A NEW CONTEXTUAL MODEL OF METAPHOR IN TRANSLATION: A CASE STUDY OF ECONOMIC REPORTS IN ENGLISH, SPANISH, AND GERMAN

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Outline

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2. Conceptual Metaphor Theory and Translation Studies
3. The Contextual Metaphor View: Fundamental Principles
4. The Role of Context in Metaphor Translation
5. A New Contextual Model of Metaphor in Translation
6. Application of the Model through Examples of the Corpus
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The Corpus

2010 Annual Report of the International Monetary Fund (IMF)

- **Institutional corpus**: The IMF is one of the largest economic institutions worldwide with 189 state members.
- **Quality Standards of the Translations**: ISO 17100 and ISO/TS 11669.
- **Number of words**: 8223 in English, 10435 in Spanish, and 8575 words in German. Altogether 27233 words.
- **Languages**: trilingual parallel corpus composed of English (original), Spanish, and German (direct translations).
- **Identification of metaphorical expressions**: Metaphor Identification Procedure (Pragglejaz Group 2007).

More research about metaphor in institutional economic language is needed because the vast majority of the literature in this area is based on press articles (Stolze 2009) (Serón 2016)
Conceptual Metaphor Theory and Translation Studies

The Relation between the Two

There are two fundamental reasons for the late integration of the Conceptual Metaphor Theory (Lakoff and Johnson 1980) to the discipline of Translation Studies:

1. The study of language faded to the background.

2. The principle of universality underlined that metaphor goes beyond cultures and languages.

Translators work with texts and have to deal with linguistic representations (Kövecses 2014, Shuttleworth 2017, Schäffner 2017)
Conceptual Metaphor Theory and Translation Studies

A Diachronic Review

Rapprochment between Conceptual Metaphor Theory and Translation Studies: starting in the 1990s.

- Stienstra (1993)
- Tabakowska (1993)
- Mandelblit (1995)

Cognitive Translation Hypothesis
The fundamental role of the Cognitive Translation Hypothesis within this research area:

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“Metaphorical expressions take more time and are more difficult to translate if they exploit different cognitive domains than the target language” (Mandelblit 1995:493)
Conceptual Metaphor Theory and Translation Studies

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Conceptual Metaphor Theory and Translation Studies

Critical Conclusions of the Development of this Research Field

- More translator-focused studies are needed that take into consideration factors such as:
  - Time pressure
  - Length restrictions
  - Client conditions (Samaniego 2013)
  - Professional satisfaction (Hubscher-Davidson 2013, 2016)
  - Self-esteem (Cifuentes Férez/Fenollar Cortés 2017)

- Studies focused on postulating lists with similar and different mapping conditions and lexical realizations still have a prescriptive point of view.

Translator does not always opt for the corresponding metaphorical linguistic expression in the target language (Samaniego 2013, Steen 2014, Schöffner 2014, Mateo Gallego/Ruiz Yepes 2018)
Critical Conclusions of the Development of this Research Field

Example of the 2010 Annual Report of the IMF:

**Original American English**: “The outlook is subject to considerable uncertainty”

**German Target Text**: “Die Zukunftsaussichten sind von wesentlichen Risiken überschattet”

*(The future outlook is overshadowed by certain risks)*

**Spanish Target Text**: “Las perspectivas continúan rodeadas de considerable incertidumbre”

*(The perspectives continue surrounded by considerable uncertainty)*
Once a metaphor belongs to a text it becomes a part of a whole and requires a more in-depth analysis

“Any linguistic feature has an intrinsic relationship to the whole of a text and within a different proposition it may have a different meaning” (Stolze 2009:137)

In the same vein, text and metaphor are both subject to the social, cultural, and historical context in which they are embedded

Context is crucial in metaphor creation and translation into other languages
The Contextual Metaphor View

Fundamental principles

“Context is what is defined to be relevant in the social situation by the participants themselves” (Van Dijk 2009:5)

- Cultural, historical, and social environment
- Surrounding linguistic discourse or co-text
- Dominant forms of discourse
- Register
- Intertextuality
- Interests and concerns
- Ideology
- Moral values
- Memory
- Human body as context: body specificities and conditions. Casasanto (2009) found that left-handed people prefer the conceptualization MORAL IS LEFT, as opposed to MORAL IS RIGHT

Kövecses (2015:189)
The Role of Context in Metaphor Translation

An Overview

The importance of contextual factors in metaphor translation has been addressed in a heterogeneous way.
A New Contextual Model of Metaphor in Translation

A Proposal for Future Research
Application of the Model through Examples of the Corpus

The Case of *emerging countries*

**Original English Text**
- Emerging countries
- COUNTRIES ARE MOVING ENTITIES

**German Translation**
- M1-M2 Schwellenländer
- COUNTRIES ARE AT THE DOOR OF A HOUSE

**Spanish Translation**
- M-M Países emergentes
- COUNTRIES ARE MOVING ENTITIES
Application of the Model through Examples of the Corpus

The Case of emerging countries

The source domain **HOUSE** has a long tradition in the German history and it is represented in political and economic discourse (Schäffner 2004):

- Speeches of Mikhail Gorbachev (1987) about the German Reunification called to build a “Common European Home”.

- Political speeches about the 1994 European Elections refer to: “The European house, in which a lot of generations had worked together” (Political Party: Die Grünen).

Politics and economics share the domain HOUSE in German, especially referred to joint plans at the international level.

**Situational and discourse context** are crucial to understand the translation into German of “emerging countries”. 
Application of the Model through Examples of the Corpus

The Case of *credit crunch*

Original English Text

Credit Crunch

CREDIT IS A BUILDING

German Translation

M1-M2
Kreditklemme

CREDIT IS A FLEXIBLE ENTITY

Spanish Translation

M1-M2
Contracción del crédito

CREDIT IS A FLEXIBLE ENTITY
In other discourse contexts, the expression *crunch* acquires another meaning like for example: crunching footsteps, crunching chocolate, to crunch the numbers.

In this case, the meaning of *crunch* and its translation into other languages especially depends on the discourse context.
Conceptual Metaphor Theory and Translation Studies

Conclusions

- It is necessary to move one step forward to lists of correlations between the conceptual metaphor and its corresponding linguistic realizations in different languages and pay more attention to metaphor in context.

- The study of metaphor translation within Languages for Specific Purposes could be greatly enhanced by continuing in this way.
THANK YOU FOR YOUR ATTENTION

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References


References


References


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TIME FOR QUESTIONS

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