Intrageneric and Intergeneric Variation in Conceptual Metaphor Translation: A Case Study

التنوع في الجنس الخطابي الواحد وعبر الأجناس الخطابية في ترجمة الاستعارة المفهومية: دراسة حالة

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Abstract:

This paper examines the translation of English conceptual metaphors into Arabic in two genres: argumentative political discourse and fictional literary discourse. The objective is to explore intrageneric and intergeneric variation in translation procedure use from a quantitative and qualitative perspective.The textual data consists of 100 excerpts drawn from the English source text and their 100 counterpart excerpts from the Arabic translation. The results show both descriptively and inferentially significant intrageneric variation in the employment of translation procedures in the two genres. Intergenerically, however, the chi-square test reveals statistical significance only for 'replacing source language metaphor with target language metaphor' although descriptive frequency significance is readily observable for 'reproducing metaphor in target text' and 'deleting metaphor'. The only procedure variation lacking both descriptive and statistical significance is 'converting metaphor to primary sense', which is used with similar frequency in both texts. The qualitative analysis shows that the two translators' implementation of translation procedures is successful in some cases but seriously flawed in others. It is concluded that conceptual metaphors are

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constitutive in both genres, but more so in the literary one, so the translator needs to exert every effort to account for them appropriately.

Keywords: Intrageneric ; Intergeneric ; Conceptual metaphor ; Translation ; English ; Arabic.

ملخص:

تتفحص هذه الدراسة ترجمة الاستعارات المفهومية الإنجليزية إلى اللغة العربية في جنسين خطابيين، وهما الخطاب السياسي والخطاب الأدبي المتخيّل، إذ تسعى إلى الوقوف على التنوع في استعمال الاستراتيجيات الترجمية في الجنس الخطابي الواحد وعبر الأجناس الخطابية، معتمدة على التحليل الكمي والنوعي معاً. وتتكون البيانات الخطابية من مائة (100) مقتطف من النص الإنجليزي وما يقابلها في الترجمة العربية، حيث تشير النتائج الوصفية والإحصائية إلى وجود تنوع ذي دلالة في استعمال هذه الاستراتيجيات ضمن الجنس الخطابي الواحد، في حين تقتصر الدلالة الإحصائية والوصفية معا على إستراتيجية "استبدال استعارة اللغة الهدف باستعارة اللغة المصدر"، على الرغم من وجود دلالة وصفية ظاهرة للعيان لكل من "إعادة إنتاج الاستعارة في اللغة الهدف" و "حذف الاستعارة". وتُري الدراسة أن الإستراتيجية الوحيدة التي تفتقر إلى الدلالة الوصفية والإحصائية هي "تحويل الاستعارة إلى خطاب عادي"، حيث إنها تستعمل بتكرارية متشابهة في كلّ من الجنسين. وقد بيّن التحليل النقدي للبيانات أن المترجمين نجحا في تطبيق استراتجيات مناسبة في بعض الحالات، بينما لم يجانبهما الصواب في حالات أخرى. وتختم الدراسة بالقول إن الاستعارات المفهومية جزء لا يتجزأ من تكوين الخطاب في كلّ من الجنسين، مع أنها تحمل أهمية أكبر في الخطاب الأدبي. من هنا يتوجب على المترجم بذل كل جهد ممكن للإحاطة بهذه الاستعارات في ترجمته.

الكلمات المفاتيح: الخطاب الجنسي الواحد؛ الخطاب عبر-الجنسي؛ الاستعارة المفهومية؛ الترجمة؛ اللغة الإنجليزية؛ اللغة العربية.

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1. Introduction

1.1 Conceptual Metaphors

With the growing interest in cognitive linguistics in the 1990s (Lakoff and Johnson 1980; Lakoff 1987; Johnson 1987), languages are examined for their own sakes based on the assumption that a language reflects a set of thought and conceptualization patterns. Evans and Green

(2006: 5) write "Language offers a window into cognitive function, providing insights into the nature, structure and organisation of thoughts and ideas. The most important way in which cognitive linguistics differs from other approaches to the study of language, then, is that language is assumed to reflect certain fundamental properties and design features of the human mind". Conceptual metaphors, the banner of cognitive linguistics, consist of linguistic expressions that are used to vividly conceptualize the world around us and identified by cognitive linguists as a clear phenomenon in people's everyday language. They not only represent the output of people's mind cognitive processes, but also provide a virtual template by which people understand one domain in terms of another.

Cognitive linguistics focuses on metaphors as part of natural language and analyze them in terms of concepts, thus allowing us to trace "their roots back to ordinary, concrete words, reinterpreting resemblance, and explaining the need for metaphors …" (Imre, 2010, p. 72). The narrow area of creative metaphors has been expanded and renamed as conceptual metaphors that constitute the metaphorical/figurative component of human language. While the literal component can be compositionally computed based on referential or dictionary meaning, the metaphorical component consists in figures of speech in which analogues are brought up between two items or concepts in an unusual way to attract receivers and have them conceptualize ideas vividly (Farghal and Mansour 2019).The domains of conceptual metaphors reflect areas of human experience that are relatively abstract, complex, unfamiliar or subjective, such as life and death. By contrast, their source domains typically refer to concrete, simple, familiar or physical experiences such as motion directions and physical objects (Semino 2008; Herrmann 2013).The relationship that exists between the source domain and target domain of a conceptual metaphor draws a conceptual mapping that activates cognitive images in the mind and enhances the flow of discourse through word embellishment.

Lakoff and Johnson (1980) state that conceptual metaphors can generally be divided into three main types: structural metaphors, ontological

metaphors and orientational metaphors. Structural metaphors refer to concepts that are expressed in terms of another well-structured concept, so the target domain can be figured out by means of the structure of the source domain, e.g. ’Argument is a war‘ and ’He shot down all my points‘, etc. In the ontological metaphor, abstract concepts are seen as entities or concrete substances and can be subdivided into entity and substance metaphor, container metaphor, and personification, e.g.’fortune smiles‘ represents personification where ’fortune‘ is conceptualized as ’a man smiling‘. Finally, the orientational metaphor refers to two concepts that are spatially mapped onto each other, e.g.’making progress in life‘ is expressed in terms of ’forward movement‘, which maps the act of stepping forward in direction onto the idea of achieving goals in one’s life.

1.2 Metaphor Translation

One can hardly find a book on translation that does not raise the question of metaphors and the way they should be dealt with in translation activity (Nida 1964; Catford 1965; Newmark 1982/1988; Hatim and Mason 1990; Mona Baker 1992; among other main references in translation studies). For example, the model provided by Newmark (1988) for metaphor translation includes seven strategies: reproducing source language (SL) metaphor, replacing SL metaphor with a target language (TL) metaphor, using a simile in TL instead of SL metaphor, combing a metaphor with a simile in TL, reducing SL metaphor to its communicative sense in TL, deleting SL metaphor and, finally, combing SL metaphor with its communicative sense in TL. Apparently, these strategies, which need to be employed under fitting conditions, have recruited most possibilities in metaphor translation.

More recently, Hiraga (1994), Mandelblit (1995), Schäffner (2004), Al-Zoubi *et al* (2007), Al-Hasnawi (2007), Maalej (2008), Kovecses (2010), Iranmanesh and Kaur (2010), among others, have addressed the translatability of metaphors from a cognitive linguistics perspective, using different terminologies for practically similar strategies. According to

Kovecses (2005), for example, there are four possibilities in metaphor translation: (1) metaphors of similar mapping conditions and similar lexical implementations, (2) metaphors of similar mapping conditions but different lexical implementations, (3) metaphors of different mapping conditions but similar lexical implementations, and (4) metaphors of different mapping conditions and different lexical implementations (cf. Iranmanesh and Kaur's (2010) six mapping schemes). Similarly, Al-Hasnawi (2007), based on Mandelblit (1995), suggests three cognitive mapping conditions for translating metaphors: (1) metaphors that have similar mapping conditions, (2) metaphors that have similar mapping conditions, but are lexicalized in a different way, and (3) metaphors that have different mapping conditions. Discussing the importance of conceptual metaphors in translation, Schaffner (2004: 1257-1258) argues "Metaphors are not just decorative elements, but rather, basic resources for thought processes in human society".

2. Methodology

2.1 Objective of Study

This study has three objectives. First, it aims to explore the translation procedures that professional Arab translators employ when rendering conceptual metaphors in English fictional literary discourse and argumentative political discourse into Arabic. Second, this study seeks to find whether there are intrageneric and intergeneric differences in the two genres in terms of descriptive and inferential statistics. Finally, it offers a critical, qualitative analysis of sample translations representing each translation procedure.

2.2 Textual Data

The English textual data consists of (100) excerpts that include conceptual metaphors extracted from the political argumentative book *No Is Not Enough: Resisting Trump's Shock Politics and Winning the World We Need* by Naomi Klein (2017) and another (100) excerpts from Thomas Hardy's novel *Jude the Obscure* (1895/2002). The counterpart Arabic translational data is extracted from Rami Touqan's (2018) and Sami

Nashed's (1964) Arabic translations, respectively. The choice of an argumentative political genre and a fictional literary genre is mainly motivated by the fact that they belong to different text types, i.e. argumentative vs. expressive, which usually seek different goals. That is, while the former mainly attempts to persuade its readers of the arguments the author is pushing through, the latter attempts to impress its readers and have them appreciate the way the author is tackling his topic from an aesthetic, creative perspective.

3. Quantitative Analysis

This section provides numerical comparisons and statistical inferences. First, the frequency of each translation procedure in each genre is observed. Then, in order to find out whether there are any significant differences in the employment of translation procedures within and across both genres, both descriptive frequency tables and inferential statistics (chi-square) are provided.

3.1 Descriptive Frequency Tables

Table 1. Frequency of Translation Procedures in Political Genre**.**

Translation Procedure	Frequency
1. Reproducing SL metaphor in TL	54
2. Converting SL metaphor to primary sense in TL	32
3. Replacing SL metaphor with TL metaphor	7
4. Deleting metaphor in TL	6
5. Combining metaphor with primary sense	1
Total	**100**

Table 2. Frequency of Translation Procedures in Literary Genre.

Translation Procedure	Frequency
1. Reproducing SL metaphor in TL	39
2. Converting SL metaphor to primary sense in TL	38
3. Replacing SL metaphor with TL metaphor	22
4. Deleting metaphor in TL	1
Total	**100**

Note that only the frequency number is given in tables 1 and 2 (and henceforth) because it is the same as the percentage (which is used within connected text) since the number of examples is 100 in each genre, e.g. 54 = 54%. Tables 1 and 2 show that the two genres instantiate four shared procedures (1-4) in metaphor translation in the same descending order of frequency. However, the differences in the frequencies of these procedures between the two genres are descriptively significant.

Firstly, while the first two procedures are largely different in terms of frequency in the political genre (54% vs. 32% respectively), they almost tie in the literary genre (39% vs. 38%). This can simply be interpreted as an indication that there is a clear tendency to employ the procedure of 'reproducing SL metaphor in TL' more than that of 'converting SL metaphor to primary sense in TL' in the political genre in contrast with the literary genre where the two procedures seem to carry the same weight. Apparently, the argumentative political genre seems to be more authoritative than the fictional literary genre, hence foreignizing (Venuti 1991) metaphors is more preferable to reducing them to primary sense, which may be attributed to the sensitivity of messages delivered by metaphors in argumentative political discourse.

Secondly, the tendency of employing the translation procedure of 'replacing SL metaphor with TL metaphor' in the literary genre far exceeds that of the political genre (22% vs. 7%), a fact that accounts for the frequency difference of procedures 1 and 2 in the two genres. It seems that domesticating metaphors in literary fictional discourse can achieve an aesthetic value just like foreignizing them, albeit at a lower frequency (22% vs. 39%), while doing so in argumentative political discourse may compromise the force of the message, hence the low frequency (7%). Based on this discrepancy, it can be argued that fictional discourse is more function-oriented than argumentative political discourse, which is more form-oriented in this regard. One should note that the tug of war between form and function/content has plagued translation theorizing since the Roman times (for more details, see Munday 2001). In particular, twentieth

century translation theorists (e.g. Nida 1964; Catford 1965; Newmark 1982/1988; House 1982; Venuti 1991, among others) have used competing terminologies to reflect this age-long dichotomy (Farghal 2007).

Finally, it can observed that the deletion procedure is more employed in the political genre than the literary one although the percentages are low in both (6% vs. 1% respectively). One may guess that political discourse is more subjected to manipulation or what Farghal (2008) calls extrinsic managing than literary discourse, hence metaphor deletion may occur as ideological moves by the translator/commissioner. Metaphor deletion may be claimed to be less likely in literary discourse because it is more aesthetics-oriented than ideology-oriented, which is a noticeable feature of political discourse. Otherwise, metaphor deletion may be motivated by its redundancy or negligible contribution to meaning (see discussion below).

3.2 Inferential Statistics.

To examine the statistical significance of translation procedure choice, the chi-square test is used separately for each text type. Table (3) displays the observed and expected values of the frequency of each procedure in political genre.

Table 3. Observed and Expected Values of Frequency of Procedures in Political Genre.

Translation Procedure	Observed N	Expected N	Residual
1. Reproducing SL metaphor	54	20.0	34.0
2. Converting SL metaphor	32	20.0	12.0
3. Replacing SL metaphor	7	20.0	-13.0
4. Deleting metaphor	6	20.0	-14.0
5. Combining metaphor	1	20.0	-19.0
Total	**100**		

Table 4. Results of Chi-Square Test for Political Genre.

Chi-Square	101.300[a]
Df	4
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5.
The minimum expected cell frequency is 20.0.

As the results in Table 4 show, there are statistically significant differences between the frequencies of the five procedures used in the political text. This is due to the fact that the Asymp. Sig. is observed to be less than 0.05 (i.e., .000). When the statistical software renders a significance of 0.000, it means that the value is very low, with many 0's before any other digit. A value of less than 0.05 implies significance, and that of less than 0.01 implies considerable significance. Therefore, 0.0000 here implies high statistical significance.

Similarly, the results of the chi-square test show that there are statistically significant differences between the frequencies of the four procedures employed in the literary genre. Table 5 presents the observed and expected values of their frequency and Table 6 displays the results of the chi-square test.

Table 5. Observed and Expected Values of Frequency of Procedures in Literary Genre.

Translation Procedure	Observed N	Expected N	Residual
1. Reproducing SL metaphor	39	25.0	14.0
2. Converting SL metaphor	38	25.0	13.0
3. Replacing SL metaphor	22	25.0	-3.0
4. Deleting metaphor	1	25.0	-24.0
Total	**100**		

Table 6. Results of Chi-Square Test for Literary Genre.

Chi-Square	38.000[a]
Df	3
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

To decide whether there are any statistically significant differences between the two genres in the application of translation procedures, the chi-square test is applied for each procedure separately. Table 7 displays the observed and expected values of each frequency of the four procedures and Table 8 presents the chi-Square test results. Note that the procedure of 'combining SL metaphor with primary sense in the TL' is excluded because it has only occurred once in the political genre.

Table 7. Frequency of each Procedure in both Genres.

Genre ---------- **Type of Procedure**	**Political**			**Literary**		
	Observed N	Expected N	Residual	Observed N	Expected N	Residual
Reproducing Metaphor	54	46.5	7.5	39	46.5	-7.5
Converting Metaphor	32	35.0	-3.0	38	35.0	3.0
Replacing Metaphor	7	14.5	-7.5	22	14.5	7.5
Deleting Metaphor	6	3.5	2.5	1	3.5	-2.5

Table 8. Results of Chi-Square Test for each Procedure.

Translation Strategy	Chi-Square	Df	Asymp. Sig.
Reproducing Metaphor	2.419[a]	1	.120
Converting Metaphor	.514[b]	1	.473
Replacing Metaphor	7.759[c]	1	.005
Deleting Metaphor	3.571[d]	1	.059

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 46.5.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 35.0.

c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.5.

d. 2 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 3.5.

Firstly, despite the descriptive significance of employing the procedure of 'reproducing SL metaphor in TL' in political and literary genres in terms of their substantially different frequencies (54% vs. 39%, respectively), the chi-square test results (.120) show no statistical significance between the two genres. One should, however, downplay statistical significance in favor of descriptive significance because of the notable difference in frequency. Second, converting a metaphor to its primary sense by reducing its figurative sense is used (32) times in the political text and (38) times in the literary text. The frequency of using the procedure of 'converting SL metaphor to primary sense in TL' is relatively similar in both genres (32% vs. 38%) and, therefore, the chi-square results show no statistical significance (.473). Thirdly, alongside descriptive significance, the chi-square test results (.005) show considerable statistical significance for 'replacing SL metaphor with TL metaphor' between the two genres (7% vs. 22%). Finally, the chi-square test results (.059) show no statistical significance of the frequency difference for 'deleting metaphor in TL' in the two genres (6% vs. 1%).

4. Qualitative Analysis

This section discusses and critically evaluates textual examples that belong to each of the procedures employed in metaphor translation in the political genre (PG) and the literary genre (LG).

4.1 Reproducing SL Metaphor in TL

Not only is the source text (ST) figurative expression preserved in this procedure, but also the source and target domains are maintained. For ease of reference, the target metaphors are highlighted in boldface in cited examples.

(1) Ten years ago, I published The Shock Doctrine: The Rise of Disaster Capitalism, an investigation that spanned four decades of history, from Chile after Augusto Pinochet's coup to Russia after **the collapse of the Soviet Union**. (PG/p. 2)

قبل عشر سنوات، نشرت كتابي "عقيدة الصدمة: نشأة رأسمالية الكوارث"، وهو بحث لحقبة من التاريخ امتدت لأربعة عقود، بدأت في تشيلي عقب انقلاب أوغوستو بينوشيه، ومرت بروسيا بعد **انهيار الاتحاد السوفيتي**. (p. 10)

(2) …**being above the usual rules and laws** - is a defining feature of this administration. (PG/p. 4)

فأبرز ما تتسم به هذه الإدارة... **وأنها فوق القوانين والقواعد المعتادة** (p. 12)

(3) What was she doing? He **stole a glance** round. (LG/p. 82)

فماذا تفعل في هذه اللحظة؟ استرق النظر حوله. (p. 113)

(4) Nevertheless, he found himself **clinging to the hope** of some reply as to his one last chance of redemption. (LG/p. 108)

وعلى الرغم من ذلك، وجد نفسه ما زال **متشبثا بالأمل** في أن يتسلم ردا ما على محاولته الأخيرة لإنقاذ روحه. (p. 147)

In examples (1-4), we can clearly see that the translators have reproduced the same metaphors in terms of mapping conditions and lexical implementation (one-to-one lexical correspondence). For example, the image in (1) stands for the end of the Soviet Union as one political entity. The use of the word 'collapse' comprises the source domain of the metaphor 'building'. It is mapped onto the target domain 'a country/the Soviet Union' to liken its dissolution to the collapse of a building. The figurative image effectively portrays how unexpectedly fast the Union ended and its member states became economically and politically independent. In addition to preserving the same metaphorical image, the translator has also employed lexical implementation by choosing the Arabic word انهيار for 'collapse', which occupies the same niche in the semantic blankets of English and Arabic. One should note that she could have preserved the metaphorical image while doing away with lexical implementation by activating one-to-many rather than one-to-one lexical correspondence, e.g. the translator could have selected سقوط 'fall' instead of انهيار, which lexicalizes the metaphor differently but maintains the same mapping conditions.

To elaborate more on reproducing metaphors in TL without adhering to lexical implementation, observe the two examples in (5) and (6) from the literary genre:

> (5) 'You needn't be concerned about that,' said Arabella, laughing. Jude too laughed, but there was a strong **flavour of bitterness in his amusement**. (LG/p. 60)

قالت «أرابيلا» وهي تنفجر ضاحكة: «لا تشغل نفسك بهذا الأمر كثيرا. وضحك «جود» كذلك. وكان في **ضحكه شعور** واضح **بالمرارة**. (p. 82)

> (6) Perhaps to know her would be **to cure himself of** this unexpected and unauthorized **passion**. (LG/p. 92)

وقد يكون في التعرف عليها **علاجا يبرئ روحه من تلك العاطفة** المفاجئة الهوجاء. (p 125)

In (5) and (6), the translator has altered the lexicalization of the metaphors while reproducing the same figurative images and mapping conditions. In (5), the metaphorical image in the source domain (food) is lexicalized differently, viz. مذاق المرارة 'flavour of bitterness' vs. شعور بالمرارة 'feeling of bitterness'. This, however, has not affected the force of the metaphor. Similarly, changing علاجا يبرئ نفسه 'a cure for himself' to علاجا يبرئ روحه 'a cure for his soul' in the source domain 'disease' reproduces the same SL metaphor and mapping conditions although the lexicalization has been altered. Maintaining the same paradigm (mapping conditions) of an SL metaphor while changing its lexicalization through semantic relations is a common practice in metaphor translation (for more details, see Farghal and Mansour 2019).

In several cases, however, especially in the political genre in this study, SL metaphors are forced upon TL, thus jeopardizing readability and naturalness of the target text (TT). Witness the following two examples:

> (7) He is the embodiment of the belief that **money and power provide license** to impose one's will on others, whether that entitlement is expressed **by grabbing women** or grabbing the finite resources from a planet on the cusp of catastrophic warming. (PG/p. 10)

كما أنه تجسيد للاعتقاد بأن **المال والسلطة يوفران معا رخصة** لصاحبه بفرض إرادته على الآخرين، سواء أكان ذلك **من خلال الإمساك غير اللائق بالنساء** أم اختطاف موارد كوكب على حافة احترار كارثي.(p. 18)

> (8) But whether the country stays or leaves it's undeniable that the **Trump administration is shredding the commitments made under the accord**. (PG/p. 73)

ولكن الاستمرار في الاتفاق أم الخروج منه لا يغير حقيقة أن **إدارة ترامب تمزق الالتزامات التي ينص عليها القرار**. (p. 84)

In (7), while the translator has succeeded in reproducing the first metaphor as المال والسلطة يوفران معا رخصة, she has seriously failed in using the same procedure in the second metaphor by imposing it upon the Arabic text as من خلال الإمساك بالنساء, which hardly makes any sense. Note that the same metaphor with the same mapping conditions but with different lexical implementation could successfully have been used, viz. من خلال توظيف النساء. Alternatively, the primary sense of the metaphor could have been offered, viz. من خلال استغلال النساء. Similarly, the SL metaphor in (8) has been forced upon Arabic, thus producing the unacceptable source domain تمزق الالتزامات. Here, the translator could have reproduced the structural metaphor in the SL as an orientational metaphor in the TL, viz. تتراجع عن الالتزامات 'go back on the commitments', thus maintaining the same mapping conditions without adhering to lexical implementation and avoiding the unacceptable metaphor in Arabic. Alternatively, the SL metaphor could be reduced to primary sense, viz. تلغي الالتزامات أوتتنصل من الالتزامات.

Apparently, the option for reproducing the SL metaphor in TL in terms of both mapping conditions and lexical implementation could be a taxing one unless the SL and TL converge in that (1-4 above). Despite the fact that this translation procedure may serve the aesthetic and poetic functions best, the translator should always guard against falling prey to offering unacceptable metaphors which seriously affect the readability and naturalness of the TT (7 and 8 above). Also, to obtain best results, the translator needs to be aware of the role of semantic relations while reproducing SL metaphors in TL, which may get around the obstacle of lexical implementation and, at the same time, rescue the metaphorical paradigm in the TL (5 and 6 above).

4.2 Reducing Metaphor to Primary Sense

In this procedure, the translator opts for reducing a conceptual metaphor to its primary meaning, thus giving communicative sense priority over form. The following are illustrative examples from the political genre:

(9) Which is why I decided to delve back into that **glossy world** to see what it could tell us about how Donald Trump … (PG/p. 24)

ولهذا قررت العودة إلى ذلك **العالم الزائف** لأعرف كيف يمكنه أن يبين لنا كيفية ارتقاء دونالد ...(p.32)

(10) It's **a naked corporate takeover**, one many decades in the making. (GP/p. 4)

بل هو **احتلال صريح تقوم بها الشركات** لمراكز القوة في البلاد ظل قيد الإعداد لعقود كثيرة من الزمن. (p. 12)

(11) During Trump's first week in office, when he was signing that **tsunami of executive orders** (PG/p. 2)

في أسبوع ترامب الأول كرئيس، وحين كان يوقع **كما هائلا من الأوامر التنفيذية** ... (p.10)

As can be observed, the conceptual metaphors in (9-11) have been unpacked by reducing them to primary sense, which is a workable solution on the assumption that the TL lacks corresponding counterparts, viz. العالم الزائف for 'glossy world', احتلال صريح for 'naked takeover', and كما هائلا من الأوامر التنفيذية for 'tsunami of executive orders'. One should note that these renditions do not affect the readability of the text although there is a deficit in the metaphoricity and force of discourse. This deficit is justified if the TL is unable to offer analogous metaphorical language.

A closer look at these examples, however, reveals that Arabic can be as metaphorical as English when translating them. To explain, the translator in (9) could have used the Arabic metaphor العالم البرّاق, which reproduces the

English metaphor in terms of mapping conditions but shuns lexical implementation which gives us the inappropriate metaphor العالم اللامع in this context. It seems that the translator has opted for primary sense in order to avoid the unfitting metaphor, probably being unaware of the appropriate Arabic metaphor. Similarly, she could have employed the Arabic metaphors احتلال فاضح and طوفانا من الأوامر التنفيذية in (10) and (11) respectively, instead of reducing the English metaphors in them to primary sense. It is clear that the obstacle of lexical implementation which may produce unacceptable results can blur the translator's choices and leads him to reduce metaphors to primary sense.

This, of course, does not mean that there are no cases where the translator needs to reduce a conceptual metaphor to primary sense. Consider the following example:

> (12) Some **looked in the eye of a candidate** who was promising to materially and seriously improve the lives of working people across the country, and turn climate change into a generational mission, and **chose to back Clinton**, the candidate of an untenable status quo, instead. (PG/p. 123)

فبعضهم رأى بعينه مرشحًا يعد بأن يحسن ماديا وجديا حياة الناس العاملين في جميع أنحاء البلد، ويبدل مسار تغير المناخ لتصبح قضية جيل كامل، ولكنهم **اختاروا أن يؤيدوا كلينتون**، المرشحة الداعية إلى وضع قائم لا يمكن له أن يستمر. (p. 135)

The translator has done well by reducing the conceptual metaphor 'chose to back Clinton' to primary sense اختاروا أن يؤيدوا كلينتون because Arabic does not possess a familiar conceptual metaphor corresponding to it. Some may argue that she could have used the archaic Arabic metaphor يعاضد 'to support', which employs the body part عضد 'the part extending from the elbow to the shoulder' for the same purpose. However, such a decision would fail the political register, which does not invest in archaic metaphors the way literary discourse does. Apart from that, note how the

translator has misinterpreted the metaphor ‘Some looked in the eye of a candidate who …’ which simply means ‘Some adopted the opinion of a candidate who …’ but has been rendered as فبعضهم رأى بعينه مرشحًا instead of the correct فبعضهم رأى/نظر بعين مرشح ‘some saw [looked] in the eye of’, which uses the same mapping conditions, i.e. the source domain عين ‘eye’ is mapped onto a candidate’s opinion. To avoid this compression problem, the translator could have reduced the ‘eye’ metaphor to primary sense, viz. فبعضهم تبنى وجهة نظر مرشح ‘some adopted the viewpoint of a candidate who…’.

The use of reducing metaphor to primary sense in the literary genre even offers less impressive renditions where texts are mainly read for literary appreciation rather than for managed information, the way it is with political texts where the focus is on delivering forceful messages and on persuading the audience with certain opinions. Literature, actually, is supposed to entertain readers with aesthetic images that creatively reflect situations and events in the real world. That is why reducing a conceptual metaphor to its primary sense should be a last resort, only when the TL lacks a fitting metaphorical expression. Note how the translator in (13-15) fails to preserve the metaphoricity of ST by reducing conceptual metaphors to primary sense.

(13) The girl for whom he was beginning **to nourish an extraordinary tenderness** … (LG/p. 86)

أما الفتاة التي بدأ **يحس نحوها عاطفة تتميز بالرقة الزائدة** ... (p. 117)

(14) The boy is crazy for books, that he is. **It runs in our family** rather. (p. 8)

أؤكد لكم ما من غلام آخر يفوق هذا الغلام في حب العلم فهو مصاب بجنون الكتب، وليس هذا بالشيء الغريب **فأفراد عائلتنا يعانون كثيرا من هذا المرض**. (p. 9)

(15) **The favourable light in which this new thought** showed itself by contrast with **his foregone intentions** cheered Jude. (LG/p. 123)

أسعده الوضع الذي برزت فيه الفكرة الجديدة وخاصة عندما قارن بينها وبين **نواياه السابقة**. (p. 166)

In (13) above, the conceptual metaphor viewing an emotion ‘tenderness’ as a human that can be ‘nourished’ maps the source domain ‘food’ onto the target domain ‘tenderness’. The translator reduces this metaphor to communicative sense, viz. يحس نحوها عاطفة تتميز بالرقة الزائدة, thus dispensing with figurative language. One should note that Arabic possesses a corresponding conceptual metaphor with different mapping conditions that can metaphorically replace the English one, viz. يدّخر لها عاطفة في غاية الرقة, thus shifting the source domain to ‘money’ in Arabic instead of ‘food’ in English.

Similarly, the English conceptual metaphor in (14), which maps the source domain in a physical act ‘running’ on an emotion ‘love’, is reduced to communicative sense in Arabic as فأفراد عائلتنا يعانون كثيرا من هذا المرض. It could have been metaphorically rendered as ‘... فهذا الحب يسري في عروق عائلتنا as this love runs in our family’s veins’. Actually, shifting the source domain from the general physical act ‘running’ to the more specific physical act ‘blood running into veins’ enriches the metaphorical image.

Finally, the Arabic translation in (15) is far less effective than the ST due to the translator’s reducing the English metaphors to communicative sense. To appreciate the difference between the Arabic rendering in (15) and a rendering that reflects the metaphorical discourse in the English utterance, witness the suggested translation in (16) below:

(16) وقد أسعده الوميض المحبب الذي جسّد هذه الفكرة الجديدة مقارنة بنواياه الخوالي.

Note that this translation attempts to echo the conceptual metaphors in the English text. Firstly, the source domain وميض 'flash' is mapped onto the target domain فكرة, thus reproducing the same mapping conditions apart from lexical implementation, i.e. the lexeme الضوء which corresponds to 'light' in the ST is not appropriate in Arabic. Secondly, the translation manages to render the English conceptual metaphor 'forgone intentions' into the Arabic conceptual metaphor نواياه الخوالي. Thus, the source domain 'emptiness' rather than 'past time' (the way it is in English) is metaphorically mapped onto the target domain 'intentions' to metaphorically represent 'intentions belonging to the past'.

As is clearly shown in this section, the translator's inability to access TL figurative language that matches, or at least approximates, the SL counterpart can seriously affect the force and aesthetics of the TT, especially in literary translation. Therefore, the reduction of conceptual metaphors to primary sense should only be considered as a last resort when other more appropriate options are exhausted.

4.3 Replacing SL Metaphor with TL Metaphor

This procedure, which is TL rather than SL oriented, may be employed in metaphor translation in order to improve the readability and naturalness of the TT. Newmark (1988) states that replacing a figurative image of the ST with a standard equivalent image in the TT is used to avoid a clash with the TL culture. While this procedure maintains the metaphorical level of the ST in the TT, it sails away from the SL culture in the direction of the TL culture in terms of mapping conditions and lexical implantation while preserving the function of the metaphor. According to Venuti (1991), such practice, which he calls 'domestication' (the opposite of 'foreignization which he advocates) strips the TT of essential SL cultural features that are necessary for enhancing cultural transfer and avoiding cultural hegemony. The corpus shows that both translators have utilized this

procedure but significantly more so in the literary text (22% against only 7% for the political text). Following are illustrative examples from both genres:

(17) Once they're exposed, **Trump's** carefully nurtured **image begins to slip**. (PG/p. 43)

فمتى ما بدأ الأمر بالانكشاف، ستبدأ **صورة ترامب** التي لطالما حرص على رعايتها **بالانهيار**..(p. 52)

(18) And I am convinced it can only **be birthed out** of a genuinely collaborative process. (PG/p. 9)

ولكني مقتنعة بأنها **لن ترى النور** إلا جراء **عملية تعاونية** بكامل معنى الكلمة. (p. 2)

(19) He ought not **to break faith with** her. (LG/p. 38)

فلا ينبغي **أن يخسر ثقتها به**. (p. 50)

(20) I am so wicked, Sue — **my heart is nearly broken**, and I could not bear my life as it was! (LG/p. 116)

إني في غاية التعاسة **وأنا جريح الفؤاد** ولا أستطيع أن أحتمل حياتي! (p. 157)

In (17-20), the translators have successfully replaced the SL conceptual metaphors with TL ones that perform similar functions in the target culture. They have achieved this goal by following TL norms in terms of choosing the appropriate source domain while preserving the target domain. In (17) and (18), the ST source domains ‘slipping’ and ‘being born’, which are mapped onto the target domains ‘Trump’s image’ and ‘collaborative process’ respectively, are rightly replaced with the source domains ‘collapsing’ and ‘experiencing daylight’ in order to naturalize the two metaphors and render them acceptable in Arabic. The Arabic reader would be shocked if the translator here chose to reproduce the same mapping conditions, viz. ستبدأ صورة ترامب بالانزلاق and بأنها لن تولد, instead of

the natural mapping conditions, viz. ستبدأ صورة ترامب بالانهيار and بأنها لن ترى النور.

Similarly, the translator in (19) has rightly deemed the source domain ‘breaking an object’ as unacceptable domain to map onto the target domain ‘faith’ in Arabic. That is why it has been changed to ‘losing an object’, thus giving the natural metaphor يخسر ثقتها به rather than the unacceptable metaphor يكسر ثقتها به. In (20), not only the translator has appropriately changed the source domain but, at the same time, he has heightened the aesthetic level of the conceptual metaphor by opting out of reproducing it as مكسور القلب ‘broken heart’ in favor of جريح الفؤاد, thus replacing the source domain ‘breaking’ with ‘injuring’ and selecting a more aesthetic cognitive synonym for the target domain, i.e. الفؤاد ‘heart’.

It can be argued, therefore, that this procedure should be called up when the SL conceptual metaphor cannot be forced upon the TL in terms of mapping conditions in order to maintain both the naturalness and the metaphoricity of the TT. This solution may become more necessary in literary discourse in which aesthetics is part and parcel than in political discourse where communicative sense and aesthetics may join forces.

4.4 Deleting SL Metaphor in TL

Generally speaking, deletion is resorted to as a translation procedure when it does not affect the meaning of the TT. Based on this view, let us see how this procedure is implemented in metaphor translation by examining two examples from the political text and the only one example from the literary text in (21-23) below.

> (21) If any of this seems unfair, consider this: The whole reason we expect politicians to divest their financial holdings, or **put them in a real blind trust**, is that having active business holdings

while serving in office creates all kinds of opportunities for conflicts of interest and backdoor influence. (PG/p. 45)

وإذا بدا هذا غير منصف، فعلينا التفكير فيما يلي: السبب الوحيد الذي يدفعنا لأن نتوقع من السياسيين أن يصرحوا عن ممتلكاتهم المالية هو أن وجود ممتلكات تجارية فاعلة أثناء الخدمة في المنصب العام يفتح أبواب جميع الفرص لتضارب المصالح، والتأثير من وراء الكواليس. (p. 53)

(22) But, too often, these same supporters looked the other way when it came to the drone warfare that killed countless of civilians, or the deportations of roughly 2.5 million immigrants without documents during Obama's term, or **his broken promises** to close Guantanamo or shut down George W. Bush's mass-surveillance architecture. (PG/p. 56)

ولكن، ولمرات كثيرة، تجاهل هؤلاء المناصرون أنفسهم حروب الطائرات بدون طيار التي قتلت أعدادا لا حصر لها من المدنيين، وترحيل نحو 2.5 مليون مهاجر لا يمتلكون وثائق، وأن هذه الأشياء كلها حدثت أثناء حكم أوباما. كما تجاهلوا **وعوده** بإغلاق غوانتانامو وإزالة بنية الرقابة الجماعية التي وضعتها إدارة جورج دبليو بوش. (p. 66)

(23) …the speech of Phœnix in the ninth book, the fight of Hector and Ajax in the fourteenth, the appearance of Achilles unarmed and **his heavenly armour** in the eighteenth, and the funeral games in the twenty-third. (LG/p. 31)

قرأت قسمين من الإلياذة؛ هذا بالإضافة إلى بلوغ قدر لا بأس به من الدراسة لمقطوعات معينة من الكتاب التاسع مثل «أحاديث فيونكس» في القسم التاسع والصراع بين «هكتور» و«أجاكس» في القسم الرابع عشر، وظهور «أخيل» وهو أعزل من السلاح في القسم الثامن عشر، والحركات الجنائزية في القسم الثالث والعشرين. (p. 40)

In (21), the translator has decided to delete the conceptual metaphor (put them [Trump's financial holdings] in a real blind trust) which maps the source domain represented by an abstract feeling (blind trust) onto the target domain represented by a material object (financial holdings) clearly on the assumption that it is redundant, i.e. it just reiterates the preceding proposition. This is not true, however, because the disjunctive structure deals with two different options, the second of which refers to 'charging some agent with administering Trump's financial holdings (a blind trust)' as an alternative to 'divesting them'. Therefore, the metaphor should have been rendered in the TT. Since the 'money-related' conceptual metaphor does not formally or functionally exist in Arabic despite the fact that the 'feeling-related' conceptual metaphor ثقة عمياء 'blind trust' is shared with English, the translator was supposed to reduce it to communicative sense by something like أو بتوكيل صارم لغيره في إدارتها.

In (22), the deletion of the conceptual metaphor (broken promises) is less serious as it does not affect the propositional content; it only mitigates the force of the message. That is, the Arabic translation leaves it to the reader to contextually infer that Obama's promises have not been fulfilled, as opposed to the English text which renders this inference explicitly through the use of the conceptual metaphor 'broken promises'. Instead of deleting the conceptual metaphor, the translator could have replaced it with a comparably effective Arabic metaphor, e.g. أو وعوده التي تبخرت/التي ذهبت أدراج الأرياح 'or his promises that have evaporated/that have gone with the wind'. By so doing, the TT will maintain both the content and the force of the message, the second of which is obtained by using a conceptual metaphor.

The literary corpus includes only one instance of metaphor deletion (22 below), which may indicate the importance of metaphorical expressions in literary works. The deleted metaphor is part of Jude's imaginary conversation with himself about the classic books he has read so far. Jude refers to Achilles, the hero of the Greek epic poem, the Iliad, and his amour, which he describes as 'heavenly armour'. This conceptual metaphor is built

upon mapping the source domain ‘divine entity’ onto the target domain ‘armour’ to show how powerful the armour is. For some unknown reason, the translator has decided to delete this metaphor despite the clear contrast in the text between ‘ordinary arms’ which Achilles lacks and the ‘heavenly armour’ which he wears. To render this metaphor, the same source and target domains can be employed, viz. وظهور «أخيل» وهو أعزل من السلاح **بدرعه الإلهي**. Note that the lexeme السماوي ‘heavenly’ is avoided in favor of الإلهي ‘godly’ in Arabic in order to naturalize the discourse, thus dispensing with lexical implementation.

4.5 **Combining Metaphor with Primary Sense**

There is only one instance where the translator has combined conceptual metaphor with primary sense in order to make the TT more comprehensible, as can be seen below.

(24) **His tax plan includes a range of other breaks and loopholes** for very wealthy people. (PG/p. 21)

وتشمل خطته الضريبية مجموعة أخرى من الثغرات القانونية والفرص لكل شخص فائق الثراء.(p.29)

The source domain ‘imperfect laws’ is mapped onto the target domain ‘Trump’s tax plan’. The metaphor describes the way that Trump’s tax plan exploits legal gaps to achieve benefits for his community of very wealthy people. These ‘imperfect laws’ are symbolized as breaks and loopholes where illegal acts may come through. Apart from the erroneous rendering of ‘breaks’ as فرص ‘opportunities’ instead of the correct فجوات ‘gaps’, the translator has preserved the same mapping conditions of the metaphor but, in addition to that, she has made the reference to ‘imperfect laws’, which is implicit in English, explicit in Arabic, viz. الثغرات القانونية. Thus, the SL metaphor is combined with reduction to primary sense. To rephrase the metaphor correctly, it should read: وتشمل خطته الضريبية مجموعة

أخرى من الفجوات والثغرات القانونية لفاحشي الثراء. The addition to the implicit metaphor, therefore, makes the translation more comprehensible.

5. Conclusions

The textual data from the argumentative political genre and the fictional literary genre instantiates four main translation procedures followed at different frequencies by the two translators, viz. reproducing metaphor (54% vs. 39%), converting metaphor to primary sense (30% vs. 38%), replacing metaphor (7% vs. 22%), and deleting metaphor (6% vs. 1%), respectively. Intragenerically, the variation in the frequencies in the genres is both descriptively (percentages) and inferentially (chi-square) significant, which simply means there are clear tendencies in the translator's choice of translation procedure. In terms of intergeneric variation, percentages of three procedures (reproducing metaphor, replacing metaphor, and deleting metaphor) show significant differences. Only in employing the procedure 'converting metaphor to primary sense' do the two genres almost converge, a finding that points to a strong tendency in both of them. Inferentially (chi-square results), only the procedure 'replacing SL metaphor with TL metaphor' turns out to be of statistical significance, which points to strong variation between the two genres. Inferential statistics, however, should not disguise the substantial intergeneric variation in the frequency of 'reproducing metaphor' and 'deleting metaphor'.

The qualitative analysis reveals several interesting points. Firstly, despite the priority that should be given to reproducing the SL metaphor in the TL, especially in literary works, the corpus shows that the translator may tend to force SL conceptual metaphors on TL, especially in the political genre, thus offering alien metaphors that impede the readability of the TT and seriously affect its naturalness. Therefore, it is necessary for the translator to closely check the reproduction of metaphors not only in terms of mapping conditions but also in terms of lexical implementation. The analysis shows that in many cases the unacceptable reproduced metaphor

can be readily rescued by shifting lexical implementation in the direction of TL norms while preserving mapping conditions of the metaphor.

Secondly, the corpus indicates that the relatively high frequency of converting an SL metaphor in both genres jeopardizes the metaphoricity of the TT, especially in the literary genre. While it may be tolerable to some extent to reduce conceptual metaphors to primary sense in the argumentative political genre at the expense of dampening the tone of discourse, doing so in the fictional literary genre may strip the discourse of its aesthetic and literary nature because form and content are intertwined. The analysis of some representative examples shows that the adoption of this procedure at this frequency in metaphor translation is far from being justified because of the availability of other more suitable procedures. In fact, most of these examples can readily lend themselves to either reproduction of the metaphor in TL or converting the metaphor to a TL one. Therefore, reducing an SL metaphor to primary sense in TL should not be overused in argumentative political discourse in which the tone of discourse makes a difference and should only be considered as a last resort in literary discourse.

Thirdly, the corpus reveals that the literary translator is much more aware than the political translator of the importance of replacing an SL metaphor with a TL metaphor, which is an essential translation procedure that maintains the metaphoricity of the TT independently of SL mapping conditions when reproducing the metaphor falters. The political translator may have opted out of this procedure in favor of reproducing SL metaphors in TL (54%), which has landed in the trap of forcing many unacceptable metaphors on the TT. Therefore, the competent translator should strike a balance in the use of these two procedures by which unequal weight is given to each of them. That is, other things being equal, the reproduction procedure should be given priority over the replacement procedure in literary discourse where SL aesthetic and cultural features carry special importance. By contrast, the latter procedure may be as relevant and

important as the former procedure in argumentative political discourse where the tone of the TT comes to the fore.

Fourthly, the deletion procedure is more used by the political translator (6%) than the literary translator (1%). One may rightly assume that deletion can only be justified if the deleted segment does not contribute to the meaning of the TT, a situation that should not apply to conceptual metaphors in literary and argumentative discourse due to their inevitable contribution to meaning. The analysis of deletion cases in the corpus readily shows that they have seriously affected the TT in terms of content and force of discourse.

To conclude, this paper counts only as a case study and the findings may not be generalized, which means that there exists a dire need for further research into intrageneric and intergeneric variation in metaphor translation as well as other aspects of translation activity in different language pairs. The translation directionality as well as the translator's mother tongue and professionality level can also be relevant factors in this kind of research.

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