

**An-Najah National University  
Faculty of Graduate Studies**

# **Translating Metaphor in Business Texts from English into Arabic**

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## **Dedication**

I dedicate my humble work to my beloved mother and father for their constant love, care, patience and encouragement. To my ever-supporting sisters and brothers... Ahmad, Mohammad, Safa and Sara.

## **Acknowledgments**

My deep gratitude goes first to Almighty Allah for enlightening my way in this work. I express my sincere gratitude to my supervisor Dr. Ekrema Shehab for his continuous guidance, constant encouragement and patience through the course of this study. I would like to extend my gratitude to all my teachers at An-Najah National University who paved the way for me along my education endeavor.

## إقرار

أنا الموقعة أدناه مقدمة هذه الرسالة التي تحمل عنوان:

**ترجمة الاستعارة في النص التجاري من الإنجليزية إلى العربية**

**Translating Metaphor in Business  
Texts from English into Arabic**

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**Declaration**

The work provided in this thesis, unless otherwise referenced, is the researcher's own work, and has not been submitted elsewhere for any other degree.

اسم الطالب: **Reema Essam Ahmad Nazzal** Students name:

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التاريخ: 2017/07/05 Date:

## Table of contents

Subject	Page
Dedication	III
Acknowledgments	IV
Declaration	V
Table of Contents	VI
List of Tables	VIII
List of Abbreviations	IX
Abstract	X
<b>Chapter One: Introduction</b>	
1.1 Introduction	1
1.2 Statement of the Problem	3
1.3 Significance of the Study	4
1.4 Questions of the Study	5
1.5 Methodology	6
<b>Chapter Two: Review of Related Literature</b>	
2.1 Definition of Metaphor	8
2.2 Metaphor in Business Texts	9
2.3 Metaphor in Business Text's Headlines	12
2.4 Cognitive Approach to Metaphor	13
2.4.1 Conceptual Metaphor and Metaphorical Linguistic Expressions	13
2.4.2 Source Domain, Target Domain and Mappings	14
2.4.3 Economy as a Target Domain	18
2.5 Nader's Paper on War Metaphor	20
2.6 Metaphor Translation	21
<b>Chapter Three: Data Analysis</b>	
3.1 Introduction	27
3.2 Business is Sport and Game	30
3.3 Translation Strategies Adopted	31
3.3.1 English Metaphor into Arabic same Metaphor	33
3.3.2 English Metaphor into Arabic non-Metaphor	41
3.3.3 English Metaphor into another Arabic Metaphor	47
3.3.4 English non-metaphor into Arabic Metaphor	49
3.4 Business is War	51

<b>Subject</b>	<b>Page</b>
3.5 Translation Strategies Adopted	53
3.5.1 English Metaphor into Arabic same Metaphor	54
3.5.1.1 Business Competition is a Fight in a War	54
3.5.1.2 Business Strategy is a War Strategy	60
3.5.1.3 Outcome of Business is War Outcome	63
3.5.2 English Metaphor into Arabic non- Metaphor	66
3.5.3 English non-Metaphor into Arabic Metaphor	69
3.6 Business is Health and Illness	71
3.7 Translation Strategies Adopted	73
3.7.1 English Metaphor into Arabic same Metaphor	74
3.7.2 English Metaphor into Arabic non-Metaphor	83
3.8 Conventionality of Business Metaphor	88
<b>Chapter Four: Conclusions and Recommendations</b>	
4.1 Conclusions	90
4.2 Recommendations	93
References	94
الملخص	ب

VIII

**List of Tables**

<b>NO.</b>	<b>Tables</b>	<b>Page</b>
1	Strategies used in translating English business metaphor into Arabic.	29
2	Metaphorical expressions according to source domain.	30
3	Translation strategies used in translating sport\game metaphors.	32
4	Translation strategies used in translating war metaphors.	53
5	Translation strategies used in translating health\illness Metaphors.	73



**List of Abbreviations**

<b>ST</b>	<b>Source Text</b>
<b>TT</b>	<b>Target Text</b>
<b>SL</b>	<b>Source Language</b>
<b>TL</b>	<b>Target Language</b>

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**Abstract**

The present study is directed towards a comprehensive analysis of metaphor translation in English business texts into Arabic. The study also sheds light on the importance of metaphor as a main characteristic of English economic discourse, and clarifies the significant role metaphor plays in business texts. By selecting some metaphors from business articles on *BBC*, *CNN*, *Financial Times magazine* and *Project Syndicate* online websites, the study analyzes the data carefully in terms of functions, significance and roles each metaphor plays in its context. The study applies the cognitive approach to metaphor in the analysis of data and sheds light on the significant role this approach has on translation studies. Most importantly, this study investigates the translation strategies and techniques used in translating metaphors of three main source domains: Sport/Game metaphors, War metaphors and Health/Illness metaphors. The findings of the study show that in translating metaphors, which usually cluster in headlines, translators often reproduce the source language metaphorical image into the target language in order to preserve the headline metaphor's rhetorical effect. The study has also revealed that translators may opt for either preserving the metaphorical image of the source language metaphor or paraphrasing it to make its informative value more explicit; literal

translation of some business metaphorical concepts presents itself as a workable solution in many cases because of the shared mood of cognition between English language readers and Arabic language readers. The study maintains that in translating business metaphor, the translator should, first, look for the most circulated translation in the TL, or else; s\he should weigh up the significance and function of metaphor in context and decide either to reproduce the metaphorical image or paraphrase the metaphor and make its meaning more explicit while preserving its informative value.

## **Chapter One**

### **Introduction**

#### **1.1 Introduction**

Translation as a concept bears several definitions which all revolve around the same idea of transmitting a message with all it contains of ideas and thoughts from one language into another. Among theorists who provided definitions of translation, Munday (2008:15) points out that the term translation refers to several meanings: the general subject field, the product and the process, where the process of translation “involves the translator changing an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language (the target language or TL)” (2008: 15). In this process, the translator encounters many difficulties where s/he should always be prepared to produce a high level quality of the product. Among these difficulties comes the translation of metaphor, which has been a lively debate in translation studies.

Metaphor as a figure of speech has an expressive, aesthetic and rhetorical value, which is attached to expressive texts. Moreover, in English business texts, the importance of metaphor is by no means less important than its rhetorical value in literature. Rather, it has an informative value added to its decorative impact. Hence, metaphor is a necessity in the

language of business and became essential in understanding the world of business.

In discussing metaphor translation, Newmark (1981:96) points out that metaphor is the center of all translation theory, semantics and linguistics problems. Additionally, he sees that “a re-evaluation of metaphor must precede a new understanding of translation, linguistics and philosophy”.

Recently, the cognitive theory of metaphor provided significant insights into translation studies and now metaphor “translatability is no longer a question of the individual metaphorical expression, as identified in the ST, but it becomes linked to the level of conceptual systems in source and target cultures” (Schaffner, 2004).

In this study, the cognitive approach to metaphor will guide us through the analysis into discovering how metaphors shape our perception of business world and shed light on the role of metaphor in expressing thoughts in the world of business. Most importantly, the analysis of business metaphor translation with respect to cognitive approach to metaphor will efficiently contribute to translation studies in general and business metaphor translation in particular.

In the study, the sample under investigation includes both in-text metaphors and headlines metaphors and is taken from some authentic business articles of well-known popular news websites: *BBC*, *CNN*,

*Financial Times* magazine and *Project Syndicate*, which are intended for general readership and business people. Specifically, the analysis includes thirty-nine examples and includes metaphors that are derived from three main source domains: Sport\Game, War and Health\Illness.

The study adopts cognitive approach to metaphor in analyzing business metaphors in the selected data and seeks to answer the following questions: what is the function of metaphor in English business text? What are the translation strategies a translator could adopt in translating English business metaphors into Arabic? How can we assess these translation strategies according to cognitive theory of metaphor and what are the translation strategies to be adopted in translating headlines' metaphors that are assumed to have a rhetorical and aesthetic value?

## **1.2 Statement of the Problem**

Metaphor has usually been presented as a literary device, which has some rhetorical and aesthetic purposes. However, in economic discourse, it has a more significant role and communicative function exhibited in English business texts. In fact, metaphor in English economic discourse has been an area of lively debate in terms of the communication a metaphor provides (kheovichai, 2015). In the English language, metaphor is viewed as a main language characteristic of English business texts. Hence, metaphor presents itself as a problematic issue in translating business journalism into Arabic for the insightful role it plays in explaining many

economic situations and concepts rather than just being an artistic aspect of texts.

Indeed, the metaphor's surrounding context makes its translation more problematic, since metaphor is context-dependent which means that we may have a different translation each time depending on our understanding of the business context. Thus, the translator has to assess the metaphor status a new each time and choose the appropriate translation strategy according to context. Since the metaphor's major role in business texts is to facilitate understanding of business concepts or phenomena, and from a cognitive point of view, it also shape our understanding, it would block comprehensibility if not translated properly and adequately.

Furthermore, problems that arise during metaphor translation procedure cannot be encountered without adequate background knowledge about metaphor functions and roles in English business texts. Additionally, the challenge translators encounter in translating metaphors in business texts into Arabic involves the choice of the appropriate translation strategy among translation strategies available, which usually include: producing an equivalent ST metaphor, substituting metaphor in the ST with another metaphor in the TT or metaphor paraphrasing.

### **1.3 Significance of the Study**

Infinite are the studies made on metaphor as a figure of speech with aesthetic and artistic value in literary works. On the other hand, many

studies are directed towards studying the importance of metaphor in business texts. This study could contribute to translation studies in highlighting metaphors' function in business texts and on what translation procedures translators usually adopt in translating business metaphors. Moreover, the study sheds light on business metaphor from metaphors' cognitive linguistic perspective in order to gain a better understanding of business metaphors from a cognitive perspective. In other words, the study uses metaphor cognitive approach as a theoretical framework.

Particularly, this study examines “popular economic discourse” metaphors, which target both experts such as businessmen and general readership, on four popular news websites *BBC*, *CNN*, *Financial Times* and *Project Syndicate*. The study is conducted to explore the issues, techniques and strategies, of business metaphors translation into Arabic, which are of a significant value to translation studies. Indeed, examining translating metaphors in media business articles' headlines and inside business texts would help clarifying differences and preferences in business metaphors' translation procedures.

#### **1.4 Questions of the Study**

The present study seeks to answer the following questions:

1. What are the functions metaphor plays in English economic texts?



2. Metaphor can be found in both the business text and in its headline; what is the role metaphor plays in headlines? Is it different from the role it plays inside the economic text?
3. How can we analyze business metaphors from a cognitive perspective? And what implications does approach have on our understanding of metaphors in English business texts?
4. What are the main translation strategies adopted by translators in translating economic texts' metaphor? And what is the justification for any translation procedure adopted by the translator?

### **1.5 Methodology**

To answer the study questions, I use two main methods: descriptive and analytical. Firstly, this research will present several business metaphorical expressions carefully selected from news reports on *BBC*, *CNN*, *Financial Times magazine* and *Project Syndicate* online websites. The analysis includes thirty-nine examples on business metaphors and includes eighteen news reports, fourteen of which are published in the period between 18 December, 2015 and 12 February, 2016. The other four news reports were selected for the special and remarkable metaphors employed in them, which are capable of empowering this study with very insightful data. Indeed, these media business news reports are enriched with the use of many metaphors, which are described and classified under the most frequent source domains, which are Sport/Game, War and

Health\Illness. Secondly, each metaphorical expression is analyzed with regard to metaphor function, importance, role and its significance in understanding economic concepts or situations. Thirdly, the study will elaborate on the different techniques used in translating the identified business metaphors and then deep analysis into the implication of the chosen translation strategy will be conducted.

The chosen methodology will provide a deep analysis of metaphor in business texts from a cognitive perspective, which would be helpful in investigating business metaphor role and function in English business texts. Furthermore, the analytical analysis of English business metaphors and their Arabic provided translation would highlight patterns of translation practice and manners on which translation decision is chosen.

## **Chapter Two**

### **Review of Related Literature**

#### **2.1 Definition of Metaphor**

Metaphor, in its simplest definition can be defined as a figure of speech in which a term or phrase is applied to something which it is not literally applicable in order to suggest a resemblance<sup>1</sup>. Hence, metaphor is found when we describe something with qualities of another thing with which it has some shared qualities or where qualities of the first are extended to the other. For example, Davidson (1978 as cited by Sacks 1979:29) argues that in metaphors certain words take on new, or what are often called “extended meanings”; a metaphor is an extension to the class of entities to which a word refers provided that the original meaning of words takes priority in the metaphor account. He also points out that key word or words in a metaphor have both literal meaning, which refers to the meaning we can figure out without need to a context, and figurative meaning that refers to the load the word bears. Lastly, a rule to connect both meanings should be provided. The rule suggests that the word in its metaphorical usage “applies to everything it applies to in its literal role” (ibid: 3).

On metaphor understanding and interpretation, Sacks (1979) says:

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<sup>1</sup> Retrieved from: <http://www.dictionary.com/browse/metaphor> on 4 February 2016.

Metaphor is the dreamwork of language and like all dreamwork its interpretation reflects as much on the interpreter as on the originator. The interpretation of dreams requires collaboration between a dreamer and a waker, even if they be the same person; and the act of interpretation is itself a work of the imagination. So too understanding a metaphor is as much a creative endeavor as making a metaphor, and as little guided by rules (Sacks, 1979: P. 29).

## **2.2 Metaphor in Business Texts**

Mccloskey (1995) points out that metaphors are essential in any work issued in economics like journalism, and that economists are not aware of using this figure of speech: “Economists and other scientists are unselfconscious about their metaphors. They suppose that because they can speak an economic metaphor, it simply is. Economists are poets /but do not know it” (1995:219).

Bacovia (2011, pp. 231-240) points out to the importance of metaphor in economic textbooks and that understanding metaphor is essential for economics students’ English courses. Moreover, he sees that “insights into metaphor in general will hopefully be of assistance to students whose mother tongue is not English in their struggle to comprehend economic texts” (2011: 232). Bacovia also believes that metaphors in economic texts have two main functions, as a language necessity and as a cognitive tool rather than a decorative element. Additionally, he sees metaphors’ essential role in “popularizing business concepts”. He also points out that the predominance of English language in

published academic work has paved the way for new metaphors that firstly appeared in English text to be adopted and copied into other languages.

Skorczynska and Deignan (2006) study the influence of the intended readership of text and text purpose on the choice of linguistic metaphors. They classify Business texts into “popular business discourse”, which refers to journalistic texts intended for experts and non-experts audience, and “scientific business discourse” intended for researchers.

The study demonstrates that popular business texts employ a higher frequency of metaphor tokens than scientific business discourse does. Most importantly, Skorczynska and Deignan (2006) demonstrate a classification of metaphor functions in business texts motivated by Henderson’s (1980) metaphor function classification, which includes: 1) a textual decoration, where metaphor does not enjoy a central role in text, which they name “illustrating”; 2) metaphor used as a textual organizing device, which they name “generic”; 3) metaphors used as a mechanism for exploring economic situations and conceptualising economic notions, which they name “modelling”. Moreover, Skorczynska and Deignan (2006) developed another metaphor function, which is “filling terminological gap”. In the latter added class, metaphor is found to be created out of economic discipline need of a term; thus, metaphor here is a developed term emerged from the language need to describe or argue on a specific situation. An example is “cash flow”. The study results show that “popular business discourse” uses more generic metaphors and less genre-specific ones,

where the majority served to fill a terminological gap. “Scientific business discourse”, on the other hand, is found to avoid generic metaphors and use few metaphors to illustrate and other genre- specific metaphors are used as modelling metaphors. Finally, they maintained that the difference in metaphor functions in both genres compared is attributed to different readerships a text is intended for, different subject matters’ understanding level and texts’ reading motivation. Thus, the study indicates that readership and text purpose are main controllers of metaphor choice.

White (1997: 242), in his analysis of metaphors used in the press in dealing with the currency crisis, points out to effects of overwhelming metaphor usage in journalism dealing with this economic topic. Firstly, “the hosts of interrelated linguistic expressions which accompany each metaphor forcefully contribute to the cohesion of the text”. Secondly, the metaphor’s structural logic helps to demonstrate the consistency of the text argumentation, thus establishing the coherence of the text. Thirdly, cohesion of the text is established by the semantic connections of lexical items, which demonstrate field relations’ networks. White also points out that the role of metaphor as a “contributor to ease of perception on the part of the readers”, is the reason for its prevalence in journalistic discourse. By the same token, the extent to which metaphor is used in newspaper discourse is evidence that it has an “essential communicative role in journalism”. Respectively, where text is defined by De Beaugrande & Dressler (1981) is a communicative occurrence which meets the seven

standards of textuality: cohesion; coherence; intentionality; acceptability; informativity; situationality; and intertextuality. Indeed, cohesion and coherence as two main aspects of any text can be empowered by using metaphors.

### **2.3 Metaphor in Business Texts' Headlines**

Soler (2008: 52) points out the importance of headline in the press when Soler says that “headlines are multifunctional” in highlighting the focus of the article, providing readers with clues on what the article is talking about and in drawing the reader’s attention. Thus, for the limited space given for a headline and the multifunctional role expected from it, journalists would resort to metaphors. This can be attributed to the significant role metaphor plays in headlines, since it can present main ideas of the article efficiently and can attract readers’ attention.

Creco (2009) as cited by Kheovichai (2015: 108) analyses metaphor used in headlines in three business magazines, where the source domains war /sport / competition and organism are identified. Creco points out that using metaphor in headlines is intended to “intensify the rhetorical effect”. Thus, news writers emphasize news worthiness by using metaphor in headlines since it can draw readers’ attention and successfully transmit the intended message.

## **2.4 Cognitive Approach to Metaphor**

Unlike the typical view of metaphor, which presents metaphor as a figure of speech that serves some rhetorical purpose, the cognitive theory of metaphor mainly argues that metaphor is a cognitive tool found in our daily life and that our conceptual system is metaphorical in nature.

One of the most influential studies on metaphor is Lakoff and Johanson's (1980) where they demonstrate a cognitive view of metaphor and argue "our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature" (1980: 3). Thus, they claim that all human thought system is metaphorical and what makes metaphors possible is the existence of metaphors in humans' conceptual system. This claim suggests their precedence in metaphor cognitive approach. Lakoff and Johanson also (1980: 5) pinpoint that "the essence of metaphor is understanding and experiencing one kind of thing in terms of another". Thereby, metaphor is presented as a cognitive mechanism, where one conceptual domain is understood by (or mapped into) another conceptual domain.

### **2.4.1 Conceptual Metaphor and Metaphorical Linguistic Expressions**

It is important to establish a clear-cut between conceptual metaphor and metaphorical linguistic expression. One of the definitions adopted in this study is by Kovecses (2010: 3) who distinguishes between conceptual metaphors and metaphorical linguistic expressions, where a conceptual



metaphor is defined as “understanding one conceptual domain in terms of another conceptual domain”, and a conceptual domain is “any coherent organization of experience”. Metaphorical linguistic expressions are “words or other linguistic expressions that come from the language or terminology of the more concrete conceptual domain”.

For example, people talk about arguments in terms of war; hence, aspects of arguments are expressed in the domain of war as in the following sentences (ibid, 2010: 6):

Your claims are *indefensible*.

He *attacked every weak point* of my argument.

His criticism was *right on target*.

I never *won* an argument with him.

Thus, we understand aspects of argument by our understanding of aspects and qualities of war. Most importantly, all the metaphorical linguistic expressions that describe arguments with its relation to aspects of war, including the aforementioned examples, are derived from one conceptual metaphor AN ARGUMENT IS WAR (ibid, 2010: 6)

#### **2.4.2 Source Domain, Target Domain and Mappings**

Preliminary notions such as: “source domain”, “target domain” and “mapping” are essential in order to have efficient insight into conceptual

metaphor; hereby, conceptual metaphor consists of both source domain, which is “the conceptual domain from which we draw metaphorical expressions”, and target domain, which is the conceptual domain that is understood by the more concrete source domain. In this respect, the more abstract concept is understood by our knowledge of the more concrete concept (ibid: p.4). Thus, with respect to conceptual metaphor theory, any metaphor is conceptualised according to source and target domains where the target domain is the more abstract and less structured domain and is understood by its connection to qualities attributed to the more concrete domain, “the source domain”, from which we draw the metaphorical expression.

For example, in the metaphorical expression “you should *defend* your point”, the target domain is argument, which happens to be an abstract concept, and is understood by employing the source domain “war” since “defend” is a quality attributed to war. Thus, we draw the metaphorical expression from the more concrete and structured domain “war”.

Most importantly, Kovecses (2010:8) points out to the metaphor “mappings” which are “the set of systematic correspondences between the source and the target in the sense that constituent conceptual elements of B correspond to constituent elements of A. In this regard, in any metaphorical expression, we find elements of source domain mapped into target domain elements by set of correspondences between them. Mapping, as a conceptual metaphor related notion is fundamental in cognitive theory of

metaphor. Kovecses (2010: 8) says: “In giving the correspondences, or mappings, we reverse the target-source order of the conceptual metaphors to yield source –target. We adopt this convention to emphasize the point that understanding typically goes from the more concrete to the more abstract concept”.

For example, the conceptual metaphor “social organizations are plants” manifest many metaphorical linguistic expressions as in the following examples which are taken from Kovecses (2010: 10)

#### SOCIAL ORGANIZATIONS ARE PLANTS

He works for the local *branch* of the bank.

Our company is *growing*.

They had to *prune* the workforce.

The organization was *rooted* in the old church.

There is now a *flourishing* black market in software there.

His business *blossomed* when the railways put his establishment within reach of the big city.

Employers *reaped* enormous benefits from cheap foreign labour.

The corresponding set of mappings are the following: Kovecses (2010:10)

Source: PLANT

Target: SOCIAL ORGANIZATION

The whole plant → the entire organization

A part of the plant → a part of the organization

Growth of the plant → development of the organization

Removing a part of the plant → reducing the organization

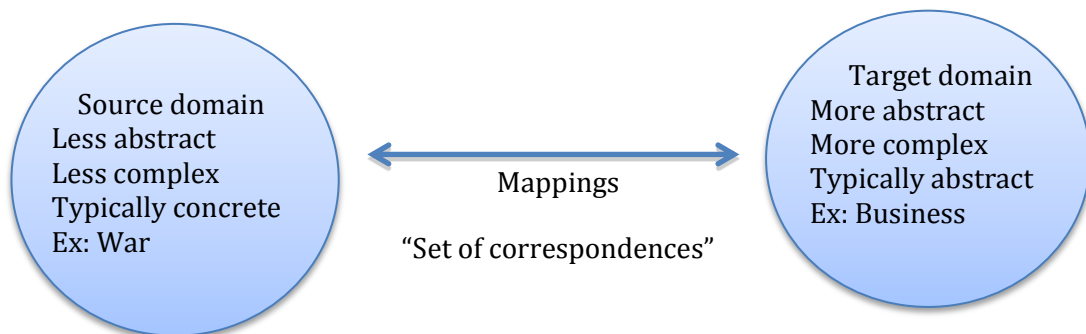
The root of the planet → the origin of the organization

The flowering → the best stage, the most successful stage

The fruits or crops → the beneficial consequences

(Kovecses 2010:10)

The figure below would describe in brief how we could see source domain, target domain and mappings with the relation between them:



### **2.4.3 Economy as a Target Domain**

In presenting most common target domains and their most important sources, Kovecses (p.25) argues that economy is a target domain, which can be understood by metaphors where “buildings”, “plants” and “journey” are most commonly used source domains, as he cites. Moreover, the following conceptual metaphors are related to business as presented by Kovecses (2010: pp.155-156):

Economy systems are buildings

Careers are buildings

Social organizations (companies) are planets

A company is a person.

As presented by Kovecses (2010: 155), the target domains “career”, “social organization”, “company” and “economic system” are placed under “abstract complex system” concept. These target domains, are characterized as abstract complex configurations of entities. Most importantly, in these complex systems are their major properties, which include “function, stability, development and condition”, where these four properties come in precedence in language we use to describe or talk about complex systems. Additionally, four source domains feature the properties of these complex systems: “building”, “planet”, “machine” and “human body”.

In brief, “economy”, “career” and “company” which are all related to business and finance are described as part of the abstract complex systems which have four major source domains that structure those systems. Therefore, we can say “economy” as a target domain has four major source domains: “building”, “plants”, “machine” and “human beings”.

However, these source domains are not the only used domains for business metaphors; many researchers add and analyze other source domains that relate to business. For example, Kovacs (2006), in addition to the aforementioned domains, proposes other conceptual metaphors in business discourse, which are:

**Business is war:** where images of battles, weapons, war strategies, victory and defeat underlying our concept of war, stand as source domains. On the other hand, business talks, business strategies, businessmen and financial success or failure stand as the target domains.

**Business is a game and sport:** language of business and finance is overwhelmed with games and sport metaphors. As games and sports have rules, players, sportsmen and competition, so business has rules, business people winners and losers.

**Business is marriage:** where the talk of marriage involves aspects such as flirting, engagement, proposal, divorce and others. Language of business makes use of some marriage scenarios, such as companies’ integration

where two companies are merged together as two partners in a relationship.

**Business is acting in a theatre/cinema/concert and business is dancing:**

language of business makes use of aspects of acting and theater performing where businessmen are actors.

## **2.5 Nader's Paper on War Metaphor**

The point of departure for this analysis will be Nader's (2013) paper on translating war metaphor in business news reports collected from the *Financial Times*. Nader (2013) sets out her investigation on war metaphors of *Financial Times* online newspaper, where she sheds light on the mapping of war source domain into economy target domain. Most importantly, Nader (2013: 12) discusses the translation strategies used in rendering war metaphor in the English economic inspected articles into Arabic, where she identifies four main translation techniques according to their frequency. These are: equivalent translation, which is the dominant translation strategy and involves translating one war linguistic metaphor with its Arabic equivalent. The domination of this strategy as suggested by the researcher indicates the richness of both languages of war metaphors. The second strategy involves the shift of war source domain into another source domain, which indicates "different conceptualisation in both languages" (2013: 13). The third translation strategy involves tone down the English metaphors into Arabic non-metaphor by paraphrasing, and finally, the last strategy involves the shift of English non-metaphor into

Arabic metaphor, which is as suggested by Nader (2013: 18) “apparently adopted for rhetorical purposes”.

## **2.6 Metaphor Translation**

From a pragmatic perspective, Birner (2013:51) points out that metaphor results from flouting the maxim of quality; hence, any utterance containing metaphor cannot be understood for its literal meaning since it is not what the speaker intended; rather, it contradicts any reasonable consideration of the utterance. In the same context, the reader needs to reconstruct a path from literal meaning to the writer’s intended meaning whenever a reader encounters a metaphor. However, this does not mean that the reader would make calculations to find the intended meaning, especially in cases where metaphor becomes a fixture of the language and its metaphoricity is lost, which is known as dead metaphor (ibid: 53).

Besides, the intention of the writer differs according to the context where metaphor is used. Metaphor’s main role in economic discourse is very necessary in facilitating understanding of some business situations or concepts and in giving insights into business phenomenon. Hence, the metaphor’s role in the text is of vital importance in deciding the appropriate translation strategy.

Newmark (1981: pp. 84-96) discusses the translation of metaphor where he sees metaphor’s role is to describe events or entities in a more complex, concise and understandable way that literal language could not



provide. Moreover, metaphor livens up many types of texts, especially in journalism to make them more colorful, dramatic and emotive. Newmark distinguishes between two types of metaphors: the simple one –word metaphors and the complex metaphors that consist of two or more words or idioms. He also presents seven metaphor translation procedures in an order of preference, as follows:

1. **Reproducing the same image in the TL** where the metaphorical image should have comparable frequency in the provided register. Such procedure is more frequent in translating word metaphors. On the other hand, reproducing the ST metaphorical image of non-complex metaphors is infrequent and depends on culture overlapping or universal experience.
2. **Replacing the image in the SL with a standard TL image** provided that it would not clash with TL culture, as is the case of euphemism where the metaphorical image in the ST is replaced by a cultural equivalent in the TT in cases where the translator aims to reproduce the ST effect on its readers upon the TT readers.
3. **Translating metaphor by simile:** where the translator seeks to preserve the image, especially if the TL text is not emotive.
4. **Translating metaphor (or simile) by simile plus sense.** This would be the solution for cases where transferring the metaphor seems to be not comprehensible enough to readers, both expert and layman.

5. **Conversing metaphor to sense:** which is a common and preferred procedure when the image used in the TL as a replacement for the SL image is too wide of its sense or register. By the same token, for the sense to be converted, it must be analyzed componentially where it has both emotive and factual components.
6. **Deleting:** the deletion of metaphor when it is redundant and where the SL text is not expressive or authoritative. In this case, the translator should weigh up what is more and less important in the text in the light of the text intention. Most importantly, the decision of metaphor deletion can only be empirically justified in case the function of metaphor is being fulfilled in another part of the text.
7. **Same metaphor combined with sense:** which is instructive and useful in cases where the same metaphor is repeated in the text.

Moreover, Newmark points out that many of the newspapers, textbooks and periodical metaphors are short-lived and can be disregarded in translation. However, metaphors in finance, among other areas, are remarkable for their redundancy. He also sees the prominence of stock and original metaphors in West European financial columns as a way of jiggering up a series of passionless statistics or ruthless mergers.

However, since the translator's main purpose is to convey the metaphor as accurately as possible, and since business texts employ both stock and original metaphors, the translator translating decision and

priorities will depend on conveying the metaphor's communicative function; so, the translator would opt for different strategies including reproducing the same SL image, paraphrasing, and shifting the ST source domain into another in the TL.

In discussing Katharina Reiss's text type approach as a functional theory of translation, Munday (2008: 75) presents a criticism on how in her approach, where language functions, text types and translation strategies are linked together, how translation methods would be applied in translating business and financial texts. Business text is considered by Reiss as informative and its main purpose is to present facts, information, knowledge and opinions; thus, the translation strategies linked to this text type are decided on the basis that the TT should "transmit the full referential or conceptual content of the ST". In the same manner, "the translation should be in plain prose, without redundancy and with the use of explication when required" (p.78). On the basis of the density of metaphors in business texts, where metaphors add expressive function to the texts' informative function, the logical "plain –prose" method of informative text is questioned because of the added aesthetic expressive form of metaphors which requires an "identifying" translation method. Thus, the focus of translator is shifted from content to form.

In the same context, Sjørup (2013:80) points out that in order to decide the translation strategy, the translator should be aware of source

metaphor saliency in the target language as well as the influence of stylistic considerations and TT different contexts compared to ST.

In this respect, we can argue that translating metaphors in business texts imposes a difficulty on translators. A translator may misunderstand or misinterpret metaphorical expressions since they would seem as aesthetic features of message, hence, devaluated in translation. However, the role of metaphor in business texts is not only expressive but also informative. In fact, metaphors can enhance readability and comprehensibility of the business texts and facilitate understanding many business situations for both general readership and business people.

In presenting translation strategies used in translating metaphor, Arduini (as cited by Shunnaq et al. 1998) divide them into source-oriented approaches and target-oriented approaches, which are summarized, as follows:

1. Metaphor into same metaphor
2. Metaphor into different metaphor
3. Metaphor into non-metaphor

On the other hand, the target-oriented approaches add two translation possibilities, which are:

4. Non-metaphor into metaphor, and
5. 0 into metaphor.

Arduini (1998:197) argues that the target-oriented approach into translating metaphor “allows a description and explanation concerning the way in which the translator proceeds on some occasions. Besides, it can facilitate the criterion of compensation considered as a means to recreate the process of translation”.

## **Chapter Three**

### **Data Analysis**

#### **3.1 Introduction**

The present chapter reviews the analysis of thirty-nine examples on business metaphors. Specifically, the analysis categorizes metaphors into three source domains and includes fourteen examples on Sport\Game metaphors, fifteen examples on War metaphors and ten examples on Health\Illness metaphors. The analysis of data highlights the metaphors' function in text or headline in addition to translation strategies and techniques used in rendering them into Arabic. In the analysis, more attention will be given to genre-specific metaphors for the very precise and specified role this type of metaphor plays in business texts.

As pointed out in the previous chapter (see section 2.2 above) Shorczyńska and Deignan's study (2006) established the relationship between the choice of economic metaphor and both purpose of the business text and the intended readership in “popular business discourse” and “scientific business discourse”. According to their study and taking into consideration that the data under investigation is of online news reports that is intended for experts and non-experts, the online news reports are then considered part of the “popular economic discourse” and metaphors detected will be mostly generic rather than genre-specific.

In their classification of metaphors Shorczynska and Deignan (2006:96) suggest that whenever the metaphorical use is found in the general dictionary and is not found in the specialist dictionaries, it is considered as generic metaphor. On the other hand, when we find the metaphor in the specialist dictionaries or when a note in the general dictionary is given on its use as genre-specific, it is considered genre-specific. Metaphors in the data under examination will be classified into generic and genre-specific motivated by their classification of the generic metaphor and genre-specific metaphor. Moreover, as will be demonstrated later on, specialist informants' assistance was of vital importance in gaining an insight to the function of some genre-specific metaphors in addition to their closest Arabic equivalent.

According to the data inspected, it seems that translators resorted to rendering business metaphor in English business news reports into a same metaphor in Arabic as a main translation strategy. From the cognitive perspective of metaphor, that sees metaphor as a reflection of our conceptual system and way of thinking, the domination of this translation technique in translating business metaphor suggests a shared mood of cognition and thinking of business notions, situations and phenomenon between English language and Arabic language readers.

The second strategy, which involves translating English business metaphor into another business metaphor in Arabic, is perceived as a shift in the metaphor's source domain in the ST into another domain in the TT.

The third strategy, which involves translating English business metaphor into Arabic non-metaphor, assumes a sacrificing of the English business metaphor's metaphorical image and seeking more informative and explicit rendering of the message that is judged by the translator to be a priority and more acceptable rendering of the metaphor.

Finally, the fourth translation strategy detected, which is rarely used, involves the rendering of English non-metaphor into Arabic business metaphor. Translators are found to use this technique to seek more sensory-rich rendering of the message that facilitates understanding of the business situation in hand or to give the message more intensity and esthetic character especially in business news reports headlines.

Table (1) below shows translation strategies used in translating English business metaphor into Arabic in the examined data with the number of times each translation technique is used:

**Table (1): Strategies used in translating English business metaphor into Arabic**

	<b>Recurrence of the same translation strategy</b>	<b>Number of metaphorical expressions</b>
Source text -oriented approaches into translating metaphor	Metaphor into same metaphor	29
	Metaphor into different metaphor	1
	Metaphor into non-metaphor	10
Target text-oriented approaches into translating business metaphor	Non- metaphor into metaphor	3



Table (2) below shows the number of metaphorical expressions detected with regard to source domain:

**Table (2): Metaphorical expressions classified according to source domain**

<b>Source domain</b>	<b>Number of in text metaphors</b>	<b>Number of metaphors in headline</b>	<b>Number of news reports</b>
Sport\Game	12	5	12
War	11	4	11
Health\Illness	9	0	10
<b>Total</b>	<b>31</b>	<b>9</b>	<b>18 news reports</b>

### **3.2 Business is Sport and Game**

#### **Introduction**

Generally speaking, the most commonly used and frequent source domains as presented by Kovecses (2010:20) are games and sport where he sees that properties of sport and games are used for metaphorical purposes. In the same context, Kovacs (2006) sees that the language of business is overwhelmed with metaphorical expressions from this source domain. Respectively, the aspects of game and sport such as players, competitors, rules, loss and gain resemble some aspects of business since business also has rules, companies and businessmen are players competing with each other and use different strategies to win. This resemblance between sport and game aspects with business aspects may be stronger in specific

cognitive environments such as capitalism, which may be related to Arab culture.

Through reading many business news reports from “popular economic discourse” such as business news reports, it is not long before you encounter metaphorical expressions from game and sport source domain. As a matter of fact, according to data inspected, metaphorical linguistic expressions from this source domain enjoy the highest frequency; this can be attributed to the objectives this type of metaphor serves by conceptualising business situations and phenomenon in terms of game and sport aspects.

### **3.3 Translation Strategies Adopted**

Upon inspecting the study data, it was found out that Sport\Game metaphorical expressions are detected in 12 news reports out of 18 news reports under investigation and include 17 metaphorical expressions, where each of the linguistic metaphors “beat” and “blow” occurred three times. Most importantly, by analyzing the translation of Sport\Game metaphorical expressions, it became evident that translators mainly use same metaphor in the TL of the original metaphor as a main translation technique. On the other hand, they may opt to scarify the English Sport\Game metaphor and render it into Arabic non-metaphor.

First and foremost it should be noted that generic and genre-specific metaphors of Sport\Game metaphors include the following metaphors:

- Generic metaphors: blow, game, play, biggest winners, biggest fallers, hitting record, beat, pass, race, victory, losers, winners, slammed.
- Genre-specific metaphors: players, major players.

The section below categorizes the metaphorical expressions collected according to the translation strategy used to convey them into Arabic. Essentially, each metaphorical expression will be analyzed from a cognitive perspective in its wider English context. The Arabic translation of the metaphor will follow the English example and each translation strategy used in rendering the English metaphor will be analyzed and discussed.

Table (3) below shows the translation strategies used in translating Sport/Game metaphor into Arabic and gives an example on each:

**Table (3): Translation strategies used in translating sport\game metaphors**

Translation strategy	English metaphor	Arabic translation	Frequency of translation technique/strategy
<b>Metaphor into same metaphor</b>	Getting all players lined up	وضع جميع اللاعبين في ساحة واحدة	<b>11 occurrences</b>
<b>Metaphor into non-metaphor</b>	GCA Holdings was the <b>biggest winner</b>	وحققت أسهم شركة إنتش إية لإدارة المستشفيات أعلى ارتفاع	<b>5 occurrences</b>
<b>Non-metaphor into metaphor</b>	Beat Apple's <b>current valuation</b>	لتهزم أبل في السباق الحالي	<b>1 occurrence</b>
<b>Metaphor into different metaphor</b>	Will Google pass Apple	هل ستطيح "غوغل" بعرش "ابل" ؟	<b>1 occurrence</b>

### 3.3.1 English Metaphor into Arabic same Metaphor

Derived from the conceptual metaphor “Business is a Game /Sport”, 11 metaphorical expressions out of 17 Sport/Game metaphors detected were translated using equivalent similar metaphor. In other words, this technique appears to be the most favorite method of translating Sport/Game metaphor.

The following two examples are taken from a business news report that talks about flooding of the oil market with oil by Saudi Arabia and Russia.

Example (1):

“But like the UAE, he too left the door open to production cuts if there is a commitment from all the **major players**”. (CNN, 2016)

"لكنه في الوقت ذاته وكما فعلت الامارات، لم يغلق الباب أمام التقليل من الانتاج في حال الوصول الى اتفاق مع عدد من اللاعبين الاساسيين في السوق".

(CNNArabic, 2016)

Example (2):

“**Getting all players lined up** is certainly no simple task”. (CNN, 2016)

"لكن وضع جميع اللاعبين في ساحة واحدة ليست بالمهمة السهلة".

(CNNArabic, 2016)

The metaphorical expression “major players” presents the UAE and Saudi Arabia, which shared acceptance to reduce oil supply in order to stabilize the market. In the text, the expression “major players” conceptualises the worlds' biggest oil producers as football players who play together on the playground. Indeed, the “major players” metaphor is mainly evoked by our knowledge of the powerful role oil suppliers enjoy. Primarily, the idea this metaphor stands for is that in the oil market, the countries of the highest oil production are discussing issues and control decisions of oil production and cuts. What we should highlight here is that “major player” in business is a genre-specific metaphor where in its definition it refers to “a leading company or individual in a particular market or industry”<sup>1</sup>. In this matter, it is conceivable to use this metaphor to refer to the leading world oil producers.

Similarly, as for the metaphor “player”, it can be considered as genre-specific metaphor since it has a definition in business dictionary. For example, it is outlined that “player” is used in economy as “informal concept”: “informal, an investor one who trades actively”<sup>2</sup>. Accordingly, to use the metaphor “major players” is to point at the strongly active role of the oil exports in controlling the market as major players control the playground.

As for readers of ST and TT, they can easily infer what the metaphor “player” refers to when reading the text; in fact, it gives the text a touch of

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<sup>1</sup> Retrieved from <http://www.dictionary.com/browse/major-player> on 6 March 2017.

<sup>2</sup> Retrieved from <http://financial-dictionary.thefreedictionary.com/player> on 6 March 2017.

enjoyment that can assist in accessing readers to the text offered information. In other words, as a genre-specific metaphor, “player” can be found in every business text whenever the writer is talking about an actively involved investor or trader in the market and use “major player” whenever that trader or investor is a leading one in the market. In similar manner, to use the expression “all players lined up” instead of mentioning all the market oil investors and explaining how it is difficult to reach an agreement on oil price on the part of all investors, the metaphor successfully simplified this complex thought with an expressive image that shaped the text and ensured its consistency by using the metaphor in two occasions.

It can be assumed that the metaphorical image is intensified by the frequent mention of the linguistic expression “players” in addition to the expression “lined up” in the second example. In its turn, this can assist in structuring the text’s development since both were mentioned in the same text.

In the first example, the translator chose to convey the metaphor to the TT in order to preserve the metaphor’s function in the text since it has successfully simplified the news report’s complex thoughts in a very creative way. Moreover, the formal rendering of the expression “major players” can be seen as a result of the power relation between SL and TL. That is, as Bacovia points out (2011: 238) because of the predominance of

English language in published academic work, many new metaphors appear in English language and adopted later in other languages.

Similarly, in the second example, the translator enforces the image of players in the playground by adding the expression "في ساحة واحدة". Indeed, we all watch football, and such game metaphors help to intensify and enrich the text and make it more memorable. Hence, the translator would find conveying the metaphor as a workable solution to preserve the metaphor's function in the text. Indeed, the frequent, common and natural use of the metaphor "player" and "major players" to refer to investors and traders in both English and Arabic language entails the translator to choose same Arabic metaphor of the English metaphor as favored and appropriate technique.

The examples below show how the world of business can be displayed and conceptualised as boxing or wrestling game:

Example (3):

"Brexit's **blow to** globalization".(Headline)

(Project Syndicate, 2016)

"الخروج البريطاني والضربة التي يسدها للعولمة".

(Project Syndicate, 2016)

Example (4):

“The global financial crisis **dealt a significant blow** to globalization, especially in terms of trade and finance, now brexit has **dealt another blow**, adding labor mobility to the list”.(Project Syndicate, 2016)

”لقد وجهت الأزمة المالية العالمية ضربة قوية للعولمة وخاصة في مجال التجارة والتمويل والآن  
سددها اليها الخروج البريطاني ضربة اخرى”.

(Project Syndicate, 2016)

The first example is of a headline on British exit from the European Union, which has a big influence on the global markets. Clearly, the headline visualizes a boxing game between two boxers “Brexit” and “globalization, where “Brexit” gives a blow to “globalization” in a semi-boxing match. Moreover, the pain a boxing blow causes is similar to Brexit blow, which has some serious effects on trade, labour mobility and finances and happens to negatively affect “globalization”. Using the metaphorical image of boxing in the headline gives it a rhetorical effect and helps to attract the readers' attention. Therefore, in order to preserve the metaphor function and attain its same effect , the most suitable translation strategy to be adopted would be choosing an equivalent Arabic metaphor that would reproduce the ST metaphorical image. By the same token, in order to reproduce this metaphorical image, we find that the translator added the expression "التي يسدها" to the Arabic text. In other words, the translator may opt to add specific words to support the metaphoric image of the ST in



order to emphasize the metaphorical image the writer or the journalist of the ST seeks to present. Indeed, this might highlight the sensitivity a translator enjoys.

The second example is also taken from the same report. However, this time the “global financial crisis” is the boxer who gives the blow to globalization. Indeed, the choice of the boxing game metaphor in both examples gives a significant insight into the economic situation in the markets following Brexit. Most importantly, it can be said that the metaphor presented in the headline and the one mentioned in the same news report share the same metaphorical image. In other words, the conceptual metaphor “Business is a Boxing Game” has shaped the whole news report and the coherence of the text was enhanced by the frequent usage of metaphorical expressions that derived from the same source domain. Respectively, in order not to deviate from this conceptual metaphor and the scenarios it draws in the text when translating it into Arabic, we can assume that reproducing the metaphorical image of the headline and inside the text will support the text's coherence and preserve the flow of ideas in the whole text.

The example below discussing the influence of cheap oil on Saudi Arabia finances where the writer visualizes this economic situation as two boxing players who are playing, where the “cheap oil” could give a slam to the “Saudi Arabia finances”:

Example (5): “Saudi Arabia finances **are getting slammed** by the crash in oil prices”. (CNN, 2015)

"تتلقى المالية السعودية ضربات مؤلمة جراء هبوط أسعار النفط". (CNNArabic, 2015)

Indeed, the metaphor gave deep impact to the situation in hand and succeeded in gaining readers' attention. In similar manner, the translator succeeded in preserving the metaphor function by choosing equivalent rendering "تتلقى ضربات" in addition to adding the subject "مؤلمة" which reinforced the metaphorical image and assured the negative influence of the cheap oil on Saudi Arabia economy.

Let us consider more examples on this domain:

Example (6): “Varoufakis’s **Great Game**”. (Headline)

(Project Syndicate, 2015)

"فاروفاكيس ولعبته الكبرى". (Project Syndicate, 2015)

Example (7): “Greece **is playing to lose**”. (Headline)

(Project Syndicate, 2015)

"اليونان تلعب لتخسر". (Project Syndicate, 2015)

The first headline is about the Greece's finance minister “Yanis Varoufakis’s” plan to exit Greece from the Eurozone. The other headline is about Germany’s confrontation with Greece, which demands a debt reduction to face its financial crisis but Germany resists any debt writ-offs.

However, Germany, with the international Monetary Fund on its side, is the strong side in the game. Therefore, as drawn by the metaphor, in spite of Greece's participation in the game, it is taken for granted that it is the weak side in the game and seems not to be able to find a debt relief or any other solution for its financial crisis. In brief, Greece is more like a player who enters a game and knows that he does not have the potentials needed to win the game and thus is prepared to lose.

In both headlines, we find that the translator kept the metaphorical image by literally translating the headlines; needless to say, headlines in news reporting usually have certain aesthetic features used to catch the readers' attention; using metaphorical linguistic expressions from the Sport\Game source domain, allows a better description of the situation to be portrayed. Consequently, the translator priority is to preserve this effect by reproducing the metaphorical image, which is simply attained by literal translation.

Ultimately, by translating Sport\Game business metaphors in English language into same metaphors in Arabic language guaranteeing the same degree of naturalness, we can assume that readers of both languages have similar conceptualisation of business world as a competition, business loss and gain in terms of game winning and losing, companies and traders are the players while business difficulties are boxing game blows.

### **3.3.2 English Metaphor into Arabic non-Metaphor**

Hatim and Munday (2004:4) pointed out to the fact that “for a wide variety of texts and given a diverse range of readers and purposes of translations, there is often a need for some ST explicitation and adjustment”. In this respect, it is inevitable for translators to intervene in the translation of the ST in order to assure the quality of the TT.

In business texts, though metaphor has a very significant role and though translators’ main strategy is to reproduce the ST metaphorical image; still, in some cases, the translator may opt to explicitation and adjustment as a translation technique to highlight the informative value of the metaphor and make it more explicit. Strictly speaking, the translator has to assess the value and the function of the metaphor in the business text and decide whether to keep the metaphorical image of the ST or move into making the communicative or informative meaning of the metaphor more explicit.

According to the data analyzed, five metaphors out of eighteen are translated into Arabic non-metaphor.

In the following example, the hospital operators GCA holdings are viewed as a winner in a game and got the highest score in it:

Example (8):

“Hospital operators GCA Holdings was the **biggest winner** among S&P 500 shares”. (BBC, 2016)

"وَحَقَّقَتْ أَصْهُمُ شَرَكَةُ إِتِشْ إِيَّةِ لِإِدَارَةِ الْمَسْتَشْفِيَّاتِ أَعْلَى ارْتِفَاعٍ بَيْنَ الْأَصْهُمِ الْمُدْرَجَةِ فِي مُؤَشَرِ S&P 500 لِبُورْصَةِ نِيُويُورْكِ". (BBCArabic, 2016)

Obviously, the translator did not opt to reproduce the metaphorical image evoked by the metaphorical expression “biggest winner”; rather, he chooses to paraphrase the whole sentence and scarify the metaphor. In this context, it can be said that losing the metaphor is due to the change of the original text. To some extent, to reproduce the metaphorical image may fall short of accounting for the informativeness of the whole sentence; hence, the metaphor was downplayed for the sake of informativeness nature of the text type.

Example (9):

“Chevron and Exxon mobile were among the **biggest fallers**”. (BBC, 2016)

"فَكَانَتْ أَصْهُمُ شَرَكَاتِ الطَّاقَةِ هِيَ الْآكْثَرُ تَأَثَّرًا بِهَبُوطِ أَسْجَارِ النِّفْطِ الْعَالَمِيَّةِ فِي مَقْدَمَتِهَا شَرَكَتَا شِيفْرُونِ وَإِكْسُونِ مَوْبَايِلَ".

(BBCArabic, 2016)

In the examples, the writer conceptualises the two energy companies who have been deeply affected by the fall in oil prices as two competitors who have fallen a game among other fallers. Essentially, the expression

“biggest fallers” was used metaphorically to explain a business phenomenon, which is the deep negative influence of oil prices fall on the two companies “Chevron” and “Exxon Mobile”. In the TT, the translator is found to make this fact about the two companies clearer and more explicit by scarifying the metaphor.

The discussion below is on the sport-clothing maker Under Armour shares' fall:

Example (10): “Those shares have lost almost a third of their value since **hitting a record** last September”.

(BBC, 2016)

"وكان سبب خفض التصنيف هو فقد أسهم الشركة لأكثر من ثلث قيمتها منذ وصولها الى ارتفاع تاريخي في سبتمبر أيلول الماضي." (BBCArabic, 2016)

The metaphorical expression “hitting a record” is derived from the Sport/Game source domain, which stands to describe the best performance in sporting events. In the ST, this expression was used as a metaphor to conceptualise the most remarkable achievement of the company in the business market as an athlete who held a world record for his highest performance. In the translation of metaphor, the translator opted to dynamic equivalence, which helped to make the meaning of the metaphor clearer in terms of its informative and communicative meaning. In the narrow sense, such strategy can be justified on the basis that both the ST metaphor and its equivalence in the TT have attained the communicative

content without distorting the meaning. On the contrary, it made the ST expression more transparent to ensure comprehensibility. This is also supported by Hatim and Munday (2004:42) “if in the translator's judgment a form of words that is not sufficiently transparent, in the TT is likely to pose a threat to comprehensibility ...the translator would need to resort to more dynamic forms of equivalence”.

Most importantly, all of the three previous examples on translating metaphor into non-metaphor from the Sport/Game source domain are taken from the same business news report; this indicates the connectivity between the text presented ideas and the portrayed images evoked by the conceptually connected metaphorical expressions. Typically, this relation is a defining property of a text, which is referred to as “texture”. As pointed out by Hatim and Mason (1996:192), texture “ensures that a text hangs together, both linguistically and conceptually”; therefore, it should be noted that, throughout the ST, all the metaphorical linguistic expressions “winners, fallers and hitting a record”, are related to the same conceptual metaphor “Business is game”, all of which demonstrate the logical relation between all text parts. Accordingly, it is safe to assume that the choice of the metaphorical linguistic expressions from the same conceptual domain has supported the coherence of the ST.

In conclusion, if the translator chooses to scarify the metaphors of a business news report by focusing on their informative value, this decision necessitates that the translator keep that wish in mind in dealing with any

metaphor in the text in order to preserve the connectivity of thought presented and, consequently, this will assure a more coherent TT.

Example (11): “Apple sees iPhone sales drop again **but beats forecasts**”.  
(Headline)

(BBC, 2016)

"تراجع مبيعات اي فون مجددا لكن أقل من التوقعات". (BBCArabic, 2016)

In discussing the falling of iPhone sales in the market, it is found that the sales drop was not as bad as market forecasts showed. Accordingly, the sales, though not as much as Apple looks for, are satisfying for being above forecasts.

This economic situation was conceptualised in the headline by using the term “beats” metaphorically, hence, creating a competition scenario between the competitors “iPhone sales” and “market forecasts”. In fact, the use of game scenario in the ST’s headline gave it more appealing effect and more depth that could easily attain the readers’ attention as a key requirement of any news headline. However, the translator is found to downplay the metaphor decorative role in the headline and chose more explicit translation for the metaphor; in effect, the translation fell short of accounting for the metaphorical image though it would be acceptable rendering.



The researcher believes that the metaphor decorative function in news headlines must be preserved since metaphors in headlines has a double function of communicating certain meanings and creating a certain image that beatifies the headline, gives it rhetorical effect and attains readers' attention. Accordingly, a good translation that preserves the metaphor decorative function in headlines depends mainly on reproducing the ST metaphorical image. In this case, a good translation could be:

"تراجع مبيعات اي فون مجددا لكنها تهزم التوقعات".

Example (12):

"As in prior episodes of contagious financial turmoil, **the victory of the "leave" vote** sent skittish global investors toward the usual safe havens".

(Project Syndicate, 2016)

"وكما حدث في وقائع سابقة من الاضطرابات لمالية المعدية, دفع التصويت لصالح "الخروج" المستثمرين الى الملاذات الآمنة المعتاده".

(Project Syndicate, 2016)

In this news report, the writer discusses the British withdrawal from European Union, where votes splitted into "leave" and "remain" votes. The expression "victory of the leave" conceptualises "leave" and "remain" votes as two competitors in a game where the "leave" won and got the victory in the competition. On the other hand, the translator is found to abandon the "victory" image in highlighting the metaphor's implied

meaning. In fact, the rendering is found very appropriate in communicating the implied meaning of the metaphor by focusing on the informative value of the message.

### 3.3.3 English Metaphor into another Arabic Metaphor

This translation strategy involves a shift in the ST metaphor's source domain into another source domain in the TT. Such a strategy would suggest a different mood of realization of the business situation or phenomenon in the TL; therefore, the translator would shift the ST metaphors' source domain to another in the TT as a way to conceptualise the business situation, which the metaphor stands for, in a different manner that s/he believes will be more conceivable to the TT audience. However, if the metaphor was conceivable and can be translated by the same metaphor in the TL, the researcher believes that there is no need to unnecessary shifts in the metaphors' source domain.

In fact, the data of the study shows that this translation strategy was only used once in the data collected.

Hereafter, the example will be analyzed comprehensively:

Example (13):

**“Will Google pass Apple as most valuable company?.”**(Headline)

(CNN, 2015)

"سباق التريلون دولار: هل ستطيح "غوغل" بعرش "ابل"؟" (CNNArabic, 2015)

The news report describes a competition between two companies, “Apple” and “Google”, where both are visualized in the headline’s metaphor as two athletes competing in a race to win the biggest shares in the market where the winner will become the “trillion dollar company”.

As we see in the translation of the English headline, the Arabic headline begins with the nominal statement: "سباق التريلون دولار:" followed by a colon. The statement was not stated in the ST, but it can be assumed to be successful creative addition on the part of the translator since it strengthens the metaphorical image of the race competition initially used in the ST headline by the term “pass”. Ostensibly, such an addition helped to introduce the main idea in the ST headline and the colon addition indicated more specific information that is then provided. Such a technique was highlighted by Bazza(2012:14) who discussed the translation of English news reports' headlines into Arabic and pointed out that: the use of the colon to introduce more specific information is effective without causing misunderstanding. For this reason there is an increasing trend of using the colon in Arabic headlines”.

Both the ST headline and its Arabic translation successfully serve the goal of attaining the readers’ attention. However, the translator changed the ST metaphorical expression’s source domain, which is “sport”. Thus, whereas the two companies “Google” and “Apple” were visualized as two athletes in a race, another source domain was used in the TT, which is

“war”. Indeed, the conceptual metaphor “business is a war”, is widely used and well known. However, by this shift, the translator visualized the competition between the two companies as one between kingdoms where the winner will get the throne.

Moreover, when reading the news report it becomes evident that the ST news report uses other metaphorical expressions in the text, which are all related to the same source domain “sport” and its sub-domain “race”. For example: (beat, race, run, market cap race, outperform). Accordingly, the translation of the headline should have kept the same source domain and translation could be:

"هل ستتخطى "غوغل" أبل" في سباق التريليون دولار؟"

In fact, a translation that keeps the metaphor’s source domain can well preserve the flow of ideas in the whole TT. Hence, the researcher believes that to keep the SL headline metaphor as it is in the TT should be given priority. And the translator should look at the metaphorical expressions of the whole news report to investigate if they were connected somehow and preserve the relation between them and with the headline metaphorical image.

### **3.3.4 English non-Metaphor into Arabic Metaphor**

Only one metaphor is detected on rendering English non-metaphor into Arabic metaphor:

Example (14):

“Google only needs to go up 15% to beat **Apple’s current valuation**”.  
(CNN, 2015)

غوغل تحتاج نموا بمقدار 15 في المائة فقط لتتفوق أبل في السباق الحالي.

(CNNArabic, 2015)

In discussing the market fierce competition between Apple and Google, the writer refers to the fact that Google may be able to win and become the most valuable company especially if Google could be able to go up 15%. Regardless of the metaphorical expression “beat” in the same example, which was preserved in translation, the translator is found to render the English non-metaphor “valuation”, which refers to market assessment of the two companies, by the Arabic metaphor "سباق". Indeed, we can argue that such a technique is highly justified in this specific case since the whole text is structured around the theme of sport or games. More specifically, the ST included many metaphors from this source domain that were interrelated and successfully drawn readers’ attention to the market competition between Google and Apple as a race game between two athletes. This was demonstrated at the very beginning of the text where the headline used the metaphor of racing by using the expression “pass”, later on the writer used many other metaphors from the same source domain as race, beat and outperform. Therefore, we can assume that adding the metaphor "سباق" was motivated by the theme of game that structured the text, and it is also safe to assume that rendering the non-metaphor in such

occasion with a metaphor has succeeded in supporting the text coherence that is already enforced by using different metaphors of the source domain.

### **3.4 Business is War**

#### **Introduction**

As discussed previously, metaphor plays a major role in facilitating the comprehension of economic situations and events. From a conceptual perspective, different source domains are used to map different metaphorical expressions into the business target domain, whereas “war” serves as a source domain by which a huge number of different metaphorical expressions are derived. In fact, according to the data inspected, metaphorical expressions from war source domain enjoy the second highest frequency. Hence, they have a very significant presence in business news reports and, as it will be demonstrated later on, it has a crucial role in conceptualising many business situations and phenomenon. Furthermore, metaphors derived from war source domain sound to serve rhetorical purposes and make business news reports more interesting and alive, especially when used in headlines.

In his attempt to apply the theory of conceptual metaphor to decide how war metaphors are used in five main areas of English language, Ling (2010) set out his paper that investigates how war metaphor works in politics, business, sport, disease and love. Ling (2010:13) points out those business basic elements are market, business policy, commercial activities

and companies where war basic elements are battleground, strategies, results and armies. Therefore, we find many war related linguistic expressions in business situations. In his analysis, Ling (2010:12-14) demonstrates five main conceptual metaphors, which are respectively:

1. Business competition is the fight in a war.
2. The market is the battlefield.
3. The companies are armies.
4. Business strategy is war strategy.
5. The outcome of business is the outcome of war.

The following section, which takes Nader's (2013) (see section 2.5) paper as a standpoint, will study war metaphor translation in business texts in detail where all detected metaphors will be analyzed in their direct context of use in order to figure out their communicative and textual functions in justifying the adopted translation strategy. Metaphors detected are collected from 4 different news websites, and will highlight the relation of the collected metaphors with their conceptual metaphor. Moreover, it will discuss the relation between the metaphor functions in the text with the appropriate translation strategy to be adopted.

### 3.5 Translation Strategies Adopted

Table (4) below presents translation strategies used in translating war metaphor in the data inspected:

**Table (4): Translation strategies used in translating war metaphors**

<b>Translation strategy</b>	<b>English metaphor</b>	<b>Arabic translation</b>	<b>Frequency of translation technique</b>
<b>Metaphor into same metaphor</b>	end the bloodletting	يمكن ان ينهي إراقة الدماء	<b>10 occurrences</b>
<b>Metaphor into non-metaphor</b>	the sector has been battered by	اذ تآثر هذا القطاع سلبا	<b>3 occurrences</b>
<b>Non- metaphor into metaphor</b>	Oil price falls fail to dent US shares.	الأسهم الأمريكية تصمد في مواجهة تراجع أسعار النفط	<b>2 occurrence</b>

It is worth noting that generic and genre-specific war metaphors in data under examination included the following metaphors:

- Generic metaphors: crushed by, under fire, lonely fight, battered by, battled, aggressively weakening, current battle, crushing, moves, under attack, incoming fire.
- Genre-specific metaphors: blowout, financial maneuvers, bloodletting.



### 3.5.1 English Metaphor into Arabic same Metaphor

#### 3.5.1.1 Business Competition is a Fight in a War

According to this conceptual metaphor war fights and business competition have many common elements. For example, companies' competition or state in the market can be conceived as war fights or battles. The next six examples are metaphors that assumed to be derived from this conceptual metaphor.

Example (15):

“The fed **under fire**”. (Headline)

(Project Syndicate, 2015)

"بنك الاحتياطي الفيدرالي تحت النار". (Project Syndicate, 2015)

Example (16):

“China's **lonely fight** against deflation”. (Headline)

(Project Syndicate, 2016)

"المعركة التي تخوضها الصين وحيدة ضد الانكماش". (Project Syndicate, 2016)

The metaphorical expression “under fire”, which is used in the first headline, is a fight in a war metaphor that conceptualises the economic serious issues of the Federal Reserve as an army that is being shot at by heavy fire. It is worth nothing that besides the literal meaning of the

expression “under fire” where it refers to the case of being shot by fire, the expression is also used idiomatically to refer to a person or a thing that is being criticized. Obviously then, the expression “under fire” was used metaphorically in the headline to refer to the serious criticism which the Federal Reserve experiences. As pointed out previously, the headline should serve several purposes such as capturing the readers’ attention and precisely highlighting the news reports’ main subject. Accordingly, writers resort to using metaphors in headlines, where they can efficiently capture the readers’ attention and produce a rhetorical effect. As such, the use of the metaphorical expression “under fire” in the headline undoubtedly sparked interests of the readers especially that the theme of war does not only govern the news report’s headline but it is also used twice later on in “under attack” and “incoming fire”. In effect, the metaphorical expressions used lately helped in enhancing the cohesion of the text.

Most importantly, the translator has opted to literal translation to convey the metaphorical meaning where we can say that the function of the metaphor in the text decided the translation strategy to be used, where the decorative aspect of the metaphor in the headline was strong enough to be highlighted by resorting to literal translation in conveying the headline’s metaphor into the same metaphor in the TT.

The second example above where the metaphorical expression “fight” was used to describe the problematic and difficult economic situation China is encountering at the beginning of 2016. That is, in terms

of our understanding of war fights, we understand China's economic situation. Likewise, the most suitable translation strategy to use is literal translation that preserves the value of the metaphor as a communicative way of delivering the message in artistic manners.

Example (17):

“He hinted at further monetary stimulus next month as the **Eurozone battled weak investment**”. (BBC, 2016)

"وأشار الى أن المزيد من اجراءات التيسير الكمي في الطريق الى التنفيذ الشهر المقبل اذ تقاوم منطقة اليورو ضعف الاستثمار".

(BBCArabic, 2016)

Example (18):

“In fact, the **current "battle" over the renminbi's** exchange rate reflects a tension between the interests of the ...”. (Project Syndicate, 2016)

"و الواقع ان المعركة الحالية التي تدور رحاها حول سعر صرف الرنمينبي تعكس التوتر بين مصالح ال".

(Project Syndicate, 2016)

The first example is taken from business news report where discussion is on the European Central Bank Chief Mario Draghi deep efforts to calm the fears in the banking sector where European banking stocks suffered steep falls at the beginning of 2016. Accordingly, as a

warrior in a furious battle is the “Eurozone”, which faces its enemy the “week investment”.

On the other hand, the second example is taken from a news report that discusses the serious issues China’s economy encountered by the beginning of February 2016. The expression “battle” in the example was metaphorically used to conceptualise the argument over the renminbi, which is China's currency. In fact, our awareness of war related terms as “battle” and our knowledge of the ferocious nature of war is what facilitates our understanding of the metaphor. The metaphorical expression demonstrated a deeper understanding of the economic situation China experiences. Obviously, reproducing the same metaphor into the TT is the most appropriate technique to preserve the function of metaphor.

Example (19):

“The Feral Reserve **is under attack**”. (Project Syndicate, 2015)

”لقد اصبح بنك الاحتياط الفدرالي هدفا للهجوم“. (Project Syndicate, 2015)

Under the title “the Fed Under Fire” comes the first example “The Federal Reserve is under attack”. Essentially both the expressions “under fire” and “under attack” are used metaphorically to evoke the same metaphorical image since they share almost the same meaning. And once again it refers to the same economic situation, which is the rigorous criticism the Federal Reserve received due to the role Federal Reserve

Bank plays in New York and the domination of bankers on the regional Reserve Banks boards of directors.

It is worth noting that this news report, “The Fed under Fire”, in addition to the metaphorical expression “under attack” and the metaphorical expression “incoming fire” were all used at one business news report. This suggests that the conceptual metaphor “business is a war” has dominated the whole business news report which in its turn enhanced the argumentation consistency. In this respect, we could reaffirm our desire not to deviate from the conceptual metaphor upon which the whole news report is built: “business is a war”, by conveying the ST metaphor in to a similar metaphor in the TT.

The following example is taken from a news report that discusses the banking turmoil in Europe at the beginning of 2016.

Example (20)

“For all the drama of the past five days, the banking **stocks blowout has been building** for some time”. (Financial Times, 2016)

"على الرغم من كل هذه الدراما في الأيام الخمسة الماضية، إلا أن انفجار الاسهم المصرفية كان يتجمع منذ بعض الوقت".

( Al-Iqtissadia, 2016)

The news report starts with describing the fierce sell-off in Deutsche Bank shares, which was followed by steep falls of many other major banks

in Europe. According to (Farlex Financial Dictionary, 2009) the expression “blowout” is used in economy to refer to the “rapid sale of all shares in a new securities offering”. Likewise, it is used in the text to refer to the huge and rapid banks stocks sale. Metaphorically, the expression “stocks blowout” was used as a way to conceptualise this economic situation of the shares fierce sell-off as a bomb blowout. In fact, the expression “blowout has been building for some time” denotatively means that the rapid fierce stocks sell-off is a result of many preceding economic issues and situations that were presented in the business news report afterwards.

Concerning the translation, the translator is found to use literal translation as if the TT readers are aware of the meaning this metaphor stands for. In fact, even if the experts in the field of economy would easily understand what the blowout means, online news reports target both experts and non-experts. According to Abu-Sharbeh (personal communication, March 20, 2017) when we talk about blowout in economy, we describe the high volume of trading usually for the investors' high demand on the stocks. Moreover, he sees that using the word "انفجار" is extremely unnatural and would be hardly graspable for Arabic Language readers. In the same regard, he pinpoints that such economic phenomenon is usually described in Arabic as "البيع المكثف للأسهم" where it is easily understandable for both experts and non-experts. Consequently, as a genre-specific metaphor where it can be found in many business texts, it is more appropriate to be translated as "البيع المكثف للأسهم" in this text and in other

contexts where the metaphor can be detected in order to convey the implicated meaning.

### 3.5.1.2 Business Strategy is a War Strategy

As stated by Ling (2010: 14) “war strategies like *salvo*, *retreat*, etc. are often applied in the business situation. Therefore, the abstract concept of business strategies can be comprehended via the concrete concept of war strategies.” The following two examples exhibit the use of business metaphors from this conceptual metaphor:

Example (21):

“The Saudis have tried to preserve cash by cutting spending and making other **financial maneuvers**”. (CNN, 2015)

"وحاول السعوديون الحفاظ على احتياطي النقد عن طريق خفض الإنفاق والقيام بمناورات مالية

أخرى". (CNNArabic, 2015)

In this example, we find the war related term “maneuvers” which refers to financial strategies Saudi Arabia has adopted to face the crash in oil prices. These strategies or “maneuvers” include cutting spending, selling bonds and others. Obviously, the reader would understand the financial strategies in terms of his understanding of war maneuvers. War maneuvers refer to planned and tactical movements while financial maneuvers refer to planned and tactical financial strategies. Ling (2010: 14) argues that war strategies are applied in business where “the abstract

concept of business strategies can be comprehended via the concrete concept of war strategies”. Indeed, using war metaphors, as the example above shows, gives the text more intensity, highlights business situations and facilitates the text comprehension.

As for the concept “maneuver, it conveys the meaning of “taking carefully, planned or cunning action”<sup>1</sup>; that is, it involves skills, special tactic, care and cunning to achieve certain purposes. Dr. T. Abu-sharbeh (personal communication, March 20, 2017) sees the expression “maneuvers” as a genre-specific, very unnatural and not widely used among Arab specialists in the field of economy; rather they prefer to use the expression “financial policy” or “monetary policy” to describe the same economic phenomenon. In other words, he sees that the expression "مناورات مالية" should be replaced by the expression "سياسات مالية" to be totally comprehended.

However, the researcher believes that translating the metaphor literally is a better choice for it can enrich the Arabic language with such expression with all its informative, vivid and expressive value. In fact, TL readers enjoy previous knowledge of the expression “maneuvers” and its implied meaning; hence, they would be able to well comprehend the metaphor.

Example (22):

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<sup>1</sup> Retrieved from <https://en.oxforddictionaries.com/definition/manoeuvre> on 8 March 2017.



“We have clearly been too positive and did not anticipate **moves of such ferocity**”. (Financial Times, 2016)

"لقد كنا بشكل واضح إيجابيين للغاية ولم نتوقع تحركات بهذه الضراوة".

(Al-Iqtissadia, 2016)

This example is taken from a news report, which discusses the market turmoil at the beginning of 2016 when most popular trades went against market forecasts. The example is a statement by strategist at Giti Tires Company who expressed confusion of the market situation. Specifically, the statement conceptualises the unexpected movement in the market and the economic strategies adopted to face it as an army's ferocious movement in the battlefield. In fact, the use of the war related terms “moves” and “ferocity” in describing the economic situation reveals the aggressive nature of business in general and the abstract economic situation in hand in particular. Moreover, the whole intensity of the market turmoil situation is precisely pointed at by the use of the metaphorical expression “moves of such ferocity”, hence, the metaphor successfully summarizes the developed complex ideas of the text.

In a similar manner, by using literal translation to keep the expression's metaphorical image, the translator has successfully preserved the intensity of the economic situation especially that both expressions "تحركات" and "ضراوة" evoke the images of army movement in the battlefield and ferocious battles.

### 3.5.1.3 Outcome of Business is War Outcome

As we know, the outcome of war is either winning or losing the battle. Similarly in the market either the business or the company achieve a remarkable progress or fail the market competition. The next two examples shows business metaphors derived from this conceptual metaphor:

Example (23):

“Saudi Arabia **crushed by** cheap oil and use the cuts are coming”.  
(Headline)

(CNN, 2015)

"النفط الرخيص يضرب موازنة السعودية ل 2016 بقوة .. وما أنفقتة المملكة أكثر مما

حصدته". (CNNArabic, 2015)

Taken from a headline, the metaphorical expression “crushed by” is used to conceptualise the tremendous loss Saudi Arabia has experienced in effect of the crash in oil prices as an army who is violently put down by its enemy “cheap oil prices”. In other words, as the outcome of war which may be the win or the loss of the battle similarly is the outcome of business is either to again or to lose. In this respect, the expression “crushed by” has successfully gained the readers’ attention and provided an efficient access to the business text.

The translation indeed succeeded in preserving the metaphor's meaning and effect by using the expression "يضرب بقوة". That is, the Arabic translation conveyed the metaphor's implied meaning, which is the serious bad influence of the cheap oil on Saudi Arabia. In brief, the overall rhetorical effect evoked by using the expression "crushed by" in the ST is the real motivator of the translator to preserve the metaphorical image and while the translation might seem like merely literal rendering, it surely succeeded in preserving the function of the metaphor in the headline.

Example (24):

"Making this information public could **end the bloodletting**".

(Financial Times, 2016)

"اعلام الجمهور بهذه المعلومة يمكن ان ينهي اراقاة الدماء".

(Al-Iqtissadia, 2016)

According to the business news report, the Deutsche Bank went through a fierce sell-off in its shares. However, the banks accountants assumed the bank's ability to pay all its debts back and hence it will "end the bloodletting". Obviously, the author conceptualises the sell-off of the bank as a bloodletting, which is an ordinary consequence of war fighting. Indeed, the use of such expression provides extra word load that would express the economic situation in hand, which is the shares sell-off, with minimum number of words and with more efficiency.

Surprisingly, the expression “bloodletting” is a genre-specific metaphor where it is used to refer to “a period marked by severe investing losses. Bloodletting may occur during a bear market, in which the value of securities in many sectors may decline rapidly and heavily”<sup>1</sup>. Being aware of the metaphor meaning in economy, which is way far from its literal meaning in Arabic language, can affect the translator’s decision and guide him/her to choose the most appropriate equivalent to the TT audience. Indeed, the translator should take into consideration the TT readers’ expectations and previous knowledge. However, the text is offered for both experts and non-experts, where non-experts would find the literal meaning of “end bloodletting” as "ينهي اراقاة الدماء" completely irrelevant. Nord (1997) says: “the translator offers this new audience a target text whose composition is, of course, guided by the translator's assumptions about their needs expectations, previous knowledge, and so on”(p.35). In fact, even the specialist informants who are experts in the field of economy expressed their lack of knowledge for such expression and its use in economy. In such cases, the competent translator has to be accurate in defining the genre-specific metaphor and seek to give its most circulated translation if it was found, or else, he/she has to come up with a reasonable rendering that take into account the TT readers previous knowledge. In this context, an appropriate reading should go to the extreme in explicating the SL metaphor, therein, a suggested translation would be: "انهاء هذه الخسائر المتكررة"

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<sup>1</sup> Retrieved from <http://www.investopedia.com/terms/b/bloodletting.asp> on 8 March 2017.

### 3.5.2 English Metaphor into Arabic non-Metaphor

Example (25):

“The jump in exports was the first rise since June last year as **the sector has been battered** by slowing demand and slumping commodity prices”.(BBC,2016)

"ويعد ارتفاع حجم الصادرات الأول من نوعه منذ حزيران ايلول الماضي اذ تأثر هذا القطاع سلبا بالطلب المتباطئ و انهيار أسعار المواد الأولية."(BBCArabic, 2016)

The expression “battered by” in “the sector has been battered by” is used metaphorically to indicate the export sector defeat in the fight with the two competitors or enemies “slowing demand” and “slumping commodity prices”. The implied meaning this metaphor stands for is the extremely bad influence of “slowing demand” and “slumping commodity prices” on Saudi export sector. Using this metaphorical expression adds appealing impact to the ST by visualizing the economic situation in hand as a fight or a game. However, the metaphor has been sacrificed and the translator rendition "تأثر سلبا" is found to focus on the metaphors implied meaning. The translator choice to produce explicit translation may be justified by his desire to emphasize the informativeness of the message assuming that equivalent rendering may distort it.

Example (26):

“Anyone unaware of the **incoming fire** only had to listen to the grilled Fed chair Janet Yellen revived recently on Capital Hill”. (Project Syndicate, 2015)

"وكل من لا يدرك حجم المخاطر المقبلة فما عليه الا ان يستمع الى الاستجواب القاسي لرئيسة بنك الاحتياطي الفدرالي جانيت يالن".

(Project Syndicate, 2015)

As noted previously, the news report “The Fed Under Fire” exhibits the use of two more metaphorical expressions from war source domain, which are “under attack” and “incoming fire”; hence, the theme of war dominates the whole news report. With regard to the implied meaning of the metaphorical expression detected in the news report, the selected three metaphorical expressions are not only interconnected in the theme of war, but they all share the same implied meaning which is about the criticism the Federal Reserve encounters. In the same context, the expression “incoming fire” is used metaphorically to describe the rigorous criticism that Federal Reserve is expected to go through soon in the same manner the fire in battleground is expected to shoot.

Respectively, the context revealed the intended meaning of the metaphorical expression “incoming fire” which is the “expected criticism”. However, the translator is found to misunderstand or misinterpret the intended meaning of the metaphor by translating it into "المخاطر المقبلة". Indeed, the context reveals the intended meaning of the metaphor

“incoming fire. In this respect, a good rendering of the metaphor depending on its context could be "الانتقادات المقبلة" that would reveal its intended meaning, or else, the translator could keep the metaphorical image and translating it into "النيران القادمة", which would be justified in the light of the literal rendering of the two previous metaphors. In other words, by preserving the metaphorical image of the three interconnected war metaphors into the TL, the translator would re-create the powerful connection evoked by the use of metaphors related to the same conceptual metaphor “Business competition is a fight in a war”.

As pointed out previously, by resorting to the use of war related expressions and terms in the field of business, the market becomes the battlefield, the companies are armies and the business competition is a war. By the same token, war related terms could be used as metaphors to describe the market or companies' behavior as in the following example that describes the nature of the financial policy the central bank of China adopted in its attempt to boost the economic sector:

Example (27):

“The country’s central banks had been **aggressively weakening the Yuan guidance rate** the rate -bank fixes for the currency on a daily basis last - week in an attempt to boost the sector”. (BBC, 2016)

"و من المعلوم ان المصرف المركزي الصيني قد بدأ منذ الاسبوع الماضي باتباع سياسة تهدف الى تخفيض قيمة اليوان في محاولة منه لتحفيز قطاع التصدير". (BBCArabic, 2016)

The discussion here is about China's exports, which jumped in contrast to market expectations. Typically, the term “aggression” is a war related term and usually used to describe a fight or a war. And by using the expression “aggressively weakening the yuan guidance rate”, the writer refers to the financial policy the central bank adopted in an attempt to boost the economic sector. The writer does not explicitly explain the financial procedure as a policy rather he only describes the manner of this financial policy as “weakening the Yuan guidance rate”. However, the translator is found to explicitly translate the expression “aggressively weakening the Yan guidance rate” as “a policy aims to decrease the...” in the Arabic text. The researcher believes that though the explication comprises the intended or unstated meaning, it should preserve the nature of the policy discussed in this manner, the suggested translation would be: "اتباع سياسة أكثر حزمًا تهدف إلى تخفيض قيمة اليوان".

### 3.5.3 English Non-metaphor into Arabic Metaphor

As pointed out by Arduini (1997: 197) to translate non-metaphor into metaphor is a target-oriented approach that “allows a description and explanation concerning the way in which the translator proceeds on some occasions”. The following two examples discuss two occasions where English non-metaphor is translated into Arabic metaphor:

Example (28):

“Oil price falls fail to dent US shares”. (BBC, 2016)



"الأسهم الأمريكية تصمد في مواجهة تراجع أسعار النفط". (BBCArabic, 2016)

Ling (2010:12) points out that business competition can be described by using some war related expressions since these war terms can well reflect the intensity of commercial competition.

In this example, we find that the translator has shifted the non-metaphoric expression in the ST into metaphoric expression in the TT. Indeed, by using a metaphor from war source domain, the translator succeeded in giving the news report's headline some rhetorical impact. America's oil shares are visualized as an army struggling in a fight with an enemy, which is the "oil prices falls", and succeeding in preventing the enemy from making any advances in the market battlefield. Example (29):

"When it became clear that the "remain" camp had lost".

(Project Syndicate, 2016)

"عندما بات من الواضح ان معسكر البقاء خسر المعركة". (Project Syndicate, 2016)

In discussing British withdrawal from European Union, the writer points to withdrawal vote as "leave" vote and the vote to stay in the European Union as "remain" vote. Lately, the writer goes further to call the "Remain" vote as a "camp" and the relation between both votes is competition were the "Remain camp had lost".

Interestingly, the translator went further in the process of translation and deviated from the ST to add the term "معركة" as if the translator found that the image of the camp loss needed more clarity. In effect, adding the term "معركة" created a war theme that may be assumed to be originally evoked by the use of the expression "camp" in referring to the "vote".

### **3.6 Business is Health and Illness**

Among the most common source domains as proposed by Kovecses (2002:19) is health and illness "both the general properties of health and illness and particular illnesses frequently constitute metaphorical source domains". In the same context, metaphorical expressions derived from Health\Illness source domain represent notable and important characteristic of economic discourse and of the business news reports under investigation. This is also supported by Kovacs (2007:71) who sees general features of health and illnesses serve as common source domains in the systems of abstract vocabulary used in the language of business and economics as well. In fact, such metaphors do not only serve rhetorical and artistic purposes in business texts, but they are also found to significantly express specialist business- related concepts in addition to enhancing understanding of business abstract notions.

Recently, Nader (2013) has set out a paper that examines how metaphors derived from the "Physical Health and/or Illness" source domain are employed to conceptualise economy. Nader set out this investigation on metaphors used in the *Financial Times'* news reports to show how

linguistic metaphors from this source domain are mapped on to the target domain of economy. In her research, Nader found out that Physical Health\Illness metaphors enjoy a high frequency in the language of economic newspaper reporting such as “contagion”, “healthy” and “recovery”, which are the most frequent metaphorical expressions that were realized to be a part of economic terminology. Furthermore, she could identify four most common conceptual metaphors that relate to this source domain: Economy is a disease; Economy is a patient; Economic issues are illnesses and /or diseases, and Economic slowdown is a state of physical health.

Most importantly, Nader pointed out that physical Health /Illness metaphors are very helpful in permitting a better understanding of economic newspaper reporting “PHYSICAL HEALTH” metaphors are rather functional when it comes to expressing the process of restoring the health of the economic system. Strictly speaking, terms from the domain of medicine have enriched economic discourse (2013: 133). And as a consequence of the frequent use of metaphors from this source domain, health metaphors are now “strongly entrenched cognitively in the English culture”(2013: 138).

Primarily, the next section aims to investigate how metaphorical expressions from the health and illness source domain detected in English business news reports are translated into Arabic and to which extent the strategies adopted in translation is considered successful. The detected

metaphors will be analyzed from a cognitive perspective and will highlight metaphor's role in business texts.

In the data inspected, Health\Illness metaphors are not highly frequent, but they significantly give an overall picture on how Health\Illness metaphors play a major role in comprehensibly explain the language of business and to which extent this role determines the translation strategy to be adopted.

To sum up, health and illness metaphors were detected in 10 news reports out of the 18 news reports under investigation and included 9 metaphors.

### 3.7 Translation Strategies Adopted

The following table presents the translation strategies used and their frequency.

**Table (5): Translation strategies used in translating health/illness metaphors**

Translation strategy	English metaphor	Arabic translation	Frequency of translation technique
<b>Metaphor into same metaphor</b>	<b>contagious financial turmoil...</b>	الاضطرابات المالية المعدية...	<b>8</b>
<b>Metaphor into non-metaphor</b>	cut its rating of its shares to <b>“underweight”</b> .	خفض...التصنيف الإئتماني لأسهم الشركة الى " غير امن "	<b>2</b>

Above all, we should highlight the fact that though Health\Illness business metaphors are less frequent than other metaphors in data analyzed, 6 out of 9 metaphors are genre- specific metaphors. The generic and genre-specific metaphors of Health\Illness source domain are:

- Generic metaphors: poison, schizophrenia, falls.
- Genre-specific metaphors: healthy levels, health, collapse, recovery, contagion, and underweight.

### 3.7.1 English Metaphor into Arabic same Metaphor

In the following example, the metaphorical expression “healthy levels” is taken from a news report on Petrobras, Brazil's largest oil company, which is struggling with serious financial difficulties, especially in terms of debt repayments it has to meet.

Example (30):

“Lucas Aritizabal of Fitch Ratings says Petrobras has the money to meet the near term obligations, given it has a bout 26bn of cash in hand. To maintain these **healthy levels**, it is seeking to sell assets ...”(Financial Times, 2015)

"يقول لوكاس اريستيو ابال من وكالة تصنيفات فيتش ان " بتروبراس " لديها الأموال لتلبية التزاماتها المستحقة ، نظرا لانه يتوافر لديها حاليا نحو 26 مليار دولار من النقدية للحفاظ على

تلك المستويات الصحية تسعى لبيع الاصول..." (Al-Iqtissadia, 2015)

The term “healthy levels” points to the levels of debts repayments the company needs to meet in order to overcome its financial problems and to be able to move forward. In the same context, this linguistic metaphor is taken from Health/Illness source domain for the sake of conceptualising the economic stabilization Petrobras seeks to arrive at; hence, it refers to the health of Petrobras Oil Company. The metaphor successfully explains the company’s economic situation and it can be said that this stage, “healthy levels” is an advanced stage in the way to full recovery. Accordingly, the rendering of the message by using literal translation would preserve the metaphor's function.

The text below presents some explanations of the economic situation banks go through “banking turmoil”, especially with the banks fierce self-off for shares and debts.

Example (31):

“As the sell-off gained pace, the list of explanations forwhy it was happening grew longer. It was China's stagnation. It was poor global economic growth. It was low oil prices. It was interest rates turning negative. It was fear about banks' capital. It was looming loan losses. It was herd mentality spiraling out of control. **It was schizophrenia**”.

““Rational people suspend rationality in fast moving markets”, says a senior banker “There’s no single cause you can point to. It’s **pick your poison**””. (Financial Times, 2016)

"و في الوقت الذي تسارعت فيه علميات البيع المكثف ازدادت قائمة التفسيرات عن السبب في حدوث هذا، السبب هو الركود في الصين، او هو ضعف النمو الاقتصادي العالمي وربما هو انخفاض اسعار النفط، او لعله تحول اسعار الفائدة الى سلبي، او المخاوف بشأن راس المال في المصارف، ومن الممكن ان خسائر القروض التي تلوح في الافق هي السبب او عقلية القطيع الخارجة عن السيطرة ، ولعله كان انفصام الشخصية".

"يقول احد كبار المصرفين " العقلانيون يعلقون العقلانية في الاسواق التي تتحرك بسرعة، ليس هناك سبب واحد تمكن الاشارة اليه بل هي من باب اختر السم الخاص بك".

(Al-Iqtissadia, 2016)

Obviously, the last offered explanation was “schizophrenia”, which as we know a mental disorder; thus, it relates to Health/Illness source domain. However, it is used in the text as if the journalist is a doctor who is trying to get as close as possible to diagnose his patient’s disease, and he gives that list of possible diseases which ended up with expecting “schizophrenia” to be the disease which banks, the patients, suffer from its symptoms.

In other words, the conditions of banks as economic institutions are understood in terms of health and illness of human body. In this context, this metaphor is derived from the conceptual metaphor: “Economic issues are illnesses and /or diseases” (Nader, 2006: 133).

Later on, the writer uses the linguistic metaphor “poison” in “pick your own poison”, to point at the different aforementioned reasons that led to the serious economic issues banks experience. Metaphorically

conceptualising the list of explanation, of the fierce shares and debts sell-off in the market as a “poison” is intended to highlight the negative implications of the reasons behind the current economic situation. In this respect, both linguistic metaphor “schizophrenia” and “poison” successfully influenced the way readers think and view the presented economic situation. Indeed, such metaphor made the dry thought, and explanations of the economic phenomenon more sensory-rich and more graspable to the readers. And literal translation is the most appropriate technique in rendering the same message.

If a patient does not take the appropriate medical treatment, he may undergo a stage of collapsing. In a similar manner, if business or the economic system failed to follow specific measures to overcome economic problems, it will collapse. The examples below present the metaphor usage in these contexts.

Example (32):

“After huge swings in markets **steep falls** on Monday and Tuesday, a **rebound** on Wednesday, a **collapse again** on Thursday momentum-changed again”. (Financial Times, 2016)

"بعد التقلبات الكبيرة في الأسواق **حالات التراجع الحاد** يومي الإثنين و الثلاثاء و الانتعاش يوم الأربعاء و الإنهيار مرة أخرى يوم الخميس تغير الزخم مرة أخرى".

(Al-Iqtissadia, 2016)



The text explains the different states of the market in a specific period of time. Initially, the writer started with describing the swings in market, which began with the falls phase, then went through a revival phase and ended up with another huge falls phase. In this regard, two metaphors, “collapse” and “rebound” were used to manifest two opposite economic situations. However, they are conceptually linked in order to facilitate the interpretation of the economic situation in the market. Obviously, the author describes the swings the market goes through as a patient who experiences serious health and illness conditions. Accordingly, the linguistic metaphor “rebound” conceptualises the market as a patient who arrived at a good phase in his healing progression. On the other hand, “collapse”, which is used to conceptualise the human health deterioration, is used in the text to metaphorically conceptualise the economic deterioration.

In fact, “collapse” is a genre-specific metaphor where it is defined as “sudden and dramatic slowdown in economic activity, resulting in a steep drop in prices with a consequent fall in level of employment”<sup>1</sup>. Moreover, its literal translation "انهيار" became a fixed translation in Arabic language.

After taking the prescribed medicine, the patient enters the final stage of his healing, which is “recovery”. Likewise, the economy undergoes the recovery stage after following the appropriate procedures suggested for its improvement and for facing any economic difficulties and

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<sup>1</sup>Retrieved from <http://www.businessdictionary.com/definition/collapse.html> on 6 March 2017.

problems. In fact, the expression “recovery” is found to be used very frequently in the data analyzed where 3 occurrences of this metaphor was detected. From a cognitive perspective, the linguistic metaphor “recovery” is derived from the conceptual metaphor: recovery of an economy is “recovery of a patient” as suggested by Kovacs. (2007:6). The examples below show how the term “recovery” is used to conceptualise some specific economic situations where “recovery” may refer to “economic recovery” or “stock market recovery” as displayed below:

Example (33):

“Many had identified Europe, less advanced in its **recovery from the recession** than the US, as the place to invest this year”. (Financial Times, 2016)

"كثيرون حددوا أوروبا التي هي أقل تقدماً من الولايات المتحدة في التعافي من الركود مكاناً للاستثمار هذا العالم". (Al- Iqtissadia, 2016).

The discussion here is about the market turmoil at the beginning of 2016 when most popular markets forecasts for 2016 went into reverse. According to business dictionary, recovery in economics refers to “phase in an economic cycle where employment and output begin to rise to their normal levels after a recession or slump”<sup>1</sup>. Similarly in the example, “recovery” stands for describing the improved economic situation of the

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<sup>1</sup>Retrieved from <http://www.businessdictionary.com/definition/recovery.html> on 9 March 2017.

“US” after the recession compared to Europe. Here, the metaphorical expression “recovery from the recession” conceptualises the recession as a disease that infected both the US and Europe economy, which is visualized as a patient. And while Europe economy is seen to strongly pass a long term in its recovery, US economy does not seem to achieve a similar improvement.

Example (34):

“Oil producers’ group OPEC has said it expects **oil prices to recover** to 70 a barrel by 2020”. (BBC, 2015)

"توقعت منظمة الدول المصدرة للنفط " اوبك " تعافي سعر النفط ليرتفع الى 70 دولارا للبرميل عام 2020".

(BBCArabic, 2015)

The business news report here discusses the expectations of OPEC on the rising of oil prices by 2020 after steep falls that began since the summer of 2014. As stated in business dictionary, recovery in stock market refers to “general rise in prices of securities after a general fall”<sup>1</sup>. In this manner, recovery in oil prices refers to the general rise in its prices. The metaphor “recover” conceptualised the expected rise in oil prices as a patient who is expected to recover after a defined period of time. In fact, the term “recovery” though started as a metaphor, it became a business

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<sup>1</sup> Retrieved from <http://www.businessdictionary.com/definition/recovery.html> on 9 March 2017.

related concept and got a fixed translation in Arabic language regardless of what recovery refers to: "تعافي".

Example (35):

“Wall street **recovered from sharp falls** in morning trading but still closed slightly lower, as oil prices fell sharply”. (BBC, 2015)

"تعاقت بورصة وول ستريت من هبوط حاد أثناء الساعات الاولى من تداولات الاثنين ، أول أيام أسبوع التداول ، لكنها أغلقت التعاملات اليومية على تراجع كبير متأثرة بالهبوط الحاد في

أسعار النفط العالمية". (BBCArabic, 2015)

“Sharp falls” in the example above seems to metaphorically conceptualise the economic issues in the market as a health condition. In other words, it reflects the economic situation of Wall Street as a health condition of a human being. However, Wall Street, which is pictured as a patient who experienced this bad health condition, is found to “recover” from it. Generally talking, “recovery” is a genre-specific metaphor and became a business-related concept in both English and Arabic languages. Therefore, it is very reasonable to choose the literal translation "تعافي", which has become a fixed translation of the term “recovery”.

It is taken for granted that “contagion” is an expression that is connected to disease; thus, it belongs to the medical field and stands for describing the spreading of a disease between people from one person to

another. The example below shows how this concept can be metaphorically used to describe a specific economic situation.

Example (36):

“The United Kingdom's Brexit referendum has shaken equity and financial markets around the world. As in prior episodes of **contagious financial turmoil**...”. (Project Syndicate, 2016)

"كان الاستفتاء الذي أجري في المملكة المتحدة على "الخروج البريطاني" من الاتحاد الأوروبي سببا في زعزعة أركان أسواق الأسهم والأسواق المالية في العالم. و كما حدث في وقائع سابقة من الاضطرابات المالية المعدية....". (Project Syndicate, 2016)

Metaphorically, the journalist here describes the financial turmoil following Britain exit from the European Union as “contagious”, where the “financial turmoil” is the disease that has always known to be “contagions”. In the same context, Nader (2016:133) pointed out that the linguistic metaphor “contagious” is derived from the conceptual “Economic issues are illnesses and /or diseases”.

Contagion is a genre-specific metaphor and is detected in financial dictionary where it is defined as “a rescission or economic crisis that begin in one country and extends to others”<sup>1</sup>. Both specialist pointed that describing any economic rescission that begin in one country and extend to other countries as “contagious” is vey natural and common way of describing such economic phenomenon in both English and Arabic

<sup>1</sup> Retrieved from <http://financial-dictionary.thefreedictionary.com/contagion> on 7 March 2017.

languages. Consequently, the literal rendering of the metaphor is surely acceptable and appropriate.

In brief, to analyze business metaphors from a cognitive perspective is to explore how our cognitive system works. Accordingly, it is safe to assume that whenever a linguistic metaphor in English business text is translated literally into Arabic, providing that this translation is still natural, there is a shared mood of cognition between English and Arabic language readers and the degree of conventionality of the same business metaphor is equal for both languages.

In summary, as we saw, many of the previously analyzed Health\Illness metaphors are very conventionalized to the extent that we can barely notice that they are metaphors either in English or even in Arabic language. This can entail that both language readers enjoy close or even similar conceptualisation of business progress and collapse in terms of health and illness.

### **3.7.2 English Metaphor into Arabic non-Metaphor**

According to data inspected, only two metaphors from health /illness source domain were translated into Arabic non-metaphor. The next section will analyze these metaphors in their direct context of use and demonstrate the justifications for not choosing to render the English metaphor into Arabic same metaphor. Moreover, the analysis will shed the light on the implications of the chosen translation strategy.

Example (37):

“European Central Bank Chief Mario Draghi has sought to calm fears about **the health of European banks** after a " sharp fall " in their share prices”.  
(BBC, 2016)

"سعى رئيس البنك المركزي الأوروبي ماريو درانجي الى تبديد مخاوف المستثمرين بشأن

وضع القطاع المصرفي بعد " هبوط حاد " في أسعار أسهمها". (BBCArabic, 2016)

Example (38):

“He hinted at further monetary stimulus next month as the Eurozone battled weak investment, sluggish manufacturing growth, geopolitical risks and heightened uncertainty about **the health global economy**”. (BBC, 2016)

"وأشار الى ان المزيد من إجراءات التسيير الكمي في الطريق الى التنفيذ الشهر المقبل، إذ تقاوم منطقة اليورو خفض الاستثمار، وتباطؤ نمو قطاع التصنيع، وغير ذلك من المخاطر الجغرافية السياسية التي تعمل على زيادة الضبابية التي تحيط باوضاع الاقتصاد العالمي".

(BBCArabic, 2016)

The discussion of this news report is on the fall of Europe banks share prices that shocked the entire European banking sector. In his turn, the ECB president Mario Draghi attempted to calm down investors' concerns.

As a metaphorical expression from health /illness source domain, “health” is the source domain by which we understand the target domain

“economy”. In this context, “health” was used twice where in both cases, the expression “health” was used metaphorically in order to describe the overall good conditions of the Europe bank sector and the Europe economy respectively.

Previously, we discussed the successfulness of translating the metaphorical expression “healthy levels” literally, where literal translation does its work in conveying the metaphorical meaning and maintaining naturalness, which was attributed to the shared mood of cognition or shared mood of thinking between ST and TT readers.

In business dictionary, “healthy” means “the subject entity is financially secure, positioned well within the market and functioning well”<sup>1</sup>. Accordingly, the idea, which is called for by using the expression “health”, is the appropriate economic conditions of the economy, which is metaphorically understood by our realization of the appropriate health state of human being. Notwithstanding the mentioned, the translator replaces it by “conditions”, which can describe the economic situation more generally. This entails that the translator fails short of accounting for the metaphorical expression, and does not succeed in realizing the fact that “health” or “healthy” are genre-specific metaphors that may have a circulated translation in Arabic language. In this case, the metaphor should be preserved by resorting to literal translation rather than seeking to use

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<sup>1</sup> Retrieved from <https://www.ventureline.com/accounting-glossary/H/healthy> on 9 March 2017.



unnecessary explicitation which could waste the genre-specific metaphor value and function in the text.

Moreover, “health” and “healthy” are numerous used in economic discourse to describe such economic situation, and similarly are their literal translation "صحة" and "صحي" respectively are found to be very natural to Arabic language readers of both experts and non-experts. Therefore, the researcher believes that a good rendering is what preserves the metaphor’s implied meaning without any unnecessary explicitation, which is "صحة".

Example (39):

“Sports clothing maker, Under Armour tumbled 7% after Morgan Stanley cut its rating of its shares to “underweight””. (Project Syndicate, 2016)

"وهبطت أسهم شركة أندر آرمور للملابس الرياضية 7 في المئة مع خفض مورغان ستانلي

التصنيف الائتماني لأسهم الشركة الى "غير آمن". (Project Syndicate, 2016).

Generally speaking, we use the expression “underweight” to describe the less than normal weight, which is insufficient and unhealthy. However, in the text, the expression “underweight” was metaphorically used to describe Morgan Stanley stock rating of Under Armour company, which seems to be below right or normal. In the same way, we use “underweight” to describe the below healthy or normal weight, we use it as a linguistic metaphor to describe the below health or normal shares rating cut of a company.

Underweight “usually refers to recommendation that leads an investor to reduce their investment in a particular security or asset class”<sup>1</sup>. In other words, when “Under Armour” Stocks are rated “underweight”, it means that “Stock is expected to perform worse than the other companies covered in its industry”<sup>2</sup>. It is noteworthy that Morgan Stanley Stock rating system includes: an “equal –weight”, “overweight” and “underweight”. According to Dr. Suliman Abadi (personal communication, March 13, 2017), the three previously mentioned stock ratings are widely used and whereas the stock rating is "underweight", it is assumed to be “underpriced” or “undervalued” where we refer to “underweight” rating in Arabic as "تقييم ضعيف" or "تصنيف ضعيف", and to “overweight” as "تقييم مرتفع" or "تصنيف مرتفع". It goes without saying that the chosen translation "غير آمن" in very general is describing Under Armour stocks rating while the specialist informant's suggested translation is found to be more direct and accurate. In this context, we can assume that the translator should well comprehend the meaning and function of genre-specific metaphor and try to get the most accurate translation in order to assure an accurate rendering of the message for both experts and non-experts, especially that such a metaphor could be used frequently in business texts.

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<sup>1</sup> Retrieved from <http://financial-dictionary.thefreedictionary.com/underweight> on 14 March 2017.

<sup>2</sup> Retrieved from <http://articles.latimes.com/2002/feb/26/business/fi-wrap26.1> on 14 March 2017.

### 3.8 Conventionality of Business Metaphor

Kovecses (2010:33) pointed out to the possibility of classifying metaphor in a variety of ways where the conventionality of metaphor is found to be one of the classifications that plays distinctive role in the cognitive linguistic view. Contrast with conventional metaphors are less-conventional or novel metaphors, which are prevalent in poetry (ibid: 324).

The issue of conventionality regards both conceptual metaphors and their corresponding metaphorical linguistic expressions (p.34). Kovecses offers the following examples of conventional conceptual metaphors and their corresponding conventional metaphorical linguistic expressions (2010:23):

Social organizations are plants: The company *is growing fast*

Life is journey: He had *a head start* in life

Argument is war: I *defended* my argument

Theories are buildings: We have *to construct* a new theory

(Kovecses, 2010: 23)

In a similar manner, the conceptual metaphors upon which this study is constructed “Business is War”, “Business is Game/Sport” and “Business is Health /Illness” are conventional conceptual metaphors. That is to say, these are conventional conceptual metaphors and natural ways of talking and understanding business. In the same way, their corresponding

metaphorical linguistic expressions are common, natural and conventional ways of talking about business.

For example, the genre-specific metaphors “player”, “major players”, “collapse”, “recovery” and “health” are well known and widely used in economy; hence, they become conventionalized. On the other hand, the genre-specific metaphors “blowout” and “bloodletting”, which are analyzed previously, are less conventionalized.

The significant question here is: how does this conventionality influence the translation decision? The answer could be the following: whenever a metaphor is conventional in SL, the translator should try to find its most circulated translation in the TL. For example, the metaphor “health” in the examples 37 and 38 in (section 3.8.2 above) is conventional in both English and Arabic business languages; the translator's misinterpretation of the function and high conventionality of the metaphor in the TL resulted in inaccurate rendering.

Other metaphors, as in the example “financial maneuvers” are found to be more conventional in English language than its literal rendering in Arabic "مناورات مالية". However, the frequent use of this expression in Arabic language will assist in making this metaphor more conventional.

## **Chapter Four**

### **Conclusion and Recommendations**

#### **4.1 Conclusion**

The aim of this study has been to initiate a comprehensive analysis of English business metaphors translation into Arabic with respect to a cognitive approach to metaphor. The study offered a cognitive analysis of metaphor in English texts and its Arabic counterpart and highlighted the role of business metaphor as an efficient cognitive tool that contributes to our cognitive system rather than just a decorative element whose role is limited to artistically shape the text.

The study focused on business metaphors of “popular business discourse” that are intended for experts and non-experts. The analysis showed that most metaphors defected are derived from three source domains, which are: Sport\Game, War, Health\Illness. Accordingly, the analysis focused on these three source domains.

The study found out that metaphors are wildly used in business news reports’ headlines as an essential tool in communicating the focus of the news report and attaining readers’ attention.

The analysis of results revealed four main translation techniques to translate English business metaphor into Arabic and these are according to their frequency:

1. Metaphor into same metaphor: The domination of this translation strategy assures the essential role of metaphor as a cognitive tool in business text where the mood of cognition between the SL and TL readers is very close. Moreover, in headline, this technique assures rendering the rhetorical effect of the headline to the TL audience.
2. Metaphor into non-metaphor: this translation strategy involves scarifying the metaphor for the metaphor's explicit meaning to assure more informative rendering of the message.
3. Non- metaphor into metaphor: this technique involves rendering English non-metaphor into Arabic metaphor where translators judge the translation to be more communicative to the TL audience when a metaphor is added.
4. Metaphor into another metaphor: this involves the shift of the metaphor's source domain.

Translators are advised to find out if the metaphor is generic or genre-specific and try to find the most circulated translation of genre-specific metaphors to ensure an accurate rendering of the message. Indeed, business metaphors became part of economic discourse to the extent that metaphors go undetected in them, especially metaphors that enjoy high degree of conventionality (see section 3.8). Accordingly, to render English metaphor into Arabic same metaphor is the most preferred technique since

it minimizes the efforts of translation and avoids any unnecessary paraphrasing or exploitation.

In headlines, metaphor is mainly used as a stylistic device, while inside the business text, its role is to ease understanding of economic world to the extent that they become a part of business related concepts and conventionalized in the economic discourse.

Conveying English business metaphor into Arabic especially by literal translation indicates a similar conceptualisation of the economic world as a war, the progress and collapse in terms of health and illness and the business competition in terms of sport and games.

## **4.2 Recommendations**

The study recommends the following in the area of translating English business metaphors into Arabic:

1. In order to ensure an accurate understanding of metaphors in business text and avoid any message distortion, translators should gain good background knowledge of metaphor function in business texts and headlines and choose from the available and appropriate translation strategies for metaphor translation.
2. It is recommended that translators should attain good background knowledge of the cognitive approach to metaphor to gain insight into the significant role of metaphor as a reflection of our way of thinking and our conceptual system in general.
3. Further research on the relation between the cognitive theory of metaphor and metaphor translation is recommended.



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جامعة النجاح الوطنية  
كلية الدراسات العليا

## ترجمة الإستعارة في النص التجاري من الإنجليزية إلى العربية

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ب

## ترجمة الإستعارة في النص التجاري من الإنجليزية إلى العربية

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### الملخص

تتوجه الدراسة الحالية الى تحليل شامل لترجمة الإستعارة في النص الاقتصادي من الإنجليزية إلى العربية، كما وتلقي الدراسة الضوء على أهمية الإستعارة و التي تعد طابعاً رئيسياً في لغة الخطاب الإقتصادي في اللغة الانجليزية. ومن خلال اختيار بعض الاستعارات من مقالات اقتصادية مأخوذة من المواقع الالكترونية *BBC* و *CNN* و *Financial time* و *Project* و *syndicate* تقوم الدراسة على تحليل مادة الدراسة بدقة من حيث أهمية و دور كل استعارة في سياقها.

وتوظف الدراسة النظرية "الادراكية" للإستعارة في تحليل مادة البحث وتلقي الضوء على الدور الهام لهذه النظرية في دراسات الترجمة، والأهم من ذلك كله تتحرى هذه الدراسة تقنيات واستراتيجيات الترجمة المتبعة في ترجمة الاستعارات المستمدة من ثلاث مجالات أساسية وهي: استعارات الحرب واستعارات الألعاب/الرياضة واستعارات الصحة/المرض.

وتظهر نتائج الدراسة انه وعند ترجمة المترجمين للإستعارة الموجودة في العناوين الإخبارية فإنهم عادة ما يلجأوا إلى إعادة إحياء الصورة المجازية وذلك للحفاظ على القيمة البلاغية للاستعارة في العنوان، وأظهرت الدراسة أيضا إمكانية المترجمين اللجوء إلى الحفاظ على الصورة المجازية للإستعارة الموجودة في النص المصدر أو إعادة صياغتها لإظهار قيمتها المعرفية، كما وتبرز الترجمة الحرفية لبعض الاستعارات نفسها كحل عملي في كثير من الحالات وهو ما يفسره المزاج الإدراكي المشترك بين قراء اللغة العربية والإنجليزية.

وتؤكد الدراسة على أنه في ترجمة الإستعارة في الاقتصاد يجب على المترجم أولا ان يبحث عن الترجمة الأكثر استخداما في اللغة المنقول اليها أو أن يزن دور وأهمية الإستعارة في سياقها ويقرر إما أن يعيد إحياء الصورة المجازية أو أن يعيد صياغتها وإظهار معناها الضمني مع الحفاظ على قيمتها المعرفية.