contrast, cognitive linguists argue that since metaphor is the process of mental mapping between two main domains one in term of another, it must be divided into two distinct components, namely, ‘source domain’ and ‘target domain’. The former is the domain that provides conceptual structure and from which the metaphorical expression is imported, while the latter is an abstract, highly structured and less experienced domain that is understood in terms of the source one. For example, in the following sentences the attributes of war, the well experienced source domain, are transferred into the abstract target domain of arguments in order for the latter to be better understood.

- Your claims are *indefensible*.
- He *attacked* every weak point in my argument.
- I *demolished* his argument.
- I've never *won* an argument with him.

## 5. Classification of metaphors

In the literature on metaphor, many typologies have been proposed for metaphor. All the suggested classifications are drawn with respect to one of these three aspects: usage, act as well as concept. In the current study, only Newmark typology \_being the most comprehensive typology\_, along with Lakoff and Jonson types of conceptual metaphor will be explored.

### 5.1. Newmark typology

On the basis of Black's metaphor dichotomies 'live and dead' (1962), Newmark (1988) distinguishes six types of metaphor; three dead and three live.

- **Dead metaphors:**

Also known as frozen metaphors, these are metaphors that have lost their figurative value due to frequent use, hence they are received as ordinary and non-imaginative expressions. This type is usually used to describe time, space and people daily activities. A typical example of dead metaphor is 'time is running out'

- **Cliché metaphors:**

Metaphors that do not convey any figurative image because they are overused. Usually they are used to express thoughts in clear and emotional way. Examples of this type include: 'at the speed of light', 'only time will tell', etc.

- **Standard metaphors:**

Also called stock metaphors, these are metaphors that deal with cultural element, and which are used conventionally in informal contexts. According to Newmark (1988), standard metaphors perform a pragmatic function, since they describe the object with certain emotional warmth. Unlike dead and Cliché metaphors, standard metaphors are not deadened by overuse, e.g., to shed light on.

- **Recent metaphors:**

These are live metaphors. Metaphors used in coining neologisms. Then, they widely spread through media, e.g., Facebook.

- **Original metaphors:**

Also called creative metaphors, these are innovative and fresh metaphors that result from writers and speakers' imaginative capacities. Original metaphors, according to Newmark, "contain the core of an important writer's message, his personality, his comment on life" (ibid, p.112).

- **Adapted metaphors:**

These are stock metaphors that have been adopted into new contexts. An example of this type mentioned by Newmark 'the ball is in their court' being adjusted into 'the ball is a little in their court' (Roland Reagan) (ibid, p.111).

## **5.2.Types of conceptual metaphor**

According to Lakoff and Jonson (1980), there are mainly three types of metaphor; structural, orientational, and ontological.

- **Structural metaphors:**

These are metaphors in which the structure of one concrete tangible domain is used metaphorically to understand abstract intangible target domain. For instance, in time is money; money is used as a source domain to understand the abstract target domain of time. Therefore, one may say: this *cost* me an hour, you should *invest* in your time, I have *spent* a whole week in Canada, and you are *wasting* my time.

- **Oriental metaphors:**

Oriental metaphors are metaphors that involve understanding non-spatial abstract concepts by means of orientational terms such as up/down, in/out, front/back, on/off, etc. an example of orientational metaphor is 'the prices are *rising*' in which the more is up and the less is down.

- **Ontological metaphors:**

This involves nonphysical entities such as events, emotions and activities being mapped into a physical entity. In the example cited in Lakoff and Jonson (1980), 'inflation

is *lowering* our standards of living'. The abstract concepts 'inflation' is viewed as a physical entity.

In short, the above subsections have briefly presented a general survey on metaphor. In the following sections, there will be an attempt to narrow the focus of the study on the so-called "economic metaphors". But, before proceeding to investigate the metaphoricity of economic discourse, it is necessary to shed some light on the economic discourse along with its main characteristics.

## **6. Features of economic discourse**

The language of economics has been analysed by both economists (Henderson: 1982, 1986, 2000, Donald McCloskey: 1983, 1986, 1990, Samuels: 1990) and applied linguists.

The distinction is drawn between two main levels of economic discourse, namely, specialised and popular. Whereas the highly specialised economic discourse covers texts issued in the academic sphere by experts and analysts; for instance, journal articles and textbooks. The popular economic discourse covers articles in newspapers or magazines such as *The Economist*, *Financial Times*, etc. in addition to reports in television and radio delivered by non-experts aiming at providing a description of latest economic events.

At the academic level, economic language is considered to be one of the languages for special purposes (hereafter LSPs); that is, highly specialised languages (e.g. the language of medicine, physics, economics, law) with lexical, grammatical and textual features that are different from the ordinary language. Therefore, the general features that appear in different LSPs texts are also present in economic texts. This includes, but not limited to, the use of specialised terminology, abbreviations and acronyms, Conciseness, unambiguousness, objectivity, logical consistency, abstractness, monoreferentiality, rigid textual structure, informative function, etc. Sager, Dungworth and McDonald (1980) have summarised these characteristics into three main aspects, namely, precision, economy and appropriateness. Along with the application of general features of LSPs, other characteristics of economic discourse have been summarised by Swales (1993) as follows:

The language of the economic discourse has the tendency towards nominalization, the use of passive voice, an extensive use of hypotheticality, the importance of conditionals, the fluctuation between countable and uncountable uses of nouns (for example, *equilibrium*), a high degree of abstraction, the use of personification and, finally, the pervasiveness of metaphor. (Cited in Alejo Gonzalez, 2011, p.64)

Additional features not mentioned by Swales include:

- The use of visual information, such as tables, diagrams, calculations, charts, graphs, etc.
- Employing borrowed terms from various specialised languages; one reason that has led to this fact is the nature of the discipline itself; economics is a hybrid discipline that works on the basis of scientific methods borrowed from different scientific fields such as mathematics, sociology, statistics, psychology.

Stylistically, economic discourse is characterised by an extensive use of metaphor; economic discourse uses words from the general language, and by means metaphorisation process it incorporates them into its own language. With the aim of facilitating the understanding of its abstract concepts and complex theories for the lay-audience. Indeed, metaphor is an essential tool in economics-related conversations. As it was agreed by Henderson, metaphor is very common both in economics as a science, as well as in economic metalanguage; that is, the language used to talk about economics. Further discussions concerning the metaphorical dimension of economic discourse will be developed in the followings subsections.

## **7. The metaphoricity of economic discourse**

In the literature on metaphor and specialised languages, there exist a debate concerning the metaphoricity of economic discourse. On the one hand, the so-called '*scientifically minded scholars*' have criticised the use of metaphor in different LSPs texts. They claim that metaphors are only for literary writings and within the scientific and the highly specialised languages, such as the language of economics, there exists no place for metaphors. Metaphor



may hinder the scientificness, the rationality as well as the accuracy of the LSPs texts because they indicate ambiguity in meaning. The ambiguity that was described as “fine for poets, but anathema for scientists” (Klamer & Thomas, 1994, p. 20). They argue “...we, as scientists, write down in a precise way what we mean. Precision is one of the standards by which we measure science. And by that standard, metaphors are nonscientific” (ibid, p. 20-21).

On the other hand, many economists such as Henderson and Mc Closkey and linguists (Boers, Charteris-Black, Michal White \_to mention few only) have acknowledged the pivotal role that the metaphor plays in the economic language, as a cognitive\_ non-ornamental \_tool in facilitating the process of understanding the scientific content. Deirdre McCloskey states, “Metaphors are used not for ornament or teaching alone but for the very science” (1998, p. 40). Discussions on economic metaphors were first sparked with Henderson (1982) publishing his ‘*Metaphor in Economics*’. The article in which he criticised the scarcity in metaphor analyses despite what he describes the ‘wide and deliberate use metaphor in economic texts’. Later, Donald McCloskey (1983) in his ‘*The Rhetoric of Economics*’ views economic discourse as being heavily metaphorical because many of economic terms such as elasticity, depression, equilibrium, float, inflation, liquidity and cash flow are in themselves metaphorical. He asserts “to say that markets can be represented by supply and demand "curves" is no less a metaphor than to say that the west wind is "the breath of autumns being." A more obvious example is "game theory," the very name being a metaphor” (1983, p.502). Therefore, in the light of the aforementioned arguments, the stance adopted in this dissertation is in favor of the metaphoricity of economics. In the following subsection, some of the outstanding metaphors in the sphere of economics will be presented.

### **7.1. Frequent economic metaphors**

The first use of metaphor in the sphere of economics was traced back to Adam Smith, the founder of modern economics, in his book the *Wealth of Nations* (1776), where he coined the metaphorical term the ‘invisible hand’ for his newborn theory.

The pie metaphor and its slices is another widely used economic metaphor. In the example “A bigger economic pie, but a smaller slice for half of the U.S.” the pie is used metaphorically to describe the growth in economy (the more growth is, the bigger is the

pie) whereas the slices of the pie are used to show how the profits of the growth were distributed.

On the basis of the conceptual metaphor point of view, all metaphorical expressions that are found at the level of economic text are images borrowed from various 'source domains' to describe the target domain of 'economy'. Typical source domains in the sphere of economics include:

- Economy is a living organism: industry is in its **infancy, aging** economy,
- Economy is a planet: **flourishing** economy, the economy has **grown** by 10%
- Economy is machine/machinery: to push the **wheels** of the economy.
- Economy is war/ conflict: price **war**.
- Economic organizations are people: **parent** company, **sister** company.
- Economic is patient: **wounded** economy, **feeble** economy, the Eurozone is in **intensive care**.
- Economic activity is a medical treatment: **to inject** up to 50 billion \$, Monetary **therapy**
- Market is animal: **bear** market, **bull** market
- The economic/ financial crisis is a natural disaster: Economy posts impressive growth despite **hurricanes**. (CNNMoney)

## 7.2.Types of economic metaphors

As it was argued by Mc Closkey (1983), the most important example of economic rhetoric lies in its metaphor. Investigating the language of economics, various types of economic metaphor can be found. Ullmann (1962, p.214), identifies four main types of metaphors.

- 1) **Anthropomorphic metaphors:** these are metaphors in which words associated with human, human attributes and names of parts of human body are used to describe economics, economy-related activities and economic entities for the purpose of facilitating understanding. For example:

- **Hearts** of china bull beats strong (Forbes): ينبض قلب الثور الصيني بقوة (حالة من القلق) تسود سوق الاسهم الصاعدة
  - ...because consumer spending is the **backbone** of the U.S. economy. (CNNMoney)
  - Financial markets are driving the world towards another Great **Depression**.(Financial Times) تقود الأزمة المالية العالم نحو أزمة كساد أخرى
  - **Daughter** company/ **parents** company. شركة تابعة/ شركة أم
- 2) **Animal metaphors:** this involves animal names used metaphorically to describe economy. For instance:
- Bear** market: (سوق صاعدة/ متفائلة) that is a general decline in the stock market over a period of time.
- Bull** market: (سوق نازلة/ فاترة) refers to a period of generally rising prices.
- 3) **Metaphors that transfer the attributes of concert object into abstract concepts:** such as, heavy/ light industry.
- 4) **Synesthetic metaphors** are highly expressive, yet less frequent metaphors. This involves understanding one sense in terms of another sense; e.g. hot industry.

### 7.3.Functions of economic metaphors

Henderson (1994, p.110) points out that metaphors are used in economic discourse to function as “textual rhetorical or perhaps as a teaching device, to illustrate or exemplify; a central organising principle of all languages; and as a device for exploring specific economic problems and as a basis for extending the domain of economics” (as cited in Nader, 2013, p.3). In other words, metaphors are used in the language of economics to serve:

- As Ornamental figurative device especially in press to capture the readers’ attention when describing economic situations.
- A pedagogical illustrative function in LSP classes or for economics student to help better grasp economics' abstract concepts and complex theories
- As a tool that facilitates understanding and elaborating economy processes and models for lay people.

- A gap filling function; metaphor helps in coining the terms that better describes economic new concepts.

More importantly, economic metaphors may function as a powerful tool for persuasion. In other words, many policy-makers employ, deliberately and constantly, various economic metaphors in their speeches to gain the support of their people and to convince them to change their stances about certain economic decisions, living the European Union or adopting austerity measures, for example. Because of the ideological dimension it entails, this economic metaphor is claimed to be difficult to translate.

## **8. Conclusion**

In the light of the discussion, it is clear that metaphor is an integral part not only in everyday conversations but also in the language of economics \_along with other specialised languages. It is employed widely and deliberately within the economic context for theorising, popularising economic concepts and to shape economic realities in a certain way. The next chapter will look at the issue of metaphor in connection with the field of translation studies.

# Chapter 02

*Metaphor in Translation Studies*

## **1. Introduction**

The purpose of the current chapter is twofold. First, to investigate the so-called ‘Economic Translation’ alongside with the main translation difficulties associated with this type of translation. Second, to explore the issue of metaphor in the field of translation studies presenting a critical review of the major theories elaborated to account for metaphor translation.

## **2. Economic translation: problems and solutions**

Since the translation of one aspect of the language of economics is the main concern of the present dissertation, it is necessary to provide a short account for ‘Economic Translation’ and to briefly highlight the main possible challenges that are generally associated with this type of translation.

Economic translation is considered as a type of specialist translation (also called LSP translation). Yet, Wright and Wright consider economic translation as a type of technical translation “technical translation includes not only the translation of texts in engineering or medicine but also, such disciplines as economics, psychology and law” (1993, p. 01).

In the sphere of economics, the distinction is usually drawn between three overlapping types of translation, namely, economic translation, financial translation as well as commercial translation. Most of the times the latter is included within the economic translation. This is found in Gouadec (2007) who draws distinction merely between economic translation “translation of documents relating to the economy” and financial translation “translation of documents relating to banking and finance” (p.11).

By way of contrast, Lahlali and Hatab provide a comprehensive definition for economic translation. They use ‘economic translation’ as an umbrella term that encompasses all forms of translation practice in the area of economics; “economic translation is required for marketing and commerce, banking and the investment sector, the insurance industry, accounting and auditing, and marketing research” (2014, p. 55). Accordingly, documents that may benefit from economic translation involve, but not limited to: economic textbooks, academic articles, annual reports, balances, profit and loss statements, agreements on funding

projects, bank statements, business articles and reports, treasury reports, documents related to insurance, tender documents, guarantee letters, contracts, invoices, financial reports as well as various documents issued in international economic activities.

In their path to achieve a high-quality translation of economic texts from English into Arabic, translators are faced with various difficulties. The main source of difficulty in translating economy-related texts is claimed to be the use of terminology, that is, highly specialised words related to the field of economics. The following are problems that are generally associated with economic terminology:

- **Polysemy:** Ghazala defines polysemy as “a word that has more than one meaning” (1995, p. 98). This involves interference between the general and the specific meaning of an economic term, e.g., return (an act of coming or going back to a place or activity/ a profit from investment).
- **Neologism:** since economy keeps changing rapidly, many new words, having no Arabic equivalents, are daily generated, e.g., logistics. In this case, translators can opt for one of Vinay and Darblenet’s direct translation techniques in order to generate an equivalent Arabic term. Also, they are recommended to constantly update their information in the sphere of economics.
- **Synonymy:** this refers to the case of having different equivalents for the same SL term such as: (company, firm, corporate), (indemnity, compensation, allowance), (ميزانية، موازنة، (سهم، سند، صك)، (cost, expense). In order to produce an accurate translation of economic documents, translators are required to consult a specialised dictionary. It is advisable also to consult experts in this field to know more about subtle differences between such words.
- **Standardisation issue:** this problem is, mainly, related to localisation process (Arabisation more precisely). While rendering English economic terms into Arabic, two main standards of Arabic are found: the North Africa (NA) standard as well as the Middle East (ME) standard. For example, money laundering is translated as تبييض الأموال in NA, whereas it is غسيل الأموال in the ME. This may cause trouble for translators who have insufficient knowledge about these differences, and therefore affect the quality of economic texts translation. In this connection, it is necessary to highlight the essential role assigned to Arabic language academies across the Arab nation in unifying the

Arabised terminology and providing a standardised terminological model to be adopted by translators while translating into Arabic.

Yet, terminology does not constitute the sole problem of economic translation. Many other stylistic, syntactic as well as cultural problems are associated with the translation of economics, for instance, translating economic unfamiliar abbreviations and acronyms, finding an appropriate Arabic equivalent for figurative expressions such as metaphors (the main concern of the current study) and metonymies as well as translating idiomatic expressions and collocations.

To sum up, translating economy-related texts is a demanding process that requires high level of accuracy, expertise as well as proficiency from the part of the translator. For the above-mentioned difficulties to be overcome and in order to provide a high quality translation of economy-related documents, Lahlali and Hatab highlight the importance of training in economic translation for both academic and professional translators stating “...and rigorous training in translating economic texts can be very beneficial to the translator, equipping him or her with the translation terminologies, as well as the relevant strategies to deal with this text type ” (2014, p.64).

### **3. Metaphor in translation studies**

Metaphor is a debatable issue in the field of translation studies. According to Fuertes-Olivera, “the translation of metaphor [ . . . ] is problematic no matter which approach to metaphor is chosen” (1998, p. 05). Major studies conducted to account for metaphor translation are mainly centered on two issues: metaphor translatability as well as metaphor procedures of transference into other languages.

#### **3.1. Metaphor translatability**

In the literature on metaphor translatability, there exist different conflicting views. Samaniego Fernandez, Velasco Sacristan and Fuertes-olivera summarise all studies conducted to account for metaphor translatability into four major standpoints:



- **Metaphors are untranslatable:** Nida (1964), Dagut (1976) as well as Vinay and Darbelnet (1958).
- **Metaphors are fully translatable:** Kloepfer (1967), Reiss (2000) and Mason(1982)
- **Metaphors are translatable but pose a considerable degree of interlinguistic inequivalence:** van den Broeck (1981), Toury (1995) and Newmark (1988).
- **Conciliatory approach:** represented by Snell-Hornby (1995).

(Samaniego Fernandez, et al, 2005, p.67)

To begin with, the ‘no solution school’ who maintains that any attempt to translate an SL metaphor would be hampered by linguistic, cultural as well as semantic factors, and it will eventually lead to different metaphor in the TL. Therefore, metaphors are untranslatable.

Dagut (1976) defines metaphor as a creative violation of the SL semantic system with the aim of creating a shocking effect for the recipient, and due to its semantic novelty, metaphor has no equivalent in the TL. Once translated, the translator is to generate an appropriate equivalent in the TL. The process that is viewed by Dagut as impossible because metaphors bear cultural and semantic attributes that are, most of the time, different in the target system. Moreover, translating it into simile or reducing it into its meaning will affect the emotive function that the metaphor was established for. Indeed, metaphors are, for Dagut, untranslatable. He asserts “what determines the translatability of SL metaphor is not its boldness or originality but rather the extent to which the cultural experiences and the semantic associations on which it draws are shared by the speakers of a particular TL” (Dagut, 1976, p.28).

In line with Dagut, Nida (1964) believes that metaphor is closely related to the actual experience of the people; i.e., it is culture-specific. Therefore, translating it literally is not valid; this procedure fails to transfer what he calls ‘the communicative power of metaphor’. Instead, metaphor is to be shifted into non-metaphors or similes, as Nida recommends (p. 219-220).

This viewpoint was opposed by another generalised view. The ‘no problem school’ maintains that metaphor is fully translatable, and it does not pose any translation problem. Mason (1982) believes that there is no need for “a theory of translation of metaphor” as “there can only be a theory of translation” (1982, p. 149). In other words, translating metaphor is

not different than translation in general. Accordingly, Mason suggests that metaphor is to be directly transferred into the TL, i.e. word-for-word translated because they are culture-specific. Otherwise, the reader will be “deprived of much information of great value about the SL culture” (p.144).

Kleopfer (1967) goes one step further and claims that: creative metaphors are the easiest to translate since \_ according to him\_ the structures of fantasy are the same for all languages. He states that “the bolder and the more creative the metaphor, the easier it is to repeat [word-for-word] in other languages” (p.116 as cited in Shuttleworth, 2017, p.45).

Between the two aforementioned standpoints, there exists an intermediate and a more realistic view hold by van den Broeck (1981), Toury (1995) and Newmark (1988). They maintain that although metaphor is translatable, it poses challenging translational problem since the degree of translatability depends on different involved factors such as the shared linguistic and cultural elements as well as the originality, the function and the categorisation of metaphor.

This is clear in Newmark (1988) who criticised the no problem school’s generalised view concerning metaphor translatability. According to him, not all metaphor can be translated literally, and if so, this will lead to a loss in the intended meaning of the source text metaphor. Therefore, metaphor \_for Newmark\_ is a central problem in the field of translation. He states “whilst the central problem of translation is the overall choice of translation method for a text, the most important particular problem is the translation of metaphor” (1988, p. 83). Newmark relates metaphor translatability to the type of metaphor (dead, cliché, stock, recent, adapted, and original) alongside with the function of the text (expressive, vocative, and informative). He (1988, p.106) agrees with Dagut that the cultural specificity of metaphors may hinder the translation of metaphor, but\_ he adds\_ not all metaphors are culture-bound; metaphors can also be universal, and the latter are relatively much easier to translate. He further develops his discussions on metaphor translation by prescribing a set of procedures to be followed while translating metaphors. (The model will be discussed in a next subsection).

In line with Newmark, Van den Broeck (1981) argues that "metaphors is a pivotal issue in translation". He distinguishes three types of metaphors; namely, lexicalised,

conventional and private, and describes the procedure by which each type has been translated. Metaphor translatability, for Broeck, is not defined by the proposed types of metaphor. Instead, he relates the degree of translatability with the functional relevance of SL metaphor to the communicative situation. Van den Broeck claims:

Translatability keeps an inverse proportion with the quantity of information manifested by the metaphor and the degree to which this information is structured in a text. The less the quantity of information conveyed by a metaphor and the less complex the structural relations into which it enters in a text, the more translatable this metaphor will be, and vice versa. (1981, p. 84)

Accordingly, he identifies two cases of metaphor: functionally relevant metaphors; those are creative metaphors claimed to be less translatable, in addition to functionally irrelevant metaphors, including decorative metaphors, which are more translatable.

By way of contrast, Snell-Hornby (1995) from the conciliatory approach acknowledges that metaphor cultural-specificity may lead to problems while translating these metaphors into other languages, yet according to her, the cultural-specificity cannot determine the translatability of metaphor. Instead, Snell-Hornby argues that metaphor translatability “must depend on the structure and function of the particular metaphor within the text concerned” (p. 58).

### **3.2. Metaphor translation from the cognitive perspective**

With the advent of Lakoff & Johnson pioneer work *Metaphors we Live by* (1980) in which they introduce the conceptual metaphor theory, new approaches to metaphor translation, mainly based on the cognitive view, have emerged.

Because cognitive linguists view metaphor in its essence as a cognitive mental phenomenon that appears through the surface linguistic realisations. Metaphor translation is about finding correspondence between two conceptual systems along with two linguistic systems; the more the two conceptual systems conceptualise the metaphorical image in the same way, the more translatable the metaphor is. That is to say, literal transference of

metaphor depends on whether the relationship or what is called '*the mapping*' established between the source domain and the target domain in the SL is the same in the TL or not. (i.e. the universality of metaphor).

### 3.3.Challenges of metaphor translation

As it was pointed out in the previous subsection, different factors (whether in the literary discourse or in the specialised texts as in economic texts) may have an influence on the adequate transference of SL metaphor into the TT this includes, but not limited to:

#### A. Cultural and semantic differences

Most metaphors are culture-bound, and between English and Arabic there exist apparent differences in the worldviews. Therefore, the direct transference of the SL metaphor into the Arabic text (in case the image attached to the metaphor is linked to the religious, the political or the social background of the SL) will result in ambiguous meaning. Consider how the literal translation in this example distorts the SL metaphor intended meaning: this news has warmed my heart; أدفأ هذا الخبر قلبي . Instead, the Arabic equivalent translation that takes into account the cultural differences would be أثلج هذا الخبر صدري . This is true also for some widely used economics metaphorical expressions, for example, fat-cat company, bull market and bear market (translated into Arabic as: سوق هبوطي ، سوق متفائلة ، شركة ذات أرباح ، respectively ); because their metaphorical images are inherited in the SL experiential system meanwhile absent in TL system, rendering them word-for-word into Arabic may lead to ambiguity in meaning or rather no meaning at all. Schaffner (2004) identifies the possible solutions to deal with such differences stating:

One should avoid a literal translation and opt either for a corresponding TL-metaphor or for a paraphrase. If, however, the culture-specificity of the ST is to be stressed, then it would be better to reproduce the SL-metaphor and add an explanation, either in a footnote or by means of annotations. (p. 1263)

## **B. The translator's metaphorical competence**

From the perspective of translation process-oriented analysis, translators are required to develop high level of metaphor translation competence alongside with the main translation competences that the translator should possess. This refers to the translator's ability to identify the SL metaphor in all its aspects (the linguistic, cultural and pragmatic aspects) and, then, the ability to produce an equivalent metaphor in the TT that serve the same communicative function of the SL metaphor. Through establishing associations and understanding similarities and differences between the two working languages metaphorical systems.

## **C. The value quality attributed to the ST metaphor**

This refers to the communicative function of the metaphor . That is to say, because they are information-loaded, the ST functionally-relevant metaphors are deemed to be less translatable than decorative metaphors. For instance, metaphors employed in economic newspapers headlines to capture the readers' attention are more translatable than those used to illustrate economics complex theories.

## **D. Metaphor degree of lexicalisation**

It is agreed that lexicalised metaphors or 'dead' for Newmark (e.g. labour market, human capital, floating capital ) are more translatable ( سوق العمل، رأسمال بشري، رأسمال عائم ) in comparison to stock and original metaphors.

In addition to the above-stated factors, Samaniego Fernandez et al (2005) mention other factors that may affect metaphor translation including: information burden, metaphor typology, context restrictions, degree of compatibility of conceptual and formal structures of the two languages involved, prevalent synchronic norms, connotations, degree of the anisomorphism between the source and target domains in both cultures, comprehensibility of the metaphor and cognitive role, and with less in less degree: "the reference material used by translators, the time pressure, the alterations introduced in post-translation revisions, the idiolect, the translator's mood, client-imposed terms, etc." (2005, p.67).

### 3.4. Metaphor translation models

To overcome metaphor translation problems and provide adequate transference of the ST metaphors into the TT, different metaphor translation models have been suggested; each of which supports a particular approach in translation studies. The present section will present the source-text oriented metaphor translation model of Newmark, Toury's target text-oriented model, along with Mandliblit's process-oriented hypothesis of metaphor translation model.

#### A. Newmark prescriptive model for metaphor translation

Newmark (1988) develops a heuristic model designed specifically to be adopted while translating metaphors. The model includes seven transference methods listed as follow:

- a) **Reproducing the same image in the TL:** this refers to the literal translation procedure, this method is usually applied in the translation of dead metaphors.
- b) **Replacing the image in the SL with an equivalent TL image**
- c) **Translating metaphor by simile:** the method adopted when the SL image has no equivalent image in the TL.
- d) **Translating metaphor by (simile or metaphor) plus sense:** this method combines both the communicative and the semantic translation.
- e) **Converting metaphor to sense**
- f) **Deletion:** to omit both the metaphor and its sense. The translator is entitled to adopt this procedure only if the function of metaphor is fulfilled in a different way in the text.
- g) **Using the same metaphor combined with sense:** in order to ensure the metaphorical image is better understood, the translator may add a gloss.

#### B. Toury target-text oriented metaphor translation procedures

Newmark's suggested procedures for metaphor translation were criticised mainly for being source text oriented. Toury (1995) calls for approaching metaphor translation starting from the target text. Therefore, he suggests two procedures to be added to the already existing models of metaphor translation. Hence, Toury procedures are as follow:

- Metaphor into the same metaphor
- Metaphor into different metaphor
- Metaphor into 0 (complete omission of the SL metaphor)
- Non-metaphor into metaphor
- 0 into metaphor

(1995, p.82-83)

### **C. Mandelblit process-oriented analysis of metaphor translation**

Working on the basis of the cognitive theory of metaphor, Mandelblit (1995) attempts to investigate the cognitive processes that take part in the translator's mind while translating metaphors. On the basis of his analysis, he proposes the 'Cognitive Translation' hypothesis of metaphor translation. This hypothesis draws a distinction between two different 'mapping conditions' schemes; namely, similar mapping conditions (SMC) and different mapping conditions (DMC). According to Mandelblit, metaphors of similar mapping conditions are universal metaphors; they have similar conceptual domains in different cultures and languages. Therefore, translating these metaphors into equivalent TL metaphors is easy and less time-consuming task. Translating the English metaphor 'time is money' into Arabic as 'الوقت من ذهب' involves mapping between the same conceptual domains in the SL and the TL. That is, the target domain of [money] and the source domain of [precious thing] hence, such metaphor is translated easily and fastly.

On the other hand, it is quite challenging and time-consuming to translate metaphors that have different mapping conditions. In other words, if the SL and the TL employ different source domains to conceptualise the same metaphor, the translator has to make (on the behalf of the TT reader) conceptual shift through searching for the appropriate source domain in the TL.

## **4. Conclusion**

To sum up, this chapter has accounted for the relevant literature on metaphor translation. As it has been indicated, metaphor translation is a topical issue in the field of

translation studies and this becomes more obvious with the number of the elaborated theories and the suggested models for translating metaphors. Furthermore, it has been revealed that various factors may have an effect on the translatability of metaphor. The next chapter will present metaphor as a translational problem.



# Chapter 03

*Comparative Stylistic Analysis Metaphors  
Translation.*

## **1. Introduction**

*“Metaphor presents a particularly searching test for the translator’s ability”.*

Dagut (1987, p. 77)

After presenting a critical review on metaphor and ‘economic metaphor’ translation, the current chapter concentrates on analysing how economic metaphors have been dealt with while translating into Arabic. The chapter, before proceeding to data analysis, presents a brief account of the selected corpus, and it then explains in details the methodology through which the analysis is carried out. Finally, it presents and discusses findings of the analysis.

## **2. The Corpus**

Data to be analysed are collected from *Finance and Development* (2016 and 2017 issues), that is, the international monetary fund’s magazine. The magazine quarterly publishes analyses of issues related to international financial systems, economic development, poverty reduction along with other global economic issues. The magazine articles are issued by experts in the field of economics and members of the financial community. The print and the web editions are published quarterly in English along with their translations into five languages, namely, Arabic, Chinese, French, Russian, and Spanish by the International Monetary Fund. It is noteworthy that metaphors for the analysis are collected from different issues of the magazine.

## **3. Methodology**

In order to answer the research questions and to meet the set objectives, a comparative stylistic analysis will be carried. It is the analysis that explores the extent to which translators of Finance and Developments magazine have succeeded in translating the metaphoricity of English economic text into Arabic and in choosing the translation methods that ensure adequate transference of the ST metaphors into the TT. Twenty metaphorical patterns were collected and compared with their Arabic equivalents in the TT. The search for metaphor is based on Newmark’s definition: “metaphor could be any figurative speech: the transferred

sense of a physical word; the personification of an abstraction; the application of a word or collocation to what it does not literally denote, i.e. to describe one thing in terms of another” (1988, p.104). It is noteworthy that in order to gain the pragmatic aspect of the metaphor no electronic software are employed for the identification of the source text metaphors. Instead, they were extracted manually with help of the Pragglejaz Group’s metaphor identification procedures (MIP). Elicited data elicited are processed then both qualitatively and quantitatively. The analysis proceeds as follows:

1. Identifying the SL metaphors and determining their meanings, types and functions.
2. Matching the ST metaphors with their equivalent counterparts in the TT.
3. Comparing the SL metaphor with their equivalents in the TT, identify the translation procedure adopted and evaluating the efficiency of the selected procedure in transferring the metaphor intended meaning.

### **Pragglejaz Group’s MIP:**

In the current analysis, Pragglejaz Group’s Metaphor Identification Procedures (MIP) were applied for identifying the ST metaphors. MIP is a research tool developed by a group of scholars in (2007) designed specifically to be employed for identifying metaphorically used words in spoken and written discourse for empirical researches. Shuttleworth (2014) highlights the importance of adopting metaphor identification procedures in corpus-based translation research stating: “translation scholars would be well advised to use existing methodologies for identifying metaphorical expressions in texts and for conducting corpus-based research\_ see for example the Pragglejaz Group 2007” (2014, P.08). The group proposed the following steps to be followed by researchers to determine if a lexical unit is used metaphorically

1. Read the entire text and understand its meaning.
2. Determine the boundaries of each lexical unit.
3. Establish the contextual meaning of each lexical unite.
4. If the lexical unit has other contemporary meanings in other contexts different from the one used in that context, it is considered as metaphorical.

## 4. Data analysis

In this section, the analysis will be carried out in order to draw conclusions about the adopted metaphor translation procedures in term of their effectiveness in transferring the metaphor as well as their frequency.

### Pattern: 01

- **ST:**

“It is easy to see why **the institutions** that **built the stability** of the post-1945 order **might be despondent** in the face of apparently insuperable challenges” (p. 09, September, 2017).

- **TT:**

"و من السهل معرفة أن المؤسسات التي حققت الإستقرار لنظام ما بعد عام 1945 ربما تشعر باليأس في مواجهة التحديات التي لا يمكن التغلب عليها على ما يبدو" (سبتمبر 2017، ص09).

### **Discussion:**

Three different metaphors are found in this pattern:

- First, the language of economics employs the word ‘stability’ as a metaphorical term to refer to an abstract economic concept; the state of the absence of fluctuations in the economic activities. The source text metaphorical term is maintained in the TT, since stability is a dead metaphor, and it is an already established entry (through calque) in Arabic economic dictionaries.
- Second, the SL views stability (abstract concepts) as a building (something concrete). To deal with this lexicalised metaphor, the translator has shifted into a TL non-metaphorical expression that is functionally equivalent in the TL; achieving stability (تحقيق الاستقرار).
- The last metaphor comes as a personification of the financial institution. In this metaphor, financial institutions were attributed a human characteristic (feeling despondent). The translator has preferred to transfer the same ST novel metaphor into the TT. Since humanisation metaphors are shared between the two languages, the literal procedure has function adequately to transfer this metaphor.

### Pattern: 02

- **ST:**

“At the heart of how countries determine the taxable profits of companies within a multinational group is the principle of “**arm’s length pricing**” (2017, September, p. 11).

- **TT:**

إنّ مبدأ التسعير حسب السوق في صميم الطريقة التي تحدد بها البلدان ما يخضع للضريبة من أرباح الشركات ضمن مجموعة شركات متعددة الجنسيات. (2017 (03)، ص 11).

**Discussion:**

In this pattern, the metaphor is found in “arm’s length pricing”. In contract law, both parties of a transaction are required to maintain a distance (not too far, nor too close), and to act independently in accordance with their own interest with neither party under any pressure. Therefore, the price agreed upon should not be determined by any party. It is determined by the price of that transaction in the market, instead. The English language describes figuratively this distance by means of the arm’s length distance. The translator, opting for ‘metaphor into non-metaphor’ technique, has succeeded in translating this metaphor. Since the metaphorical image of arm’s length is absent in the target language, only its meaning has been rendered into Arabic "التسعير حسب السوق". Additional translations suggested by the researchers include: السعر القائم على مبدأ الاستقلالية، استقلالية التسعير، سعر التعامل في السوق:

**Pattern: 03**

- **ST :**

“At a second step, under “worldwide” taxation, the country in which **the parent company** is resident for tax purposes also taxes income earned by its affiliates abroad, though it will often give a credit for taxes paid there” (p.11, September 2017).

- **TT:**

"وفي خطوة ثانية، فإن البلد المقيمة فيه الشركة الأم للأغراض الضريبية يفرض كذلك ضريبة على دخل شركاتها التابعة في الخارج رغم أنه سيمنحها غالباً خصماً على الضرائب المدفوعة هناك" (ص 11، 2017).

**Discussion:**

The procedure adopted to render this metaphor into the TT is the replacement of the SL metaphor with another equivalent TL metaphor. While The English metaphorical term ‘parent company’ employs the gender-neutral modifier (parent) to refer to the company that owns and controls subsidiaries, the TL conceptualizes this term metaphorically also, But using almost a different image (the mother) 'الشركة الأم' that is gender-specific. The translator, restoring the equivalent TL metaphor, has succeeded in translating this dead metaphor.

#### Pattern: 04

- **ST:**

“But governments and multinationals still have plenty of room to **maneuver.**” (September 2017, p. 11)

- **TT:**

"ولكن لا يزال المجال متاحا أمام الحكومات و الشركات المتعددة الجنسيات للمناورة" (سبتمبر 2017، ص11).

**Discussion:**

According to the Online Etymology Dictionary, the core meaning of the word manoeuvre, that is a French borrowed word, is “a planned movement of troops or warship”. In this expression, the economic activities are viewed as a war that entails planning, tactics and manoeuvres to win the competition. The translator depends on the literal translation procedure to render the manoeuvre metaphor into the TL. The literal translation seems to be an adequate solution to translate economics war-related metaphors into Arabic because of the metaphor being shared in both languages.

#### Pattern: 05

- **ST :**

“International financial regulators help ensure the safety and **soundness of diverse financial systems**” (p. 14, September 2017).

- **TT:**

"تساعد الهيئات التنظيمية للقطاع المالي على ضمان سلامة و صحة النظم المالية المتنوعة" ( 2017 سبتمبر، ص14).

**Discussion:**

In this sample, ‘*the soundness of financial systems*’ is used as anthropomorphism metaphor in which ‘soundness’; that is, the human quality of being healthy physically, mentally and psychologically, is used metaphorically to describe financial systems being in good conditions. To present this metaphor to the TL readers, the translator has chosen to transfer it intact into the TL as صحة النظم المالية . Because anthropomorphic metaphors are claimed to be universal, the provided translation, though literal, functions adequately in the TT and reproduced the ST metaphor intended meaning.

#### Pattern: 06

- **ST:**

“**Banks** not deemed to be systemic **worry** that some of these regulations are cascading down to them, even though the regulations are not always suited to the simpler size and **plain-vanilla business** models of smaller institutions.” (P.16, septembre, 2017)

- **TT:**

"و تشعر البنوك التي لا تعتبر مؤثرة بالقلق من أن هذه القواعد التنظيمية قد تنطبق عليها على الرغم من أن هذه القواعد التنظيمية ليست دائما مناسبة لنموذج الأعمال الصغيرة والبسيطة لهذه المؤسسات الأصغر حجما" (ص 16، سبتمبر 2017).

**Discussion:**

Two different metaphors are found in this pattern. To begin with, ‘banks worry’ in this personification the financial body that is the banks has been given one of the human attributes; anxiety. Again, the translator, successfully, has opted for literal translation to render this metaphor into the TL, since Arabic language has also the tendency towards humanizing economic and financial bodies. Thus, the provided metaphor is easily decoded by the TT reader.

In ‘plain-vanilla business’ that is the second metaphor of this pattern, vanilla image, referring to the simplest version of something, is used in the language of economy to describe the small business, bond or company. Meanwhile, the vanilla metaphorical image is absent in Arabic. To translate it into the TL, the translator has preferred to reduce the metaphor into its meaning in the ST (simple) "بسيطة". The solution that results in an intelligible translation for the Arab receptor.

**Pattern: 07**

- **ST:**

“This issue of proportionality is also under discussion in Europe, where **smaller savings and regional banks complain** about the excessive compliance costs they incur in reporting under these regimes—both to supervisors and to the public—even though they are not systemic institutions.” (septembre, 2017, p. 16).

- **TT:**

"وتجري أيضا مناقشة مسألة التناسبية في أوروبا، حيث تشتكي بنوك الادخار و البنوك الإقليمية الصغيرة من التكاليف المفرطة للامتثال التي تتكدها في ظل هذه النظم\_ لكل من الهيئات الرقابية وللجمهور\_ على الرغم من أنها ليست مؤسسات مؤثرة على النظام المالي" (2017 سبتمبر، ص16).

#### **Discussion:**

In this metaphor smaller savings and regional banks are attributed one characteristic of human, that is, complaint. The translator prefers to transfer this metaphorical image intact to the TT as 'تشتكي بنوك الادخار و البنوك الإقليمية'. The literal transference procedure results in a translation that is functionally equivalent in the TT; since personifications are universal and Arabic has also the tendency towards humanising financial bodies.

#### **Pattern : 08**

- **ST :**

“Some of the gold is over invoiced **to launder the proceeds** of other illegal activities” (p.19, September, 2017)

- **TT:**

"و تصدر فواتير لبعض من هذا الذهب بمبالغ أعلى من الحقيقة بهدف **غسل عائدات** الأنشطة غير المشروعة الأخرى" (19ص، سبتمبر 2017).

#### **Discussion:**

In this sample, in order to help understand economic complex processes the SL employs the metaphor of ‘*laundering*’ to refer to the crime of adding a legitimacy to illegally earned money. To present this metaphorical term to the TL readers, the translator has maintained the same SL image in the TT resulting in an adequate translation. Money laundering is an already established term in the SL (with the image of laundering shared in both languages) using the calque technique.

#### **Pattern: 09**

- **ST:**

“As part of changes to reflect **the increasing weight of emerging market economies** in the world economy, China’s voting share at the IMF was recently increased from 3.8 to 6 percent.” (2017, 09, p.23).



- **TT:**

"وكجزء من التغييرات التي تهدف الى إبراز الوزن المتزايد لاقتصادات الاسواق الصاعدة في الاقتصاد العالمي، قامت الصين مؤخرا بزيادة سهمها المانح لحقوق التصويت في صندوق النقد الدولي من 3.5% الى 6% " (2017، ص23).

### **Discussions:**

In this example, the word ‘weight’ is used to refer to the increasing importance of emerging markets in the international economy. The ‘increasing weight’ metaphor has been rendered literally into the TL as ‘الوزن المتزايد’. The provided translation, though transfer general intended meaning, does not accord with the TL stylistic norms to refer to the importance; since Arabic tends not to conceptualize the importance in terms of weight or size as English does. Therefore, the researcher suggests either shifting into the TL equivalent metaphor or reducing the metaphor into its meaning as ‘إبراز المكانة الكبيرة، إبراز الأهمية المتنامية’ to ensure an adequate translation.

### **Pattern: 10**

- **ST:**

“New firms enter the financial services industry, while incumbents face competitive pressure that forces them to embrace the new technologies or **go the way of the horse and buggy**” (2017 September, p.27).

- **TT:**

"و تدخل شركات جديدة في صناعة الخدمات المالية، في حين تواجه الشركات القائمة ضغوطا تنافسية ترغمهم على تبني تكنولوجيات جديدة أو الخروج من السوق." (2017 (03)، ص27).

### **Discussion:**

‘Go the way of the horse and buggy’ is an SL culture-inherited metaphor employed in this context to refer the possibility of companies, not adapting themselves with the financial technology, to vanish or disappear in the market. By way of contrast, Arabic culture is not familiar with such a metaphorical image. This fact leads the translator to avoid the literal translation and adopt ‘metaphor into sense’ procedure. The latter seems to be an appropriate solution to deal with this metaphor since the direct transference of this metaphor into the TT as (الذهاب في طريق الحصان والعربة) may create exoticism (oddness for the TL readers because of the culture-specificity of the image). This exoticism, though acceptable in literary

translation, contrasts with the accuracy and the explicitness that characterize the economic discourse.

### Pattern: 11

- **ST:**

“Fintech embraces a broad array of innovations, including artificial intelligence, biometrics, encryption, cloud computing, and **distributed ledger** technology, or block chains which power virtual currencies such as bitcoin” (p. 27, 2017 (03)).

- **TT:**

و تنطوي التكنولوجيا المالية على طائفة واسعة من الابتكارات، بما في ذلك الذكاء الاصطناعي و الاستدلال البيولوجي، و التشفير والحوسبة، والتكنولوجيا السحابية، و تكنولوجيا دفتر الأستاذ الموزع، أو سلاسل السجلات التي تعمل بموجبها عملات افتراضية مثل بيتكوين" (ص27، 2017(03)).

#### **Discussion :**

In this pattern, the ST employs a non-metaphorical term ‘ledger’ to refer to a register used in the economic institutions for accounting and financial purposes. Meanwhile, the target language conceptualises this term metaphorically using the image of ‘the teacher’ as a symbol of speciality and proficiency. The translator has opted for ‘non-metaphor into metaphor’ procedure to generate the equivalent term in the TL. This translation by addition supports Toury’ 1995 claims for approaching metaphor translation from the target-text point of view.

### Pattern : 12

- **ST :**

“Labor losses: workers are taking home a smaller **slice of the pie**” (September 2017, p. 34).

- **TT :**

"خسائر العمالة: يحصل العمال على جزء أصغر من الكعكة" (سبتمبر 2017، ص 34).

#### **Discussion:**

The pie metaphor is a commonly used economic metaphor to depict the gained profits, with its slices representing the distributed share for each party. The pie image has been rendered literally into the TL as كعكة. The procedure of reproducing the same SL

metaphor in the TT, though transfers part of the intended meaning, is not according with the TT conventions of expressing the intended meaning. Thus, the researchers suggest either to replace the ST image (the pie) with a metaphorical image that is functionally equivalent in the TL or to reduce the metaphor into its meaning: يحصل العمال على أرباح منخفضة.

### **Pattern: 13**

- **ST:**

“Like a pandemic pathogen, **toxic debts** originated in the small **backwater** of subprime mortgage lending and spread quickly through intertwined balance sheets to threaten the global financial system” (2017, September, p. 47).

- **TT:**

" و شأنها شأن مسببات الامراض الوبائية، نشأت **الديون السامة** من حالة **الركود** في الإقراض العقاري عالي المخاطر وانتشرت بسرعة من خلال الميزانيات العمومية والمتشابكة لتهدد النظام المالي العالمي" (ص 47، 2017، 03).

#### **Discussions :**

Two different metaphors are found in this pattern. To begin with “*toxic debts*”, the toxic image is a widespread metaphor in the language of economics; e.g. toxic assets, toxic banks and toxic debts. The latter metaphor involves mapping of the source domain of debts to the target domain of bacteria or viruses in order to illustrate the extent to which debts are harmful to the global financial system. While translating into Arabic, The translator has preferred to transfer the toxic image intact to the TT. The provided translation seems to be adequate to transfer the intended meaning and create the same equivalent effect for the TT reader; since Arabic, also, tends to describe factors having negative effects as being toxic.

The economic term “*backwater*” is the second metaphor found in this pattern, backwater in this context is used to refer to mortgage lending witnessing no development or progress. The same vehicle has been retained in the TT because it is a dead metaphor (lost its metaphorical image due to overuse), and it is an already existing term in Arabic economic dictionaries (also metaphorical). Therefore, translator faces no difficulty to process this metaphor.

### **Pattern: 14**

- **ST:**

“It also means that we need to think across **the traditional risk silos**” (September, 2017, p.48).

- **TT:**

" وهذا يعني أيضا أن علينا أن نفكر فيما يتجاوز صوامع المخاطر التقليدية" (ص 48 ، 2017 سبتمبر).

**Discussion:**

The word ‘silo’ is basically used to name a tower or pit on a farm used to store grain. In the business context, the word silo has an extended metaphorical meaning to describe a certain way of thinking. According to the Business Dictionary, silo mentality is “a mind-set present in some companies when certain departments or sectors do not wish to share information with others in the same company this type of mentality will reduce the efficiency of the overall operation...”. To render this metaphor to the TT, the translator (seems unaware of the use of this metaphor) depends on the literal procedure, this results in intangible translation; because the TT readers are not familiar with silo as a metaphorical image to refer to the lack of communication. Thus, in order to produce an equivalent translation, it is suggested to translate the metaphor as non-metaphor, i.e., to reduce it into its meaning. Therefore, adequate translations would be:

وهذا يعني أيضا أن علينا أن نفكر فيما يتجاوز المخاطر التقليدية للعدم التنسيق.  
وهذا يعني أيضا أن علينا أن نفكر فيما يتجاوز المخاطر التقليدية للعمل الفردي.

**Pattern: 15**

- **ST :**

“The digital economy will **sharply erode** the traditional employer-employee **relationship**” (2017, 03, p.07).

- **TT:**

"الاقتصاد الرقمي سيؤدي الى تآكل حاد في العلاقة التقليدية بين رب العمل و الموظف" (جوان 2017، ص07).

**Discussion:**

In this pattern, the metaphorical expression ‘erode the relationship’ is rendered literally into the TT as تآكل حاد في العلاقة . It seems that the technique of literal transference is not convenient to transfer the SL metaphor. Since ‘erosion’ metaphor is used as an inherited SL conceptual system metaphor to describe the gradual loose or destruction of a relationship or a situation, it is meanwhile absent in the TL. Therefore, the provided translation تآكل العلاقة

will result in ambiguous if not no meaning at all for the TT readers. Instead, equivalent translations of this metaphor would be: تقويض العلاقة ، تدمير العلاقة ، تدهور في العلاقة.

#### **Pattern : 16**

- **ST:**

“Some economists interpret Japan’s virtually flat economic growth in recent decades and Europe’s failure **to recover from the global financial crisis**”.

- **TT:**

"و يفسر بعض الاقتصاديين نمو الاقتصاد الياباني الثابت تقريبا في العقود الأخيرة وإخفاق أوروبا في التعافي من الأزمة المالية العالمية..." (ص 9، مارس 2017).

#### **Discussion:**

In this sample, the ST depicts the global financial crisis as a disease that the European countries are trying to recover from. Arabic also has the tendency towards conceptualising the economic and the financial crises as illnesses. To deal with this metaphor, the translator depends on the literal procedure. Transferring the SL image intact into the TT results in a metaphor that is functionally equivalent in the TT because of the universality of this metaphor.

#### **Pattern: 17**

- **ST**

“Moreover, the investment weakness has been **broad-based.**” (June, 2017, p. 36).

- **TT :**

"وعلاوة على ذلك، يتسم ضعف الاستثمار بأنه واسع القاعدة". (جوان، 2017، ص36).

#### **Discussion:**

In the ST, ‘*board-based*’ is used to describe investment fragility being inclusive and wide-ranging. The translator depends on the literal translation (calque) to render this metaphorical expression into the TT, resulting in an intangible translation; since the image of عريض القاعدة or واسع القاعدة, does not accord with the TL stylistic norms of indicating the inclusiveness. The researcher suggests adopting ‘metaphor into non-metaphor’ procedure to, adequately, translate this metaphor, i.e. to reduce the SL metaphor into its meaning. Thus, the final translation would be: يتسم ضعف الاستثمار بأنه واسع الانتشار، واسع النطاق.

#### **Pattern: 18**

- **ST:**

“However, **many headwinds** offset the benefits of these historically low financing costs until late 2016”

- **TT:**

"ومع ذلك فإن العديد من العوامل المعاكسة تقابلها فوائد هذه التكاليف التمويلية المنخفضة تاريخيا حتى أواخر عام 2016" (جوان 2017، ص 36).

**Discussion:**

The expression ‘headwinds’ is used mainly to refer to winds blowing from opposing forward motion. In the language of economics ‘headwind’ is employed figuratively to refer to conditions that may lead to slowing down the economic growth. ‘Metaphor into non-metaphor’ procedure is used to transfer this metaphor into the TT; because the TL has no equivalent metaphorical expression for negative economic conditions. Similarly, the direct transfer as (الرياح المعاكسة) will result in ambiguous meaning in this context. Thus, reducing the metaphor into its non-metaphorical sense (العوامل) is deemed to be an adequate solution to deal with the headwinds metaphor. Although succeeded to opt for the adequate procedure, the translator fails to find the adjective usually collocates with the Arabic word العوامل. The researcher suggests العوامل السلبية as an equivalent translation.

**Pattern: 19**

- **ST:**

“Another **global headwind** is a decline in the level of educational attainment that made an important contribution to aggregate labor productivity growth in past decades” (2017 March, p. 13) .

- **TT:**

"وتتمثل الرياح العالمية المعاكسة الأخرى في انخفاض مستوى التحصيل التعليمي الذي قدم إسهاما مهما لنمو إنتاجية العمل الكلية في العقود الماضية" (ص 13، 2017).

**Discussion:**

Unlike the first successful translation provided for the headwinds metaphor, this time. The translator prefers to transfer the SL image intact to the TT leading to a difficulty to process the metaphor intended meaning from the part of the TT reader. Again, reducing the metaphor into its meaning is the suggested procedure to deal with this metaphor.

## Pattern: 20

- **ST:**

“Whether for agriculture or industrial production, regions need to unlock their productive potential, **inject investment**, overcome bottlenecks, and make sectors more competitive.”

- **TT:**

"ولأغراض الانتاج الزراعي و الصناعي، يتعين على الأقاليم إطلاق إمكاناتها الإنتاجية و **ضخ الاستثمارات** و التغلب على العقبات و زيادة القدرة التنافسية للقطاعات" ( ص20، جوان 2016).

### **Discussion:**

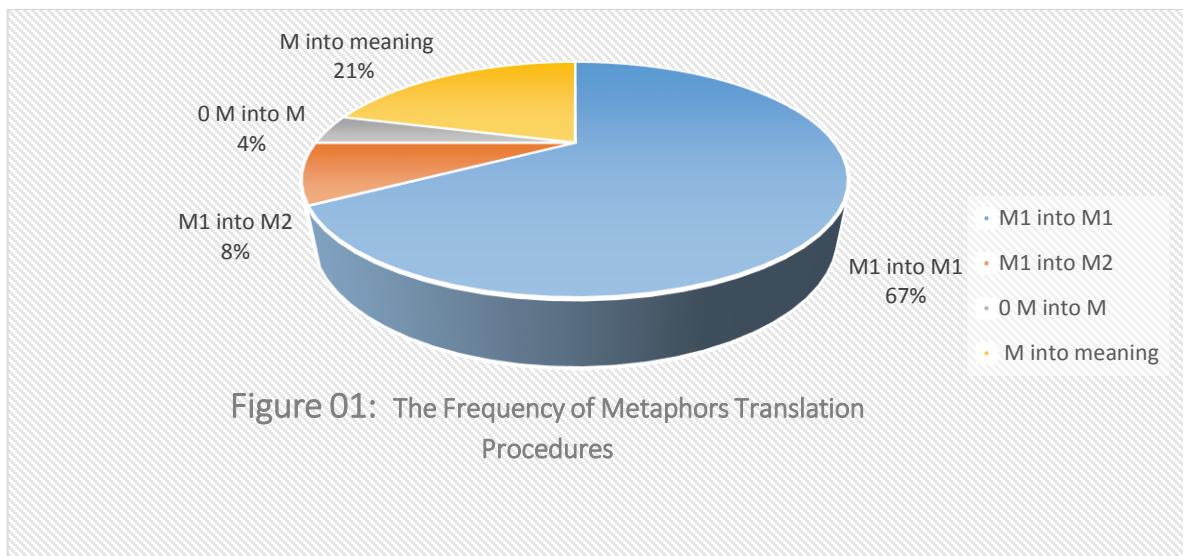
In this pattern, in order to explain the importance of establishing and boosting new projects in the investments sector. Investments were viewed as a liquid (medicine) to be injected, i.e., added. To translate this metaphor into the TT, the translator shifts into an equivalent metaphorical image in the TL; that is, **ضخ الإستثمار**, since the intended secondary meaning of injecting cannot be expressed using the Arabic word **حقن**.

## **5. Findings and discussions**

Data analysis indicates that:

- Metaphors are pervasive in the language of economics.
- Transferring the ST image intact into the TT, i.e., the literal translation is the preferable procedure adopted by the translator to deal with the metaphoricity of economics. (See figure: 01).
- Most of the time, the literal procedure results in intangible translations; consider patterns (09, 12, 14, 15, 19 and 17); the poor-quality translations produced by the literal procedure are due to one of this reasons:
  - Differences between the SL and the TL conceptualising systems (pattern 09).
  - The translator being unaware of employing the word as a metaphor in the ST (pattern 14).
  - The translator’s failure to decode the meaning behind the metaphor (pattern 19).
- In limited instances, the literal translation procedure has succeeded in transferring the ST image into the TT; consider, for example, pattern 04 or 16.

- The analysis points out that, in patterns 01, 02, 06, 10, and 18 metaphors were reduced into their meanings while translating into Arabic. This can be justified either by the absence of the TL equivalent metaphorical image or by the translator being affected by the belief that metaphors are no more than a figure of speech employed mainly in literature for ornamental and decorative purposes and their presence in specialised languages such as the language of economics may hinder the accuracy and the scientificness of the specialised content. Thus, they convert them into their meanings.
- It has been detected that: in one occurrence, out of a total twenty-four metaphors analysed, in which a non-metaphorical expression is presented as metaphoric for the TT readers. This finding supports Toury (1995) claims for approaching metaphor translation from the target text point of view.
- Only in few occurrences, the translator has succeeded in finding a match between the SL metaphor and its equivalent metaphorical image in the TL. The fact that puts the translator's metaphorical competence to the test.
- All the instances of anthropomorphism were translated literally into the TT because of their universality.
- The analysis demonstrates that most economic metaphors are for terminological purposes. These economic metaphorical terminologies are rendered directly into the TT because they are already established calques in the TL terminological system.





## **6. Conclusion**

The current chapter, that is; the practical part of the dissertation was devoted to the analysis. It is the chapter in which the investigation of how translators of Finance & Development have dealt with economic metaphors while translating into Arabic. After data analysis, it was revealed that the majority of English metaphors were literally translated into the TT resulting in inappropriate translations for the TT readers. The chapter, later, attempts to justify reasons behind this choice of translation.

## Conclusion

The major aim of the present study is to explore the extent to which translators of economics have succeeded in translating English metaphoricity of economics into the Arabic target texts. The study starts pointing out the scarcity of studies in this area of research. After investigating the theoretical and conceptual background of the study, it was found that translators of economics are faced with various difficulties, with metaphor presenting the main source of difficulty since the translation of metaphor is hampered by different factors such as; metaphor degree of lexicalisation, metaphor universality. To deal with hindrances of metaphor translation, a huge number of translation models have been suggested.

In the practical part, to achieve the research objectives, a comparative stylistic analysis was carried out investigating how metaphors extracted from the corpus have been translated into Arabic. Having data analysed, it was evident that the translator depends heavily on the literal translation procedure to render the ST metaphoricity of economics into the TT resulting most of the times in inadequate translations. This finding supports the hypotheses put forward in the beginning of the research. The researcher attributes the poor-quality of the provided literal translations to one of these factors: differences between the SL and the TL conceptual systems in which the literal procedure is not the valid solution. The translator is recommended either to shift into a TL functionally equivalent metaphor or to convert the metaphor into its meaning. Second, the translator being unaware of employing the word as a metaphor in the source economic text. Third, the translator being unable to process the metaphor intended meaning, therefore, s/he prefers to be faithful to the ST via rendering the metaphor intact into the target text. Instead, in this case, the translator is recommended to consult experts in the field of economics to help understand the metaphor intended meaning. Despite the fact, the study acknowledges that the literal procedure can produce adequate and functionally-equivalent translations in limited instances because of the universality of the metaphor.

The fact that considerable number of SL metaphorical patterns have been translated into the TL as non-metaphors supports the hypothesis that scientifically-minded translators think that metaphors are literature-bound and because they indicate ambiguity in meaning their occurrences in the Arabic specialised texts may hinder the accuracy and the

scientificness of the specialised content. Therefore, they work to eliminate the occurrences of the figurative language in scientific texts via reducing them into their meanings. The researcher urges translators to be aware of the essential role attributed to metaphors in specialised texts.

It is noteworthy that the research findings are in harmony with the findings of previously conducted studies on economic metaphor translation; in that most of the economic metaphors are literally translated; namely, with Fuertes-Olivera (1998) conclusion; “this small research project has shown that field experts seem to prefer the “metaphor into the same metaphor” procedure for translating metaphors, although some of their renderings cannot be understood at all” (1998, p. 92).

It is hoped that research findings will contribute to the production of more adequate translations of economic metaphors, and to provide useful pedagogical implications. That is to say, findings may contribute to the didactics of translation in helping teaching economic translation in translation classes.

Finally, the study concludes recommending further studies to be conducted to enrich the literature on scientific metaphors translation. The researchers suggest the translation of metaphors of political, legal texts along with metaphors of computer science language to be investigated since they are relatively less explored subject.

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# ملخص الدراسة

## ترجمة استعارات الخطاب الاقتصادي

دراسة أسلوبية مقارنة لترجمة استعارات مجلة صندوق النقد الدولي "التمويل والتنمية" إلى اللغة العربية

## المقدمة :

في عصر العولمة و التقدم الاقتصادي المضطرد، أصبحت ترجمة النصوص المتعلقة بعلم الاقتصاد وكذا الوثائق الاقتصادية من اللغة الانجليزية الى اللغة العربية ضرورة ملحة لمجاراة التطورات الاقتصادية العالمية و الولوج إلى مختلف الأسواق الدولية. يواجه المترجمون العاملون على هذا النوع من الترجمة صعوبات مختلفة، و تعد ترجمة الاستعارات المتواجدة على مستوى اللغة الاقتصادية أحد مصادر هذه الصعوبات. تأتي هذه الدراسة لتحقيق في هذا الادعاء.

## إشكالية البحث:

لأنها لغة فاعلة ، توظف لغة الاقتصاد العديد من الاستعارات. تشكل هذه الاستعارات إشكالا أثناء عملية الترجمة بالنسبة للمترجمين؛ ذلك أن مجموعة من العوامل قد يكون لها تأثير على قابلية ترجمة الاستعارات الاقتصادية. فتبحث هذه الدراسة في هذه المعوقات ومدى تأثيرها على اجراء الترجمة المعتمد لنقل هذه الاستعارات.

## أهداف الدراسة:

تهدف الدراسة إلى تقصي مدى نجاح مترجمي النصوص الاقتصادية في ترجمة الاستعارات الاقتصادية الى النصوص الاقتصادية العربية.  
كما تهدف أيضا إلى:

- التحقيق في قابلية ترجمة الاستعارة.
- التعرف على اجراءات ترجمة الاستعارة المعتمدة عند ترجمة النصوص الاقتصادية.
- التعرف على أهم التحديات التي تواجه مترجمي النصوص الاقتصادية.

## اشكالية البحث

### السؤال الرئيس للبحث:

○ إلى أي مدى يمكن ترجمة استعارية اللغة الاقتصادية الانجليزية الى اللغة العربية؟

### الاسئلة الفرعية:

○ ما هي العوامل التي قد يكون لها تأثير على عملية ترجمة النصوص الاقتصادية؟

- ما هي اجراءات الترجمة التي يعتمدها المترجمون عند ترجمة الاستعارة في النصوص الاقتصادية؟
- ماهي أهم التحديات التي تواجه مترجمي النصوص الاقتصادية الى اللغة العربية؟

### الفرضيات:

- ✓ تترجم أغلب الاستعارات في النصوص الاقتصادية باستعمال إجراء الترجمة الحرفية أو عبر تحويلها إلى معناها.
- ✓ يواجه مترجمو النصوص الاقتصادية العديد من الصعوبات.

### المنهجية

من أجل الاجابة عن تساؤلات البحث وتحقيق أهدافه المسطرة سنقوم باجراء دراسة أسلوبية مقارنة أين سنحلل ونقارن الأساليب و الإجراءات المعتمدة لترجمة الاستعارات الاقتصادية في مجلة صندوق النقد الدولي Finance and Development إلى اللغة العربية.

### هيكلية البحث

تنقسم هذه المذكرة إلى ثلاثة فصول، في حين يعرض الفصل الأول والثاني الخلفية النظرية و المفاهيمية للدراسة يأتي الفصل الخير تطبيقيا محض. يعرض الفصل الاول الذي جاء معنونا 'استعارية الخطاب الاقتصادي' في جزئه الأول بحثا مقتظفا عن الاستعارة و انواعها وكذا أهم نظرياتها ثم يمر الى البحث في ظاهرة الاستعارة في لغة علم الاقتصاد مسلطا الضوء على جدلية استعارية النصوص المتخصصة الي جانب الأنواع و الدور المنوط بهذه الاداة في النصوص الاقتصادية. أما الفصل الثاني الذي عنون ب'الاستعارة في دراسات الترجمة' فيبحث في قابلية ترجمة الاستعارة محلا و مناقشا أهم العقبات والصعوبات التي قد يكون لها تاثير أثناء عملية ترجمة الاستعارة. ويأتي الفصل الاخير الذي يعد الجزء التطبيقي للبحث ليحلل ويقارن الأساليب الموظفة في ترجمة الاستعارات الاقتصادية الى اللغة العربية.

### الفصل الأول: في استعارية الخطاب الاقتصادي

## تحديد مفهوم الاستعارة:

يعرف نيومارك الاستعارة على أنها أي كلمة أو مجموعة كلمات لا يؤدي تأويلها حرفيا الى أي معنى فيقول "ما أقصده بالاستعارة هو أي تعبير مجازي، المعنى المنقول عن كلمة المحسوسة ، تجسيم المجردات، استعمال كلمة أو ما تتضمنه من معنى لوصف شيء لم توضع لأجله" (1988، ص104) بعبارة أخرى الاستعارة هي "وصف لشيء باستعمال خصائص شيء آخر". يقسم نيومارك الاستعارة الى ستة أنواع وهي كالتالي: المندثرة، المبتذلة، المتداولة (المعيارية)، المقتبسة، الحديثة والأصيلة. أما من حيث أركانها فنقوم الاستعارة على ثلاث أركان أساسية وهي: الصورة ، المشبه ، المشبه به . يضيف نيومارك ركنا رابعا الى هذه الأركان وهو 'الاستعارة' للإشارة الى الكلمات المستعملة استعمالا مجازيا أثناء عملية الاستعارة. أما النظرية الإدراكية للاستعارة فهي تقسم الاستعارة إلى ركنين أساسيين ؛ المجال المصدر والمجال الهدف.

شكلت الاستعارة موضوع دراسة للباحثين على مدار ألفي سنة، ترى كوفسيس Kövecses (2010)، أن جميع الدراسات التي تناولت موضوع الاستعارة تدعم واحدة من وجهتي النظري دراسة الاستعارة؛ أما النظرية اللغوية التقليدية أو النظرية العقلية الحديثة. كان أرسطو (300 ق.م.) أول من نظّر للاستعارة. حيث يرى أن الاستعارة أداة لغوية تهدف الى خدمة البعد الجمالي والبلاغي للنص. و ظلت هذه الفكرة سائدة الى غاية 1970 أين ظهر نهج جديد متعدد التخصصات لدراسة الاستعارة. فتمت دراسة الاستعارة على أسس علوم حديثة ك : التداولية، وعلم النفس، والعلوم الإدراكية. فكان كتاب لاکووف و جونسن "الاستعارات التي نحيا بها" بمثابة ثورة في دراسات الاستعارة. حيث ربط المؤلفان في كتابهما هذا الاستعارة بالعلوم الإدراكية؛ فهما يريان أن الاستعارة عملية عقلية محض وهي ميزة واسعة الانتشار في لغتنا اليومية ولا يقتصر استعمالها على الكتابات الأدبية فقط. تتضمن الاستعارة تحويلا لخصائص مجال مصدر مألوف لدى المتلقي إلى مجال مستقبل مستعصي الفهم بهدف تسهيل فهم هذا الأخير.

## خصائص الخطاب الاقتصادي:

اهتمّ كل من رجال الاقتصاد إضافة إلى علماء اللغة بدراسة لغة علم الاقتصاد وما تحمله من خصائص. عادة يفرق بين مستويين مختلفين للغة الاقتصادية؛ المستوى المتخصص الى جانب العام. يشير المستوى المتخصص الى جميع النصوص الاقتصادية على الصعيد الأكاديمي(في المجالات العلمية

المحكمة، الكتب الاقتصاد الدراسية) التي يحررها خبراء الاقتصاد و محللوه. أما في المستوى العام، فنجد مقالات في صحف و مجلات متخصصة في الاقتصاد ك: The Economist و Financial Times اضافة الى تقارير تلفزيونية و إذاعية يحررها صحفيون \_ غير متخصصون في علم الاقتصاد \_ بهدف رصد و وصف آخر التطورات الاقتصادية و المالية.

تعد لغة الاقتصاد إحدى لغات الأغراض الخاصة، و تعرف لغات الاهداف الخاصة على أنها لغات متخصصة في مجال معين ك الطب أو الاقتصاد أو الفيزياء أو القانون، وتحمل هذه اللغات خصائص لغوية و صرفية و بنوية تميزها عن اللغة في مستواها العام. وتشمل هذه الخصائص ( والتي تنطبق أيضا على لغة الاقتصاد): استعمال المصطلحات المتخصصة، الدقة و الوضوح والموضوعية، التوافق مع المنطق (العلمية)، التجريد، هيكلية محددة للنص، الوظيفة التبليغية.

على غرار تميزها بالخصائص العامة للغات الاختصاص، تتميز اللغة الاقتصادية ب : استعمال المبني للمجهول، الاستعمال المتكرر للفرضيات، استخدام أسلوب الشرط، تجسيم المعنويات، الإنتشار الواسع للاستعارات، اعتماد المعلومات المرئية كالجداول والمنحنيات والأعمدة البيانية، اقتراب مصطلحات من لغات اختصاص الأخرى وهذا مرده الى أن علم الاقتصاد هو في جوهره مزيج من علوم مختلفة كعلم الاحصاء والرياضيات والعلوم الاجتماعية... الخ.

أما من ناحية الأسلوبية، يتميز الخطاب الاقتصادي بالاستعمال المفرط للاستعارات؛ فهو يستعير مفردات من مختلف المجالات و يقوم بتوظيفها لوصف ظواهر علم الاقتصاد المركبة و مفاهيمه المعقدة. وهنا يؤكد هاندرسن أن الاستعارات لا تنتشر فقط في لغة الاكاديمية لعلم الاقتصاد بل أيضا في اللغة المستعملة لوصف الأحداث الاقتصادية.

### في جدلية استعارية النص الاقتصادي:

بالعودة الى الأدبيات التي تناولت موضوع الاستعارة في النصوص المتخصصة يتضح لدى الباحث وجود جدال حول استعارية النص الاقتصادي، ففي الوقت الذي يستهجن فيه بعض من أصحاب التوجه العلمي توظيف الاستعارات في النصوص المتخصصة وحتهم في ذلك أن الاستعارة تحمل غموضا في المعنى، هذا الغموض الذي يضر بصحة المحتوى العلمي للنص المتخصص لهذا فهم يرون أنّ استعمال الاستعارة يقتصر على النصوص الأدبية فقط " نحن العلماء نكتب ما نود التعبير عنه بأسلوب دقيق، الدقة هي معيار الذي نقيس به العلوم، وبموجب هذا المعيار يتبين أن الاستعارة غير

صالحه للعلوم" (كلامر وتوماس ، 1994 ، ص 20-21). وعلى نقبض من ذلك، يُقر العديد من الاقتصاديين وعلماء اللغة بالدور المنوط باستعارة داخل النصوص الاقتصادية كوسيلة عقلية وليست تنميقية تسهم في تسهيل فهم المحتوى المتخصص للنص الاقتصادي تصرح ديردري مس كلوسكي Deirdre McCloskey في هذا الصدد قائلة "لا تستعمل الاستعارة كأداة جمالية أو تعليمية فقط، بل لتعبير عن جوهر العلم" (1998، ص40). وكان هندرسون أول من فجر النقاش في موضوع الاستعارة الاقتصادية في مقاله "الاستعارة في علم الاقتصاد" عام (1982) ، هذا المقال الذي انتقد فيه قلة الدراسات حول الاستعارة الاقتصادية على الرغم مما وصفه الاستعمال الواسع والمتعمد لها في النصوص الاقتصادية.

### أنواع الاستعارات الاقتصادية:

- الاستعارات التجسيمية: في هذه الاستعارات تستعمل الخصائص والصفات المرتبطة بالإنسان وكذا أسماء أجزاء الجسم الانسان لوصف حركة الاقتصاد والنشاطات الاقتصادية وكذا الاجهزة الاقتصادية.
- الاستعارات الحيوانية: تتضمن استعمال اسماء الحيوانات لوصف الاقتصاد.
- الاستعارات التي تحول خصائص الاجسام المادية الى مفاهيم معنوية.

### وظيفة الاستعارة في لغة الاقتصاد:

- أداة جمالية و بلاغية في عناوين الجرائد الاقتصادية للفت انتباه القراء لقراءة النص.
- كأداة تعليمية شارحة لدى طلبة الاقتصاد لمساعدتهم في تحقيق فهم افضل لمفاهيم علم الاقتصاد المجردة و نظرياته المعقدة.
- وسيلة لتبسيط فهم العمليات والانشطة لاقتصادية لدى المتلقي البسيط.
- تستعمل لتوليد المصطلحات الاقتصادية.
- كأداة فعالة للاقناع؛ حيث يوظف العديد من خبراء الاقتصاد وصناع القرار في خطاباتهم استعارات مختلفة لحشد الدعم في مشروع اقتصادي أو اقناع المتلقي للترحيب بقرار اقتصادي جديد.

## الفصل الثاني: الاستعارة في دراسات الترجمة

### صعوبات الترجمة الاقتصادية:

بما أن الدراسة الحالية تهتم بتحليل أحد مشاكل الترجمة الاقتصادية، بات لزاماً أن نسلط الضوء على هذا النوع من الترجمة وما يربط به من تحديات. تُعدُّ الترجمة الاقتصادية أحد أنواع الترجمة المتخصصة، أما رايت ورايت Wright and Wright (1993) فهما يريان أن الترجمة الاقتصادية أحد أشكال الترجمة التقنية، يقول الكاتبان "لا تستعمل الترجمة التقنية للإشارة فقط إلى ترجمة نصوص الهندسة وعلم الطب، بل تشمل أيضاً تخصصات كالإقتصاد وعلم النفس والقانون" (ص 01).

وعادة ما يتم التفريق بين ثلاثة أوجه للترجمة في ميدان الترجمة الاقتصادية، ألا وهي الترجمة الاقتصادية والترجمة المالية إلى جانب الترجمة التجارية. وعلى النقيض من ذلك، يقدم الهلالي و الحطاب رؤية شاملة لهذا النوع من الترجمة، فقد ورد تعريفهما للترجمة الاقتصادية أنها مصطلح جامع يشمل جميع أشكال الممارسة الترجمية في ميدان الإقتصاد؛ يقول الكاتبان " الترجمة الاقتصادية مطلوبة للتسويق والتجارة ، البنوك وقطاع الاستثمار ، صناعة التأمين ، المحاسبة ومراجعة الحسابات، وأبحاث التسويق" (2014 ، ص 55). وبناء على هذا التعريف، الوثائق التي قد تستفيد من الترجمة الاقتصادية تتضمن على سبيل المثال لا الحصر: الكتب الاقتصادية ، والمقالات الأكاديمية ، والتقارير السنوية ، والأرصدة ، وبيانات الأرباح والخسائر ، والاتفاقات على تمويل المشاريع ، والبيانات المصرفية ، والمقالات والتقارير التجارية ، والتقارير المالية، والمستندات المتعلقة بالتأمين ، ووثائق المناقصات ، وخطابات الضمان ، والعقود ، والفواتير ، والتقارير المالية فضلا عن مختلف الوثائق المحررة في النشاطات الاقتصادية الدولية. ويواجه المترجمون العاملون على هذا النوع من الترجمة (إلى اللغة العربية) صعوبات و تحديات جمة نسردها بعضها كالتالي:

- استعمال المصطلحات المتخصصة: أبرز الصعوبات التي قد ترتبط بترجمة المصطلحات الاقتصادية هي الكلمات المتعددة المعاني، المصطلحات المتقاربة المعاني، غياب المكافئ العربي لبعض المصطلحات الجديدة، المترادفات، إلى جانب مصادفة المترجم لمكافئين اثنين لنفس المصطلح الانجليزي و في صدد الحديث عن قضية الأقلمة، لا بد أن نشير الى الدور الكبير المنوط بمجامع اللغة العربية عبر البلاد العربية في توحيد المصطلحات العربية.

- ترجمة الاختصارات غير المعروفة، وكذا المتصاحبات اللفظية.
- ترجمة تعابير النص الاقتصادي المجازية: كالاستعارات والكنيات والتعابير الاصطلاحية.

### إشكالية الاستعارة في دراسات الترجمة:

كانت ترجمة الاستعارة ولا تزال قضية مثيرة للجدال بين مُنظري الترجمة، وقد تمحورت جل الدراسات التي تناولت ترجمة الاستعارة حول موضوعين اثنين: تحديد قابلية ترجمة الاستعارة فضلا عن وصف الأساليب المستعملة في نقلها إلى اللغة الهدف.

**قابلية ترجمة الاستعارة:** بالرجوع إلى الأدبيات في موضوع الاستعارة و قابليتها للترجمة، نجد العديد من الآراء المتضاربة حول قابلية ترجمة الاستعارة إلى اللغة الهدف. والتي تم تلخيصها في هذه المواقف الأربعة:

- الاستعارة غير قابلة للترجمة: داجوت (1976)، نيدا (1964)
- الاستعارة قابلة للترجمة بشكل تام: كلوبفر (1967)، رايس (2000)، ماسون (1982)
- الاستعارة قابلة للترجمة بصورة نسبية (مع درجة معتبرة من عدم التكافؤ): بروك (1981)، توري (1995)، نيومارك (1988).
- النهج التوافقي: سنيل-هورنبي (1995).

### تحديات ترجمة الاستعارة:

العديد من العوامل قد يكون لها تأثير على النقل المباشر لاستعارة النص المصدر نحو النص الهدف ومن أهمها نجد:

- ✓ **الاختلافات الثقافية والدلالية:** عندما ترتبط الصورة الاستعارية للنص المصدر بثقافة اللغة المصدر وتغيب هذه الصورة في الثقافة الهدف، تتعذر الترجمة الحرفية لهذا استعارات لأنها لا تنتج المعنى المراد لدى متلقي النص الهدف، وعليه يجب على المترجم هنا البحث عن مقابل مكافئ في الثقافة الهدف الذي يحدث نفس الأثر لدى مستقبل النص الهدف.
- ✓ **الكفاءة الاستعارية للمترجم:** إلى جانب مهارات الترجمة الأساسية التي يجب أن تتوفر لدى المترجم، يتوقع من المترجم أن يتحكم في مهارات خاصة تمكنه من ترجمة الاستعارة، يشير هذا



الى قدرة المترجم على التعرف على استعارة النص المصدر وما تحمله من أبعاد لغوية ثقافية وبراغماتية. فضلا عن القدرة على إنتاج استعارة هدف تؤدي نفس الدور الوظيفي للاستعارة المصدر.

✓ **الدور المنوط بالاستعارة في النص المصدر:** يُعتقد أن الاستعارات التي تؤدي دورا وظيفيا هي أقل قابلية للترجمة بالمقارنة مع الاستعارات التي تهدف إلى إضفاء البعد الجمالي ولفت انتباه المتلقي.

✓ **درجة أصالة الاستعارة:** الاستعارات القديمة (الميتة عند نيومارك) تعتبر الى حد ما أسهل عند الترجمة مقارنة مع الاستعارات الإبداعية والحديثة.

### طرق ترجمة الاستعارة:

للتغلب على مشاكل ترجمة الاستعارة و تقديم ترجمة مكافئة للاستعارة المصدر، إقترح منظرو الترجمة نماذج مختلفة لترجمة الاستعارة كل على حسب توجهه في دراسات الترجمة. فطور نيومارك (1988) نموذجا تعليميا مصمم خصيصا لترجمة الاستعارات، يحتوي النموذج سبع طرائق للترجمة نسردها على النحو التالي:

- إعادة إنتاج نفس الصورة في النص الهدف (الترجمة الحرفية)
- ترجمة الاستعارة بمكافئ: استبدال الصورة المصدر بصورة هدف تؤدي نفس المعنى
- ترجمة الاستعارة بتشبيه: ينتهج هذا الأسلوب عندما تكون الاستعارة المعبر عنها غير موجودة في اللغة الهدف.
- ترجمة الاستعارة الى تشبيه أو استعارة مع إضافة تفسير.
- ترجمة الاستعارة بتحويلها الى معناها.
- حذف الاستعارة كلية: يشير هذا الى عدم ترجمة الصورة الاستعارية وما تحمله من معنى.
- ترجمة الاستعارة حرفيا مع شرح معناها في حاشية المترجم.

### الفصل الثالث: تحليل أسلوبى مقارن لترجمة استعارات التمويل والتنمية

### المدونة:

تعتمد الدراسة على مجلة صندوق النقد الدولي "التمويل و التنمية" كمدونة لجمع المعلومات و إجراء التحليل. تنشر هذه الدورية مقالات يحررها خبراء اقتصاديون ونشطاء في المجتمع المالي تعالج مواضيع تتعلق بالأنظمة المالية الدولية، و التنمية الاقتصادية ، والقضاء على الفقر، وكذا مختلف القضايا الاقتصادية العالمية. تصدر النسخة الإلكترونية والورقية للمجلة فصليا باللغة الإنجليزية إضافة الى ترجماتها إلى خمس لغات وعلى رأسهم اللغة العربية. تجدر الإشارة إلى أن الباحث قد اعتمد على أعداد مختلفة من مجلة التمويل والتنمية لتجميع الاستعارات قصد التحليل.

### منهجية التحليل:

يهدف الإجابة على تساؤلات البحث وتحقيق أهدافه المسطرة، تجري الدراسة تحليلا أسلوبيا مقارنا لترجمة الاستعارات الاقتصادية، حيث يتم تحليل و مقارنة عشرون نموذجا استعاريا مع مكافئها في النص المصدر من حيث الاجراء المعتمد في النقل وكذا نجاعته في تحويل الاستعارة إلى النص الهدف. تجدر الإشارة إلى أنه لم يتم توظيف أي من البرامج الإلكترونية للتعرف على الاستعارة أثناء تحديد استعارات النص المصدر، وبدلا من ذلك كان التحديد يدويا بالإستعانة بـ "إجراءات التعرف على الاستعارة" المقترحة من طرف مجموعة Pragglejaz (2007). و تعتمد الدراسة على المنهج الوصفي النوعي لمعالجة الاستعارات المستخرجة من المدونة. يمر التحليل بالخطوات التالية: أولاً، تحديد الاستعارة في النص المصدر و التعرف على معناها و نوعها. ثانيا، تحديد مكافئ الاستعارة في النص الهدف. ثالثاً، التعرف على أسلوب الترجمة المعتمد تحليل الترجمة من كفاءتها في التعبير عن المعنى المقصود بالمقارنة مع الاستعارة المصدر.

### نتائج البحث:

بعد إجراء التحليل يتضح لدى الباحث مجموعة من النتائج أهمها:

اعتماد المترجم المفرط على أسلوب الترجمة الحرفية لنقل استعارية النص الاقتصادي. هذا الإجراء نتج عنه ترجمة غير مناسبة في أغلب الأحيان. يعزو الباحث الاعتماد على تحويل استعارة النص المصدر سليمة الى النص الهدف لواحدة من هذه الاسباب: الاختلاف بين اللغتين في طريقة تصور الأشياء. أو، فشل المترجم في التعرف على استعارة النص المصدر، عدم تمكن المترجم من فهم الاستعارة المصدر فيضطر إلى تحويلها سليمة إلى النص الهدف من باب الوفاء للنص المصدر. وكشف التحليل أيضا أنه قد ينتج في بعض الأحيان عن إعادة إنتاج نفس الصورة في النص الهدف ترجمات صحيحة ومكافئة ويكون

هذا غالبا إما بسبب عالمية الاستعارة (استعارات أنسنة الأنظمة الاقتصادية والهيئات المالية) أو أصالة الاستعارة (الاستعارات المصطلحية). ويظهر التحليل أيضا اعتماد المترجم وإن كان بدرجة أقل على إجراء تحويل الاستعارات إلى معناها أثناء نقلها إلى اللغة الهدف تدعم هذه النتيجة فرضية تأثر بعض المترجمين بالإعتقاد السائد أن استعمال الإستعارات يقتصر على النصوص الأدبية وأن تواجدها في النصوص المتخصصة قد يضر بدقة المحتوى العلمي لهذه النصوص.

### الخاتمة والتوصيات:

تجدر الإشارة إلى أن نتائج البحث تتوافق مع الدراسات السابقة من حيث أن أغلب الاستعارات الاقتصادية تتمت ترجمتها بطريقة شبه آلية باستخدام إجراء الترجمة الحرفية مما ينتج عنه ترجمات غير مفهومه في أغلب الحالات. يأمل الباحثان أن تسهم نتائج الدراسة في تحقيق ترجمات أفضل للاستعارات الاقتصادية مستقبلا. وكذا أن تساهم في تعليمية الترجمة؛ حيث تمكن الدراسة طلاب أقسام الترجمة من التعرف على أبرز التحديات التي ترتبط بترجمة النصوص الاقتصادية إلى جانب الحلول المقترحة لتجاوز هذه الصعوبات. و في الأخير نخلص بالتوصية بإجراء مزيد من الدراسات في مجال ترجمة الاستعارات العلمية، و يقترح الباحثان البحث في ترجمة الاستعارات القانونية والسياسة إلى جانب استعارات لغة علم الحاسوب نظرا لقلة الدراسات في ترجمة هذا النوع من الاستعارات.

## **Abstract**

The major aim of this study is to investigate the extent to which translators of economics have succeeded in translating the metaphoricity attributed to English economic texts into the Arabic target texts. The study also attempts to highlight the main difficulties related to the translation of economics and to suggest the possible solutions to deal with these difficulties. To achieve the research objectives, a corpus-based approach is adopted and a comparative-stylistic analysis is carried out in which the selected metaphors of Finance & Development are analysed and compared with their equivalents in the target text in terms of the adopted translation procedures and their efficiency in translating metaphors of economics. The analysis indicates that translator depends heavily on literal translation procedure to render the economic metaphors, resulting in most of the times in the inadequate translations of these metaphors. The study identifies main factors leading to this choice of translation.

## **Keywords:**

Economic discourse, economic metaphors, economic translation, translation procedures.

## **المخلص**

تهدف هذه الدراسة إلى تقصي مدى نجاح مترجمي النصوص الاقتصادية في ترجمة استعارية النصوص الاقتصادية الانجليزية الى اللغة العربية. و تحاول الدراسة أيضا أن تسلط الضوء على أبرز الصعوبات التي تربط بالترجمة الاقتصادية، مقترحة الحلول الممكنة للتغلب على هذه الصعوبات. لتحقيق أهداف البحث المسطرة، تم إعتقاد منهج تحليل مدونة وإجراء تحليل أسلوبى مقارن لترجمة الاستعارات المستخرجة من مجلة صندوق النقد الدولي "التمويل والتنمية" من حيث إجراءات الترجمة المعتمدة وكذا كفاءتها في نقل الصورة الاستعارية الى النص الهدف. يظهر التحليل إعتقاد المترجم المفرط على أسلوب الترجمة الحرفية أثناء نقل هذه الاستعارات، مما ينتج عنه ترجمات غير مناسبة في أغلب المرات. تحاول الدراسة بعدها التعرف على أهم العوامل التي أدت الى إعتقاد خيار الترجمة الحرفية أثناء عملية الترجمة.

## **الكلمات المفتاحية:**

الخطاب الاقتصادي، الاستعارات الاقتصادية، الترجمة الاقتصادية، أساليب الترجمة.

## **Résumé**

L'objectif principal de ce travail est d'étudier dans quelle mesure les traducteurs d'économie ont réussi à traduire la métaphoricité attribués aux textes économiques anglais aux textes cibles arabes. L'étude tente également de mettre en évidence les principales difficultés liées à la traduction de l'économie et de suggérer les solutions possibles pour faire face à ces difficultés. Pour atteindre les objectifs de recherche, une approche fondée sur le corpus est adoptée et une analyse comparative et stylistique est réalisée dans laquelle les métaphores sélectionnées du *Finance & Development* sont analysées et comparées avec leurs équivalents dans le texte cible en termes de adopté des procédures de traduction et leur efficacité dans la traduction des métaphores de l'économie. L'analyse indique que le traducteur dépend fortement de la procédure de traduction littérale pour rendre les métaphores économiques, résultant dans la plupart des temps à des traductions insuffisantes de ces métaphores. L'étude identifie les principaux facteurs menant à ce choix de la traduction.

## **Mots clés**

Discours économique, métaphores économiques, traduction économique, méthodes de traduction