

Metaphors' Translatability The case of the Translation of Economic Metaphors from English into Arabic ترجمة الاستعارات

حالة ترجمة الاستعارات الاقتصادية من الإنجليزية إلى العربية

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Abstract:

Metaphor is an important tool for communicating ideas and cognizing the world. It is more conceived as a vehicle for disseminating information than merely a rhetorical device. In this context, the present paper is a comprehensive study of economic metaphor, and how it is translated from English into Arabic. It also sheds light on its significance in the field of economics. In light of this, the present paper seeks to answer the following questions: What is the phenomenon of metaphoricity? What are the functions of metaphor in language of economics? How are metaphors classified? What are the main translation strategies used in the translation of this particular language from phenomenon?

Keywords: metaphor-rhetorical device-metaphoricity-cognizing-translation strategies-economic metaphor

ملخص:

تمثل الاستعارة أداة مهمة لإيصال الأفكار وإدراك العالم. كما أنها وسيلة لنشر المعلومة أكثر من كونها مجرد أداة بلاغية. وفي هذا السياق، سيتناول هذا المقال دراسة الاستعارة الاقتصادية وترجمتها من الإنجليزية إلى العربية. كما يسلط الضوء على أهمية الاستعارة في مجال الاقتصاد. وعليه، تهدف الدراسة إلى الإجابة عن الأسئلة التالية: ما هي الخاصية الاستعارية؟ ما هي وظائف الاستعارة في لغة الاقتصاد؟ كيف تصنف الاستعارات؟ ما هي الاستراتيجيات الرئيسية المعتمدة في ترجمة الاستعارة ذات الطابع الاقتصادي من الإنجليزية إلى العربية؟

الكلمات المفتاحية: استعارة-أداة بلاغية-خاصية استعارية-إدراك-استراتيجيات الترجمة-استعارة اقتصادية

1. Introduction

The present paper is a comprehensive study of the phenomenon of metaphoricity. It is divided into four major parts. The first part defines the issue of metaphoricity as a rhetoric device and linguistic tool used for communicating particular ideas in given contexts. The second part deals with the issue of economic metaphor, and illustrates how economists express various economic variables metaphorically. It also demonstrates how a popularized metaphor, has proved to be an efficient mean for

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disseminating complex economic knowledge by reproducing it in a way that keeps its informative character, but succeeds in enlightening a given audience on a particular issue through a more simple style. We also focused in the second part on the conceptual metaphor theory, which demonstrates how one conceptual domain referred to as the source domain is understood in terms of a target domain. The last issue dealt with in part two is the classification of economic metaphors. The classification was based on the one provided by Ullmann, which states that there are three major types of metaphors namely anthropomorphic, animal and synaesthetic metaphors. The last issue approached in this paper relates to metaphors' translatability. We attempted to shed light on different translation strategies, yet, the strategies suggested by Nader for translating metaphorical expressions were given priority over the others.

2. Metaphoricity

Metaphor has a long history. Its origins go back to 1932 when Aristotle claimed that metaphor is "the application of a word belonging to something else." This view provided the first insights into the conceptualization of metaphors. (Sacks 1979:29)

A metaphorical expression results from a description of an issue through the use of the qualities of another issue. Hence, the qualities of the first are extended to the issue being compared to. (idem)

In this respect, Sacks conceives a metaphor as the "dream work of language and like any dream, its interpretation necessitates a collaboration between a dreamer and a waker. Worth mentioning that the act of interpretation is itself a work of imagination, so understanding a metaphor is as much a creative endeavor as making it, and is little guided by rules. (1979:29)

In many cases, metaphors are invisible, and understood by the majority of people. They are conceived and grasped with the same facility as the ordinary literal language. Nevertheless, William Grey claims that there is no problem in understanding metaphors: the problem lies in explaining how they were understood. (1998:1) It is also believed that the metaphor is not an alternative way of expressing common sense, but a strategy for creating new sense.

Metaphors vary in form. Some have a surface level and others a deep level. A metaphor with a surface level includes an explanation of a particular issue or a comparison between two issues. For example, the metaphorical expression "*time is money*" الوقت من ذهب implies that time is a valuable resource. Hence, it should be exploited wisely in order not to waste it. In other words, any time that is wasted could have been devoted in a given achievement. Hence upon the quicker a work is done, the more money a person can earn. Thereupon, surface metaphors are commonly used in everyday language, and form an integral part of everyday communication. While, deep level metaphors operate at much deeper and less obvious levels, Hence upon, people may not be consciously aware of such metaphors as they require deeper knowledge and reflection. For example, the metaphorical expression "*striking the right balance*" تحقيق التوازن الصحيح may have different meanings depending of its context of use. Among its possible meanings, the one that refers to a company, which seeks to reduce risk by striking a balance between uncertainty and taking advantage of

it. It may also be used in accountancy implying the management of accounts receivable, which requires striking a balance between the cost of extending credit and the benefit resulting from such an operation.

Along the same lines, another expression demonstrating how deep level metaphors can bring confusion if not used appropriately is illustrated with the expression “*sinking ship*.” السفينة الغارقة Indeed in business and economic contexts, this expression has nothing to do with a boat which is sinking, but refers to a company, which is facing severe financial obstacles.

The question that may be asked in this context is how can such a statement provide us with a so interesting insight? The answer is that words have more complex and deep structures, which are revealed through the metaphorical use of a set of words. Hence upon, a metaphor requires the deactivation of its literal meaning to allow the emergence a new metaphorical meaning

From that perspective, Davidson argues that metaphors take on “extended meanings” (1978 cited in Sacks 1979:29) constituting 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. (idem)

2.1.Components of Metaphor

As stated above the metaphor is the substitution of one object with another. It is used to assist in the understanding of a given issue. It is an implied comparison between two unlike issues or situations that actually share a common characteristic.

In this respect, there is a debate among scholars concerning the components of a metaphor. Some consider that the metaphor consists of two elements. Others consider that it consists of three, and there are even those who consider that it has four elements.

The major division is illustrated in the following figure:

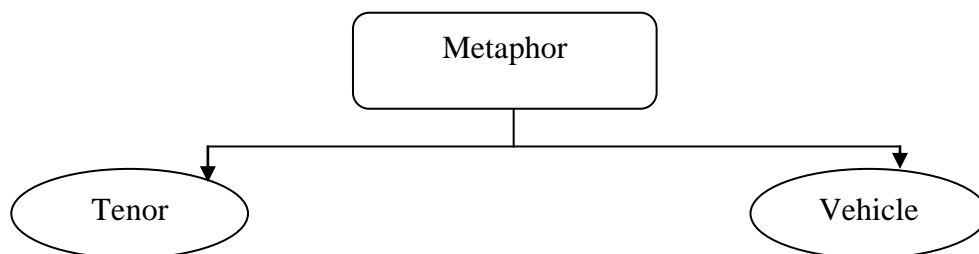


Figure 1 Components of Metaphor

The first pillar is the tenor, which constitutes the issue that is being described in the metaphor, the second is the vehicle, which refers to the borrowed word to which the tenor is described.

The idea is illustrated as follows:

- ✓ *Market Volatility* تقلبات السوق
- ✓ *Salary freeze* تجميد زيادة المرتبات

In example one (1) market is the tenor, and the vehicle is volatility. Volatility refers to the ups and downs in the value of an investment. The analogy in this metaphor compares the market to a yoyo, which sometimes, goes up and in other times it goes down, and the person playing the yoyo is eventually preventing the yoyo from reaching the floor, and this is what the economy tries to do. The metaphorical expression, market volatility may also describe a situation when a market experiences periods of unpredictable, sharp, price movements.

In example two (2), the tenor is salary, while freeze is the vehicle. Hence upon salaries are being compared to a situation of freezing suggesting an incapacity of movement. Salaries are blocked and unable to make any movement insinuating a government or company suspending any salary increase for a period of time due to economical constraints.

Hence upon, the tenor is the subject to which attributes are ascribed, and the vehicle is the subject from which the attributes are borrowed. Some scholars prefer using the general terms ground and figure to identify the tenor and vehicle. Thus, metaphor expresses the unfamiliar (the tenor) in terms of the familiar (the vehicle).

3. Economic Metaphors

In recent years, many studies have demonstrated that the metaphor plays an important role in economic communication. For example, words, such as 'attack' and 'defense,' refer to physical conflicts, yet they are repeatedly used in economics resulting in the conceptualization of economics to an attack or defense. (Charteris-Black and Ennis 2001: 254)

Marshall is the first economist to invoke the biological metaphor to describe the economy. In the 1890s, he analyzed business development with reference to a natural circle of living organism, namely, growth, change and decay (Marshall 1920:56).

Later on, the importance of metaphorization in economics has been confirmed by many economists, linguists and even translators, who demonstrated that metaphor can be used to develop theories in economics, and communicate business ideas to the world (Hunt and Menon, 1995; Khalil, 1998; McCloskey, 1995; Rindfleisch, 1996)

Within the same vein, Grajewska affirms that:

"Metaphor has been used to generate new economic terms in investment banking, especially in the field of mergers and acquisitions." (2009)

Accordingly, metaphor is a key methodological instrument employed to develop economic variables.

“Each step in economic reasoning, even in the reasoning of the official rhetoric, is metaphorical.”
(McCloskey 1986: 75)

Some examples of economic metaphorical expressions are illustrated in the following table:

Metaphor	Meaning	Translation
A shell corporation	A company carrying out particular business for other companies	شركة صورية / وهمية
Economic net worth	The difference between the market value of assets and the market-consistent value of liabilities	صافي الاقتصاد
A mature industry	An industry that has passed the required growth phases.	صناعة ناضجة

Table 1 Metaphorical Economic Expressions

In example one (1), a shell corporation is used metaphorically to refer to a corporation with limited business operations no significant assets .These types of corporations are not all necessarily illegal, but are sometimes used illegitimately to disguise business ownership from law enforcement.

In example two (2), economic net worth (ENW) refers to the difference between the market value of assets and the market-consistent value of liabilities. (ENW) is the earned value management (EVM) measure of shareholders' equity and the starting point in determining available capital for social security taxes (SST) calculations.

The third example (3) describes the industry as being mature, which constitutes the most developed stage in the economy. In other words, it implies that industry has fully grown.

Within the same context, Bacovia adds that understanding metaphors is essential for translators. (2011: 231-240) He also asserts that a metaphorical expression is not used in economic texts for decorative and aesthetic purposes, but has rather highly significant functions. (Idem)

In this context, he distinguishes two major functions of metaphors. The first function is for language necessity, aiming the expression of a given issue or to affect the audience concerning a particular opinion. The second is related to its use as a cognitive tool. (2011: 232)

In this framework, Johanson’ argues:

“Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature.”
(1980: 3)

Specifically, metaphors are part of human nature, which is under the influence of the conceptual word, that is to say the human thought system is metaphorical and what makes metaphors possible is the existence of metaphors in humans' conceptual system.

This point of view is also shared by Lakoff and Johanson, who say:

"The essence of metaphor is understanding and experiencing one kind of thing in terms of another."
(1980: 5)

Another reason for the essence of metaphors in economics is the terminological gap, which has been considered among the major reasons that led to the emergence of metaphors in economics. In fact, many economic concepts do not have precise terminological references, and hence economists resorted to express them metaphorically in order to talk about complex matters. Hence upon, metaphor has been created to serve an economics' need for arguing on a specific situation.

3.1 Popularization of Economic Metaphors

Another crucial point that is worth mentioning in this paper is the phenomenon of popularized metaphors in economics. This phenomenon has proved to be an efficient means of disseminating complex economic knowledge by recreating or reproducing it in a way that keeps its informative character, but succeeds in enlightening a given audience on a particular issue through a simpler conceptualization of the concept. The objective of popularization is the communication of an abstract, complex knowledge to a heterogeneous audience .

To better illustrate the issue of popularization of Economic Metaphors, we consider the following examples, which illustrate how complex economic concepts are popularized in order to reach a larger audience:

- ✓ *An infant company.* (شركة فتية (أي ف في مراحلها الأولى).
- ✓ *Sluggish economy.* اقتصاد متعثر

In example one, (1) infancy is the first stage of human life. Its use in this context implies that the company is at the beginning of its development and needs to be taken care of and protected like an infant.

Example two (2) insinuates that the economy is slow-moving, due to certain deficiencies. The same situation may be witnessed by a person, whose health condition impediments him from being energetic and dynamic.

Metaphors are so pervasive that people may use them unconsciously without even being aware of their metaphoricity. They are in many cases understood without any prior knowledge of economics.

The following table provides examples of some popularized metaphorical expressions with their formal equivalent in economics.

Popularized Metaphorical Expression	Economic Term	Translation
Sprouting up economy	Developing/emerging economy	اقتصاد نام
A healthy plant	A prosperous company	شركة ناجحة
The heart of development	The core of development	صميم التنمية
Down-payment	Security deposit	عربون

Table 2 Popularized Economic Metaphors

In example one (1) the metaphorical expression “*sprouting up economy*” is popularized through the use of ‘sprout’, which implies growing rapidly. Hence upon, the meaning of the word is metaphorically extended to talk of the rapid development of economy.

For the same purpose, example two (2) makes use of the word *healthy*, which is one of the most fundamental human concerns. Being healthy implies enjoying good physical and mental condition. In this context, a “*healthy plant*” is a company that is financially secure because it is functioning appropriately.

In example three (3) the word “*heart*” refers to the centre of the global economy derived from the basic knowledge that the heart is the most important part of the physical body.

Example four (4) “*security deposit*” is popularized through the expression *down payment* implying a sum of money given informally in the early stages of the purchase an expensive good or service. The down payment represents a portion of the total purchase price, and is commonly paid to secure the sale. In the event, the sale is concealed the down payment is not refundable.

Other more formal metaphorical economic expressions that were popularized and have become commonly used by non-specialized people include the followings:

Metaphor	Translation	Meaning
Money liquidity instead of Cash flow	السيولة النقدية بدلا من التدفق النقدي	Amount of money available for investment and spending
Workers instead of Human capital/	العمال بدلا من	Human assets including their education, training, skills, degrees, experience... It is an intangible asset not categorized on a

Staff members / Human assets....	رأس المال البشري طاقم العمال الموارد البشرية	company's balance sheet.
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Table 3 Popularised Economic Expressions

To conclude this part, one can say that the issue of metaphor is a communicative device that proved to be a handy and efficient tool for effective communication of economic issues as it allows dissemination of knowledge through an already existing body of subjective and objective practice of the world.

3.2 Classification of Economic Metaphors

The intensive use of metaphors in language of economics necessitated their classification into categories in order to facilitate their comprehension and translation. Hence, the most well-known classification is the one provided by Ullmann, who identified three major types of economic metaphors as illustrated in the following figure: (1962:214)

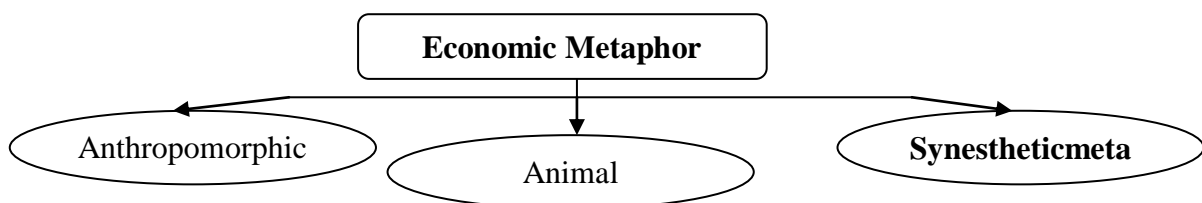


Figure 2 Types of Economic Metaphors

3.2.1 Anthropomorphic Metaphors

Metaphorical Anthropomorphism is a metaphorical device in which an inanimate object is described as if it were a person by assigning human characteristics to nonhuman entities like animals or inanimate objects.

In this context Hayek says:

“Our tendency to personify (to interpret in anthropomorphic or animistic terms) the events we observe is probably the result of such an application of schemata which our own bodily movements provide.”
 (1963:52).

E.g.

- ✓ Daughter company شركة تابعة لشركة أمّ أو قابضة/شركة فرعية
- ✓ Sinking prices هبوط الأسعار/انخفاض الأسعار
- ✓ Mother company الشركة الأم
- ✓ Fat price ثَمَنٌ مُرْتَفِع

3.2.2 Animal Metaphors

Some economic issues are associated with names of animals used metaphorically to demonstrate how certain aspects of animals and their instinctual and physical attributes as well as their behavior patterns are mapped onto certain business and economic issues. (G Radden 2000:95-105)

Kövecses says that such an issue proves that “the domain of animals is an extremely productive source domain” (2002: 17) The relation of animal behaviors to certain economic and financial issues is not surprising as the business and financial world, is known as being fierce and competitive.

Examples of animal metaphors used in economic and business contexts include the followings:

✓ *Bear market* سوق راكد/سوق نازل

A bear market is a market, which experiences prolonged price declines and in which prices of securities experience a continuous fall.

✓ *Cash cow* مشروع مثمر

A cash cow is a metaphor for a dairy cow that produces milk over the course of its life requiring almost no maintenance. The expression is applied to a business that similarly requires low capital but provides positive cash flows. Such investments are characterized by low risk but high rewards.

✓ *Bull market* سوق صاعدة

A bull market describes the condition of a financial market in which prices are experiencing a continuous rise. It is most often used to refer to the stock market, but can be applied to all what can be traded, such as bonds, real estate, currencies, and commodities.

3.2.3 Synaesthetic Metaphors

Synaesthetic metaphors are less frequently used. They involve understanding a given metaphor in terms of another. Such metaphors transfer the attributes of concrete objects into abstract concepts.

Regarding synaesthetic metaphors Ullmann says:

“Further investigations might also reveal that the movement of synaesthetic metaphors is not haphazard but conforms to a basic pattern.”

(1964: 86)

Examples of synaesthetic metaphors include the followings:

✓ *Hot Industry* الصناعة الساخنة

✓ *Flourishing Economy* اقتصاد مزدهر

✓ *Heavy Industry* الصناعة الثقيلة

4. Conceptual Metaphor Theory

The conceptual metaphor theory also referred to generative metaphor theory states that one metaphor, with one conceptual domain is understood in terms of another conceptual domain.

In cognitive linguistics, the conceptual domain from which the metaphorical expression is drawn requires the understanding of another conceptual domain known as the target domain.

Hence upon, the conceptual metaphorical theory states that a metaphor consists of a source domain, from which the metaphorical the expression was drawn”, and a target domain, which is the conceptual domain that facilitates the understanding of the issue through a more concrete target domain. On that account, the more abstract the concept is, the more it can be understood through people’s knowledge drawn from the concrete world.

Thus, based on the conceptual metaphor theory, any metaphor is conceptualized according to target domains, which is less structured, and is understood by its connection to qualities attributed to the more concrete domain, in other words, “the source domain”, from which the metaphorical expression was drawn.

This idea is better understood through the following figure:

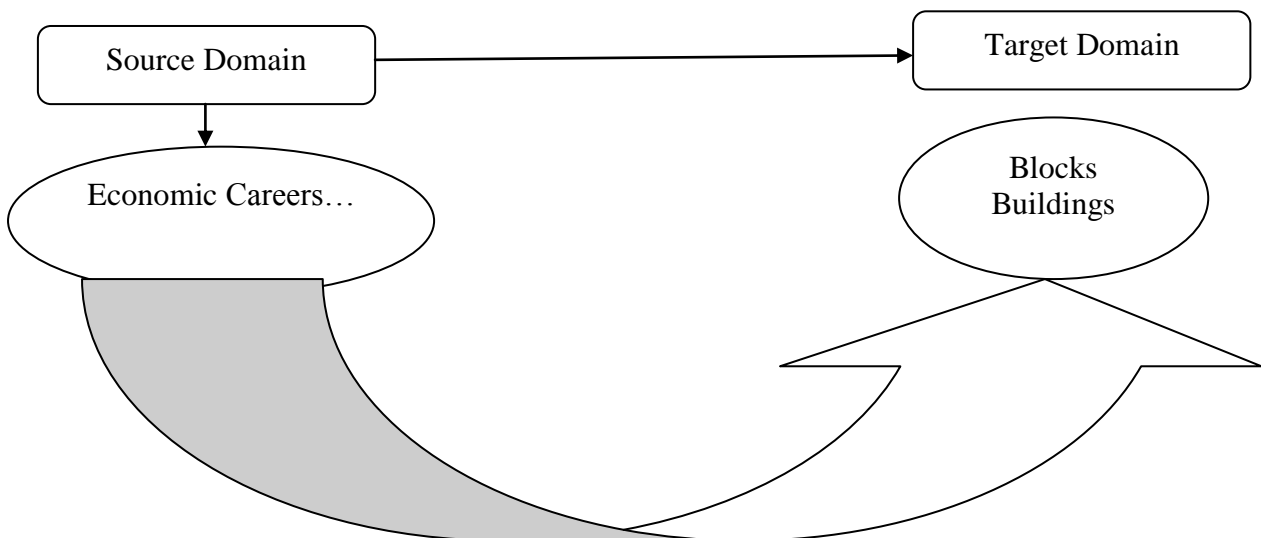


Figure 3 The Conceptual Metaphor Theory

As illustrated in the figure above, the source domain consisting of “economics” “careers,” or “firms” were associated to a more concrete target domain comprising blocks, planets and buildings, to produce metaphorical expressions such as:

- ✓ Economic blocks تكتلات اقتصادية
- ✓ Career building التقدم الوظيفي أو المهني

Thus the source domain is explained through its associations with such aspects in the target domain.

Conceptual metaphor theory was first proposed by George Lakoff and Mark Johnson as an innovational idea of metaphor to be recognized as purely figurative language rather than a matter of words or linguistic expressions. (1980:4). Lakoff and Johnson believe that 'our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature (idem).

In every dimension of life, reality is conceptualized through metaphors and therefore response is based on those metaphors.

As an illustration of source domain and target domain metaphorical association in the field of economics, the following figure is provided:

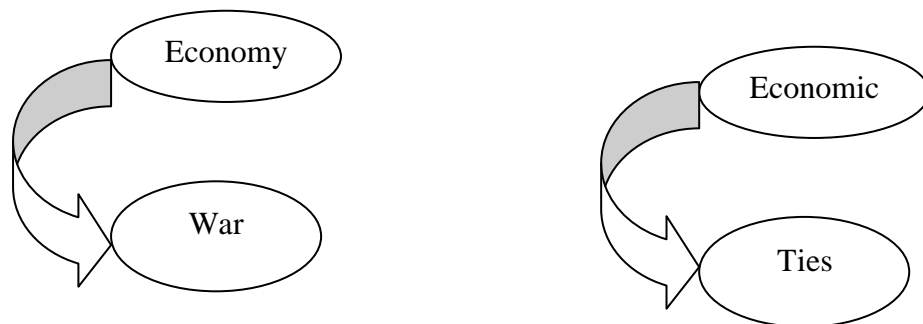


Figure 4 Conceptual Metaphor Association

The association of economy with war created a metaphor underlying images of battles, weapons, victory and defeat. Similarly the word economy was associated with ties.

- ✓ *War economy* اقتصاد حرب refers to the organization of a country's productive and distributive capacity during a time of political conflicts or wars. It implies that an economy must satisfy defense production needs. In other words, in a war economy, governments must choose how to allocate their resources in order to achieve military triumph while meeting vital consumers' needs.
- ✓ *Economic ties* علاقات اقتصادية refers to an agreement among nations stipulating certain conditions such as the elimination of trade barriers, reduction of trade costs and the coordination in monetary and fiscal policies. An economic tie is a sort of arrangement, which aims to reduce costs for both consumers and producers to enhance trade between nations.

Within the same vein, Youssef (2011) advocates that texts written by a vast number of financial analysts offer strong evidence for the argument that conceptual metaphor is a cognitive active activity, not just a figure of speech.

5. Metaphors' Translatability

Given the omnipresence of metaphors in language of economics and given their importance in communicating various economic concepts, their translation constitutes a great challenge for translators mainly when the translation task is from English into Arabic. The great difficulty owes to cultural dissimilarities between the source and the target languages.

Jalali, claims that because the same metaphoric image might not necessarily evoke the same meaning in another language (2016), translators have to be careful of using the appropriate translation strategies to succeed in conveying the intended meaning of the source metaphor.

Accordingly, metaphor translation in non literary texts is different from its translation in a literary text because translation in such a context would have a particular purpose, which is not probably not to reproduce the effect of the source metaphor in another language, instead, it seeks to present a specific content to a new audience, (Byrne, 2006; Taylor & Dewsbury, 2018).

Therefore, translators are supposed to be familiar with this specific content in order to convey it correctly and accurately.

Yet, Birner contends that metaphors' translatability is not conditioned by the translator's understanding of its literal meaning since it does not relate to the meaning of the metaphor. Hence, he needs to reconstruct a path from literal meaning to the metaphor's intended meaning. However, this does not mean that the translator would make calculations to find the intended meaning, especially in cases, where metaphor becomes a fixture of the language and its metaphoricity. (2013:53).

Besides the intended meaning of the metaphor, there is also an important factor that should absolutely be considered by translators, which is context. Indeed, the metaphor's context of use is of great importance for a correct comprehension of metaphors. Thus, the metaphor's function in economic discourse greatly facilitates the translator's understanding of some related business and economic situations or concepts. Hence, the metaphor's role in the text is of vital importance in making the appropriate decision

Newmark claims that the translator should comprehend the metaphor's role in describing events or entities in a way that the literal language could not provide. (1981:84-96)

In this context, Newmark presents seven translation procedures for the translation of metaphors. These were classified in an order of preference, as follows: (1981:88-96)

- 1- Reproduction of the same image in the target metaphor provided the source metaphorical image should have the same comparable image.
- 2- Substitution of the source image metaphor with a standard image.
- 3- Translation by simile. In this case, the translator preserves the image in the target language.
- 4- Translation by simile plus sense. This would be appropriate in cases where transferring the metaphor will cause lack of comprehension
- 5- Metaphor conversion to sense, which is a common procedure especially, when the target image is a replacement of the source image
- 6- Deletion of metaphor in cases when it is redundant and where the source metaphor is not expressive. In this case, the translator should weigh up what is more and less important in the in the light of the author’s intention.
- 7- Combination of metaphor with sense.

Nader in his turn, identifies four main translation procedures for translating metaphorical expressions from English into Arabic: (1013: 12)

- ✓ The first strategy is equivalent translation, which involves translating one metaphor with its Arabic equivalent. This strategy indicates the richness of both languages concerning the same conceptual metaphor.
- ✓ The second strategy involves the shift from source domain into another target domain, which constitutes a different conceptualization in both languages.
- ✓ The third translation strategy involves paraphrasing the metaphors into Arabic.
- ✓ The last strategy involves the shift of English non-metaphor into Arabic metaphor, which is as suggested by Nader “apparently adopted for rhetorical purposes.” (2013: 18)

Dobrotă in his turn mentions three major strategies available to translators for translating metaphors (2002: 313-321)

- ✓ Strategy 1 involves the use of an exact equivalent of the original metaphor. This procedure is referred to as literal translation

This strategy is illustrated through the following examples:

English metaphor	Translation into Arabic
Economic reforms	إصلاحات اقتصادية
Economic suicide	انتحار اقتصادي
Black market	السوق السوداء
Economic strategy	الإستراتيجية الاقتصادية
Tax evasion	تهرب ضريبي

Table 4 Equivalent Translation

In the case of the examples above, there is no difference in the metaphoric conceptualization of the same economic concepts between English and Arabic.

- ✓ Strategy 2 consists in translating a source language metaphor with another metaphorical expression, which tends to be longer, due to the need for supplying additional information for the sake of accuracy, yet, at the expense of conciseness. The substitution approach holds that a metaphor is a non-literal (metaphorical) expression used instead of some equivalent literal expression. The proponents of this theory suggest that metaphorical senses are treated separately from literal ones, but their metaphoricity often remains implicit or unnoticed and not explained. The substitution theory asserts that metaphor is just a different way of saying what can be said literally. It gives a fresh spin on worn-out literal language (Gisela Kreglinger, 2013: 19)

English metaphor	Translation into Arabic
Lay down the tools	التوقف عن العمل للمطالبة مثلا بزيادة الأجور
Be taken red	قبض متلبسا
Action ad exhibendum	دعوى ابراز مستندات
Freeze out	الإبعاد عن المنافسة
Sky rocking prices	أسعار ملتھبة

Table 5 Explanatory /Substitutive Translation

- ✓ Strategy 3 proclaims that in case of non-availability of an exact equivalent in the target language, the translator can resort to the technique of borrowing or also called naturalization. This strategy is illustrated through the following examples.

English metaphor	Meaning	Translation into Arabic
Giro	A banking service authorizing direct transfer of funds to account holders	الجيرو
Billionaire	A person possessing assets worth at least a billion dollars	بيليونار
Glasnost	Policy of information dissemination	غلاسنوت
Keiretsu	An alliance of companies	كيرتسو

Table 6 Translation through Naturalization/ Borrowing

This strategy points out to the fact that borrowing may be resorted to when it is believed that this would help translators to convey the source metaphor's intended meaning.

6. Conclusion

To sum up, one can say that metaphors have always been present in language to reflect patterns of cross-domain mappings already present in people's minds and that the omnipresence of metaphorical expressions in economic language is an evidence that metaphors are more than mere tropes that are used to make a given expression clearer, but are also expanding language through various metaphorical associations as it has

been demonstrated in the paper. Thus, metaphors in the field of economics are becoming more and more dominant tending to cover more and more grounds.

Yet the ability to understand and interpret the specific information of a given economic metaphorical expression entails its correct translation, which is conditioned by the translator's knowledge of the syntactic, morphological structure as well as the particular cultural connotations of the source metaphorical expression in addition to the lexical relationships and associations among its different words relations, which differ depending on the specific context in which the metaphorical expression is used. That is to say, the main task of the translator is to eliminate from the source metaphorical expression all those lexical elements, which do not belong to the linguistic background of the target reader, in order to produce an understandable metaphor in the target language.

Hence upon, our paper attempted to shed light on the phenomenon of metaphors through a detailed description of the issue of metaphor in general language then in the economic field more particularly in relation to similar metaphorical expression in Arabic.

In the process of investigation of metaphorical expressions in general, and in the field of economics in particular, it was found that translation of such metaphorical units in the sphere of economics generates some difficulties in finding the adequate equivalent.

Throughout our analysis of the process of metaphoric economic terms rendering according to the translation strategies suggested, we came to a conclusion that English metaphorical economic expressions are translated into Arabic mostly on the basis of four strategies:

- Equivalent translation (strategy1)
- Explanatory /substitutive translation (strategy 2)
- Borrowing (strategy3)

However, the choice of one of these translation strategies depends on various extra-linguistic factors, such as the translators' knowledge of historical and cultural background, as well as the conceptual picture of the metaphorical expression as represented in the source language.

On this basis, the study above recommends the followings in the area of translating economic metaphors into Arabic:

- 1- An accurate understanding of metaphors is primordial before engaging in the translation activity in order to avoid any distortion of meaning.
- 2- Back ground knowledge of economics is also fundamental in the translation of the economic metaphor.
- 3- Translation of popularized economic metaphors is different from the translation of non-popularized economic metaphors as these last are used in more formal and academic contexts.

- 4- The conceptual metaphorical association approach is necessary as it helps the translator to gain insight into the significant role of metaphor in the reflection of the world's perception.

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