

100. Metaphors and translation: A comparative analysis of metaphors in a business magazine

Harika KARAVİN YÜCE¹

APA: Karavin Yüce, H. (2022). Metaphors and translation: A comparative analysis of metaphors in a business magazine. *RumeliDE Dil ve Edebiyat Araştırmaları Dergisi*, (31), 1622-1634. DOI: 10.29000/rumelide.1222132.

Abstract

Although economic texts are generally examined in terms of their specialized discourse, they include numerous conceptual metaphors that conceptualize economy or economy-related issues in different ways. These metaphors serve various functions such as decreasing ambiguity and incomprehensibility in economic discourse. For these reasons, metaphors have become an important constitutive part of the analysis of economic texts. Similarly, translation of metaphors in economic discourse has attracted the attention of a growing number of translation scholars in recent years. This study aims to make a contribution to the study of metaphor and metaphor translation, focusing on the most frequent metaphorical expressions in a widely read multinational business magazine, *Fortune*. After identifying the types of metaphors in the source texts, they have been compared to their translated versions in order to analyze translation strategies and their effectiveness in terms of rendering the metaphoricality in the target texts. In order to describe the procedures used by the translators to render metaphorical expressions, the theoretical framework proposed by Peter Newmark (2007) for translating metaphor has been adopted. As a result of a detailed analysis, it has been found out that the most frequently used translation procedures are converting the metaphor into sense and reproducing the same image in the target language. On the whole, it can be concluded that the translators have had difficulty in retaining some of the metaphors and hence resorted to rendering their meaning in the target text. For this reason, it is possible to claim that translation of metaphors create a linguistic constraint for translators working on economic texts.

Keywords: conceptual metaphors, translating metaphors, functionality, linguistic constraint.

Eğretilemeler ve çeviri: Ekonomi dergisindeki eğretilemelerin karşılaştırmalı incelenmesi

Öz

Ekonomi metinleri genel olarak uzmanlık söylemleri açısından ele alınmış olsalar da, bu metinler ekonomi ve ekonomiyle ilgili meseleleri farklı şekillerde kavramsallaştıran pek çok kavramsal eğretileme içermektedir. Söz konusu eğretilemeler, ekonomi söylemindeki belirsizliği ve anlaşılabilirliği azaltmak gibi çeşitli işlevler yerine getirmektedir. Bu nedenle, eğretilemeler ekonomi metin incelemelerinin önemli parçalarından biri haline gelmiştir. Benzer şekilde, ekonomi söylemindeki eğretilemelerin çevirisi son yıllarda birçok çeviri araştırmacısının dikkatini çekmeye başlamıştır. Bu çalışma, çok okunan çok uluslu ekonomi dergisi *Fortune*'da en sık kullanılan eğretileme ifadelerine yoğunlaşarak eğretileme ve eğretileme çevirisi çalışmalarına katkıda bulunmayı amaçlamaktadır. Kaynak metinlerdeki eğretileme türlerinin belirlenmesinden sonra, çeviri

¹ Dr. Öğr. Üyesi, Trakya Üniversitesi, Edebiyat Fakültesi, İngilizce Mütercim-Tercümanlık Bölümü (Edirne, Türkiye), harika.karavin@trakya.edu.tr, ORCID ID: 0000-0001-5113-4808 [Araştırma makalesi, Makale kayıt tarihi: 06.11.2022; kabul tarihi: 20.12.2022; DOI: 10.29000/rumelide.1222132]

stratejileri ile bu stratejilerin eğretilme özelliğinin erek metinlerde korunmasındaki verimliliklerini değerlendirmek amacıyla eğretilmeler çevirileri ile karşılařtırılmıřtır. Çevirmenlerin eğretilme ifadeleri aktarmak için kullandıkları çeviri işlemlerini betimlemek için Peter Newmark (2007) tarafından önerilen kuramsal çerçeve temel alınmıřtır. Detaylı incelemenin sonucunda, en sık kullanılan çeviri işlemlerinin eğretilmeyi anlama dönüřtürme ile aynı imgenin erek dilde yeniden yaratılması olduđu saptanmıřtır. Bütüne bakıldığında, çevirmenlerin eğretilmelerden bazılarını erek metinde koruyamadıkları ve bu nedenle eğretilmelerin anlamlarını erek metne aktarma yoluna başvurdukları sonucuna varmak mümkündür. Bu nedenle, eğretilme çevirisinin ekonomi metinleri üzerinde çalışan çevirmenler için dilsel bir kısıt yarattığı yargısına varmak mümkündür.

Anahtar kelimeler: Kavramsal eğretilmeler, eğretilme çevirisi, işlevsellik, dilsel kısıt.

Introduction

Metaphors play a significant and powerful role in understanding abstract phenomena in different parts of life. Needless to say, the use of metaphors is very common in the area of economics that is in close relationship with almost every part of human life. When different types of texts on economics are analysed, it is clearly seen that various conceptual metaphors are used with different functions. For instance, they enable us to talk about abstract economic theories and models in a more concrete manner. In order to attract the attention of readers, many abstract economic notions and concepts are discussed in reference to some characteristics of humans, objects or actions. On the other hand, metaphors serve other functions such as explaining how different cultures interpret economic issues, conveying the speaker's attitude towards the subject, achieving similarity with the reader and contributing to the cohesion and coherence of the text (Espunya & Patrick Zabalbeascoa, 2003: 161). In addition, metaphorical expressions provide insight into the development of economic terms. Such common terms as *equilibrium*, *capital*, *inflation* and *economic depression* are among the many examples that have been derived from metaphorical expressions. As the scholar Willie Henderson states, these usages become so conventionalized in the language of economics that their metaphorical etymology becomes less obvious (1994: 343-367).

Despite its pervasiveness in economic discourse, the study of metaphors has not gained enough attention until recent times. It is asserted that the notion of metaphor was not discussed in economic discourse until Donald McCloskey referred to it in his article titled "The Rhetoric of Economics". In his article, he attempted to show the importance of the poetic nature of economics and claimed that the metaphors in economics needed to be examined meticulously in order to understand their role and function in economic discourse (1983: 504). Since then, more researchers from the areas of economics and applied linguistics have focused on the subject of metaphor in economics. They have mainly worked on metaphoric themes and metaphoric expressions in economic discourse, specifically focusing on various text types. These kinds of studies have mainly been conducted in the areas of economics and finance. As a result, metaphors have become an important constitutive part of economic text analyses. Similarly, translation of metaphors in economic discourse has attracted the attention of a growing number of translation scholars in recent years. For instance, in his article titled "Translation of Metaphor", Peter Newmark problematizes the subject of metaphor translation, claiming that "metaphor is at the center of all problems of translation theory, semantics and linguistics". In order to discuss the problems that a translator may face while translating metaphors in different types of texts on economics, he categories them into different groups and lists seven translation procedures to be applied (1985: 304-306). In addition, in another research, Teresa Dobrzynska examines the difficulties and problems

involved in translating metaphors in semantic, pragmatic and communicative terms. In her article titled “Translating Metaphor: The Problem of Meaning”, she mainly underlines the culturally conditioned nature of metaphors and proposes three ways to solve probable translation problems that may arise from the differences in language and culture systems of different languages (1995: 599-603).

Even though metaphors are frequently used not only in literary, but also in specialized texts, they have received little attention by translators and translation scholars. For this purpose, this study aims to make a contribution to the study of metaphor translation by exemplifying and analyzing some of the metaphors identified in the American multinational business magazine *Fortune* and comparing them with their translations in the Turkish version of the magazine that has been published monthly since 2007. After identifying the types of metaphors in the source texts, the problems they have caused in the translation process are discussed within the framework of translation of economic texts. This study also sheds light on the role of metaphor translation on the functionality of translation of economic texts. Finally, translation strategies are described and their effectiveness are evaluated in terms of rendering the metaphoricality in the source texts.

1. Metaphors in economic discourse

As defined in *Meriam Webster Dictionary*, metaphor is “a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them”². Even though there exist various definitions of the notion of metaphor, researchers have generally applied “the conceptual theory of metaphor” in their cognitive analyses. While traditional theories of metaphor focus on literary or poetic nature of metaphorical language, the conceptual theory of metaphor foregrounds its cognitive nature and studies it in all its different manifestations including oral, formal, specialized and literary forms (Charteris-Black, 2000: 158). Having served important roles in almost all aspects of language use, the study of metaphors has attracted interest from almost all specialized areas such as economics, law and medicine. However, it is seen that the studies have gained a more central place in linguistic studies, focusing on the function of metaphor use in relevant discourses.

As mentioned before, different types of conceptual metaphors conceptualizing economy or economy-related issues in different ways are considered one of the most important factors that shape economic discourse. For instance, “the economy is an organism” is one of the conceptual metaphors that describe economy and economic organizations as organism. Originally suggested by Alfred Marshall in the 1890’s, this conceptualization of economy and economic organizations evaluate business development in reference to natural cycle of growth, change and decay (Henderson, 1982: 149). An extension of this conceptual metaphor is found in a number of different metaphors in different languages. The most common among them is the conceptualization of the economy as “patient”. As Charteris-Black argues, the underlying notion expressed in the conceptualization of the economy as a patient implies that the “economy is a passive entity whose condition can be influenced by the right decisions” (2000: 157). This kind of conceptualization has created such various metaphors as “healthy economy”, “ailing economies”, “remedy for economies”, which have gained widespread usage in economic discourse. In terms of animate metaphors, it is also possible to encounter animal metaphors in economic texts. These metaphors are generally used to describe the behavior of particular types of trader and trading activity. For example, as one of the most common usages, the term “bear” refers to a speculator who anticipates a fall in the price of securities and sells them for future delivery. Based on the same conceptualization,

² <<https://www.merriam-webster.com/dictionary/metaphor>>

another common term “bear market” (a declining market) have been derived. There are also a number of other animal metaphors in which traders are conceptualized as “bull”, “horse”, “lame duck”, “cat & mouse”, “stag”, “prey” and “predators”.

On the other hand, economic discourse depends largely upon inanimate metaphors to describe market and market movements. From this conceptualization, various metaphors have emerged. “The market is a liquid”, “the market is a ball”, “the market is a machine”, “the market is a theater” are among the most common metaphors used in economic texts. For instance, the notion of “the market is a liquid” metaphor is based on the capacity of liquid to hold up solid objects. Deriving from this metaphor, various usages such as “currency float”, “buoyant demand”, “buoyant consumer spending”, “float share” have been created. In the metaphor “the economy is a natural disaster”, negative behavior of the economy or downward market movements are related to negative natural events such as flood, earthquake and drought. Another metaphor “the economy is a motion/movement” expresses changes in economy with motion verbs. Apart from abovementioned ones, there are other widespread inanimate metaphors such as “the economy is a building”, “the economy is a ship”, and “the economy is a plant”.

Despite having significant roles in decreasing ambiguity and incomprehensibility in economic discourse, transfer of metaphors can create some problems in intercultural communication. The extent to which metaphors cause problems in intercultural communication depends on the extent to which there is an overlap between the metaphorical systems of cultures. For this reason, it is of high importance to analyze metaphors and/metaphorical expressions in economic discourse to (re)create the intended communicative effect in the target culture. On the other hand, the analysis of various metaphors in different languages proves to be a useful methodology to uncover similarities and differences in the conceptualization of economic issues in different cultures. From this point of view, in the next section, the study will shed light on the types of metaphors used in the selected articles of the business magazine and explore the strategies used to translate them into Turkish with the aim of providing a methodology for translators that deal with economic texts.

2. Corpus and methodology

The corpus of the study consists of three articles from the famous business magazine *Fortune* and their translations published in the Turkish version of the magazine called *Fortune Türkiye*. The English articles have been compiled from the magazine’s November 2020-December 2020-January 2021 issues. These articles are also available on the website of the magazine. The first article titled “Keurig is a machine: How the beverage giant is leveraging A.I. to fuel growth” was published in November 2020 issue and discusses how the company managed to achieve growth during pandemic. The second article titled “Elos Musk’s rocket ride” was published in 2020 – January 2011 issue and explains the prerequisites of becoming a successful business leader in reference to Elon Musk. The last article titled “Finding advantage in adversity: How the Future 50 positioned themselves for growth, even in 2020” was published in December 2020 – January 2021 issue and presents the forth annual edition of Future 50 index, which provides a prediction regarding long-term growth rates of global public companies in the following years. The Turkish versions of the mentioned articles were published by Group Medya Bilgi ve Bilgi Teknolojileri A.Ş. located in İstanbul. However, no information regarding the name or profile of the translators was provided. The selected translations were published in January and February 2021 issues of the Turkish magazine.

The main purpose of selecting these articles is to show the frequency and variety of the use of metaphors in the selected small corpus as well as problematizing the observed translation problems. In this way, the most frequently used translation strategies will be identified and analyzed in terms of their efficiency in rendering the metaphorical expression in the source text. In addition, the metaphors in the source and target languages will be compared in terms of their conceptualization of economic phenomena.

The methodology used in the study combines translation oriented text analysis and qualitative analysis of parallel concordances. To put it in a clear way, the selected source texts are examined with the aim of identifying metaphorical expressions used to describe economic or economic-related phenomena. The selected examples are analyzed on lexical, semantic and pragmatic levels and compared to their translated versions in the target language. In order to describe the procedures used by the translators to render metaphorical expressions, the theoretical framework proposed by Peter Newmark (2007) is adopted. His classification of possible procedures for translating metaphors include nine cases: reproducing the same image in the TL, replacing SL image with a standard TL image, translating metaphor by simile, translating metaphor by simile plus sense, converting the metaphor into sense, modifying the metaphor, translating culture-specific metaphors with sense in TL (with “gloss”), changing the metaphor in TL and deleting the metaphor (2007: 304-314).

3. Translating metaphors: A case study

The flowing section of the study analyzes some examples of metaphors selected from the corpus and describes the strategies used for rendering them into Turkish. In the analysis, the metaphors are divided into conceptual domains, each of which provides different insights regarding economy and economic systems.

3.1. Conceptualizing the economy and economic organizations as living organism

As is mentioned in the previous section, the economy and economic organizations are made anthropomorphic through human and animal-specific features. In this way, the complex and abstract economic processes are explained in a more concrete and understandable way. In this respect, some of the metaphorical expressions encountered in the corpus are: “bipolar global economy”, “flatline performance”, “tired portfolio”, “depressed sales”, “sluggish sales”, “plagued company”, “vulnerable businesses”.

(1) [...], the Luxembourg **holding company** that has also assembled a coffee empire in Europe. (Tully, 2020)

Avrupa’da da kahve imparatorluğu olan Lüksemburg menşeli **holding** [...]

Back translation: The Luxembourg-based **holding company**.

In this excerpt, it can be noticed that a very common economic term “holding company” has been created by metaphorization. In its general sense, the term is defined as a parent business entity whose specific function is to control subsidiary companies. As is clear in the definition, the controlling function of the company is emphasized with the adjective “holding” that makes a reference to significance of the controlling role of parents in a family. In other words, the “holding company” is described as the “parent company” that controls other subsidiary companies. In this example, this term is translated into Turkish by reproducing the same image.

(2) [...] revitalized Pinnacle’s **tired** portfolio [...] [Tully, 2020]

Pinnacle'ın **monotonlaşmış** portföyünü [...] yeniledi.

Back translation: It renewed Pinnacle's **monotonous** portfolio [...].

In this example, the condition of the company *Pinnacle* is qualified with an adjective (“tired”) that is normally used to qualify living beings. To put it differently, the condition of an economic organization is conceptualized as a living organism and hence creates a metaphorical expression (“tired portfolio”) in the source text. In the translated version, however, the metaphorical expression is converted into sense with the phrase “monotonlaşmış portföy” (monotonous portfolio), leading to demetaphorization.

(3) [...] businesses that are highly **vulnerable** to unfavorable disruptions (Reeves & Whitaker, 2020)

[...] olumsuz gelişmelere karşı oldukça **kırılgan** olduklarını gösteren şirketler

Back translation: businesses that show they are highly **vulnerable** to unfavorable developments

(4) Tesla's stock price has slumped by one-third in nine months, depressed by **sluggish** sales of its pricier models [...] (Nusca & Lev-Ram, 2020)

Tesla'nın hisse fiyatı pahalı modellerinin **iyi** satmaması nedeniyle üçte bir oranında değer kaybetti.

Back translation: Tesla's stock price has slumped by one-third because of the fact that its pricier models did not have **good** sales.

In the examples (3) and (4), it is seen that the words “business” and “sales” are qualified with adjectives (“vulnerable” and “sluggish” respectively) that are normally used to describe the condition of human beings, which creates metaphorical expressions in the source texts. While the image in the metaphorical expression is reproduced in the translated version in example (3), it is converted into sense in the translated version in example (4).

(5) [...] the company has been **plagued** by production delays for years. (Nusca & Lev-Ram, 2020)

[...] şirket yıllarca üretimdeki aksamalarla **boğuştu**.

Back translation: [...] the company has **combated** with disruptions in production for years.

This excerpt contains the conceptual metaphor “the economy is a patient”, which can be accepted as the extension of the conceptualization of the economy as organism. As is seen, the word “plague” is metaphorically used to describe the extremely difficult conditions that the company has to deal with. In the translation, the metaphor is changed in the target text by using a different linguistic expression (“boğuşmak”). As this word is also associated with combatting with an illness, it manages to transfer the metaphorical nature of the source text.

Animal metaphors constitute another important animate conceptual metaphors that establish similarities between different types of traders and animals with the aim of describing the behavior of specific types of economic activity or conditions.

(6) KDP **ramped up** production of 12-packs of cardboard-bound 12-ounce cans and cut back on bottles. (Tully, 2020)

KDP, şişelenmiş içecek üretimini azaltırken, 35cl'lik 12'şer kutulu paketlerin üretimini de **hızlandırdı**.

Back translation: While KDP cut back on bottled beverage production, it **accelerated** the production of 12 cardboard packs of 12-ounce cans.

(7) Tesla still has a lot to prove – not just its capacity to significantly **ramp up** production, but also its ability to deliver on promises or fully self-driving vehicles, which have also faced delays. (Nusca & Lev-Ram, 2020)

Sadece üretimi önemli ölçüde **artırması** değil aynı zamanda ertelemelere maruz kalan sürücüsüz otomobil üretimi vaadini de yerine getirmesi gerekiyor.

Back translation: It must not only significantly **increase** production, but also fulfill its promise of production of self-driving vehicles, which have also faced delays.

In the examples (6) and (7), the increase in production is expressed with the verb “ramp”, which is generally used to describe the rearing up of a horse. Using this verb, the economic term “ramp-up”³ has been derived. In example (6), as the translator prefers to use the verb “hızlandırmak” (to accelerate) in his/her version, it is possible to conclude that the metaphorical expression “to ramp up production” is converted into sense without retaining the metaphor. In example (7), on the other hand, the expression is rendered as “artırmak” (to increase), which also leads to demetaphorization. These examples also show that translation strategies can be different even when it comes to the translation of the same metaphorical expression.

Regarding the category of animate metaphors, it is also important to exemplify how economic discourse uses legendary stereotypes such as “giant” and “white knight” in order to describe economic organizations.

(8) “beverage **giant**” (Tully, 2020)

“meşrubat **devi**” (Back translation: beverage giant)

(9) The deal was a **giant bet** [...] (Tully, 2020)

Anlaşma kapsamında [...]

Back translation: Within the scope of the agreement [...]

It is clear that translation of example (8) reproduces the same conceptual metaphor and equivalent linguistic expression while the conceptual metaphor in example (9) is omitted in the translation.

3.2. Conceptualizing the economy and economic institutions as a building

Conceptualization of the economy and economic institutions as a building is frequently encountered in different types of economic texts. Thanks to these metaphors, the abstract processes and concepts can be better understood when compared to concrete structures. Some of the conceptual metaphors found in the corpus include: “building inventories”, “building businesses”, “pillars”.

(10) “We were watching inventories **build** when we hadn’t seen any sales yet.”

“Henüz satışları görmeden de envanterleri **büyütüyorduk**.”

Back translation: We were enlarging inventories though we hadn’t seen the sales yet.

(11) Business leaders have shifted their attention to how to **build** their businesses. (Reeves & Whitaker, 2020)

İş dünyasının liderleri işlerini nasıl **inşa edeceklerine** odaklandılar.

Back translation: Business leaders have focused their attention to how to **build** their businesses.

In the examples (10) and (11), the common economic terms “inventories” and “business” are collocated with the verb “to build”, which represents them as a solid structure and creates metaphorical expressions in the source texts. It can be noticed that the conceptual metaphor in example (10) is converted into sense without retaining its metaphoricity. On the other hand, in example (11), the conceptual metaphor

³ It is used in economics and business to describe an increase in a firm's production ahead of anticipated increases in product demand.

is retained by reproducing the same image in the target text. This excerpt displays different translation strategies adopted in the translation of the same conceptual metaphor in an economic text.

(12) The index is based on two **pillars** (Reeves & Whitaker, 2020)

Bu indeksin dayandığı iki **kaide** var.

Back translation: There are two **principles** on which this index is based.

In example (12), the “building” metaphor is reflected by the word “pillar”, referring to a supporting structure. In this context, it is used to define the principles on which the economic index is based. It can be noticed that the metaphor is demetaphorised by converting it into sense.

(13) In September, 2019, Tesla’s stock price had **slumped** by one third in nine months. (Nusca & Lev-Ram, 2020)

Eylül 2019’da, Tesla’nın hisse fiyatı üçte bir oranında **değer kaybetti**.

Back translation: In September, 2019, Tesla’s stock price had declined by one third in nine months.

In example (13), the “building” metaphor is reflected by the verb “to slump” that implies the collapse of a structure. In this context, however, the verb refers to a sudden decline in prices. As can be noticed, the metaphor is converted into sense, leading to demetaphorisation.

3.2. Conceptualizing the market as fluid

Conceptualization of the market as fluid is one of the most productive source for metaphorisation in economic discourse. These “liquid metaphors” rest on various conceptual mappings such as “movement of money is the flow or movement of liquid”, “plent of money is plenty of liquid”, “to obtain or lose money is to obtain or lose liquid” etc. (Goatly, 2007: 17-20). These liquid metaphors are claimed to be derived from “circular flow”, an economic term referring to an economic model in which major exchanges are represented as flows of money, goods and services between economic agents. Therefore, it is of high importance to analyze the conceptual framework of liquid metaphors in order to understand important economic and financial concepts.

(14) “free **cash flow** for acquisitions” (Tully, 2020)

“satın almalar için kullanılabilir mükemmel **nakit akışı**”

Back translation: perfect cash flow to be used for acquisitions.

Example (14) includes the most common example of liquid metaphors in economic discourse. In the example, the money transfer in or out of an economic organization is likened to blood’s pumping around the body. In other words, the movement of money is likened to the movement of liquid. This kind of conceptualization has produced various economic terms such as “inflow”, “outflow”, “currency flows”, “cash flow leaks” etc. In the translated version, it can be noticed that the translator retains the metaphor in the source text by reproducing the same image in the target text.

(15) “a diversified portfolio that has **churned out** predictable earnings” (Tully, 2020)

“öngörülebilir kazançlar **sağlayan** çeşitlendirilmiş bir portföy”

Back translation: “a diversified portfolio that **provides** predictable earnings”

In example (15), the sudden increase in earnings is expressed with the verb “to churn”, which refers to the process of mixing milk in a special container in order to make butter. In other words, the upward

movement in the market is explained with the image of a liquid's churning, creating a metaphorical expression in the source text. However, the translator uses a different linguistic expression and translates it as "kazançlar sağlayan" (providing earnings) and does not retain the metaphorical expression in the target text.

(16) In beverage market [...] a surprise winner—little known Keurig Dr. Pepper—is taking **gallons** of the market share. (Tully, 2020)

Meşrubat piyasasında, az bilinen Keurig Dr. Pepper'ın pazardan aldığı pay tabiri caizse **galonlarla** ölçülüyor.

Back translation: In beverage market, the market share of little known Keurig Dr. Pepper is measured with **gallons**.

In this excerpt, the measurement tool of the market share is expressed in terms of a liquid unit, "gallon", creating a metaphorical expression in the source text. As can be noticed, the metaphor is retained in the translation by means of reproducing the same image in the target text.

3.3. Conceptualizing the economy as motion/movement

Action verbs or words that describe motion are also used metaphorically in economic discourse to describe different states of the economy and economic organizations. From this conceptualization, another widespread conceptual metaphor "economy is a motion/movement" has been derived. This is mostly used to express states of crisis or development by means of action words that imply downward or upward movements. Some of the metaphorical expressions found in the corpus include the following: "jumping revenues", "leveraging growth", "navigating crisis" and "boosting market share".

(17) That **boosted** its overall market share from 22.7% to 24.0%. (Tully, 2020)

Bu da toplam pazar payının yüzde 22,7'den yüzde 24'e **çıkmasını** sağladı.

Back translation: That enabled its overall market share to **rise** from 22.7% to 24.0%.

(18) [...] giving the stock a further **boost**. (Nusca & Lev-Ram, 2020)

[...] hisse değerinde yeni bir **artış** meydana getirerek.

Back translation: [...] creating a further **increase** in the stock value

(19) [...] **boosting** the company's capacity (Nusca & Lev-Ram, 2020)

şirketin kapasitesini **artıran** [...]

Back translation: [...] increasing the company's capacity

In the examples given above, it is seen that the increase in "market share", "stock" and "company's capacity" is expressed with the word "boost" that means, in general sense, lifting or raising by pushing from behind. In other words, the increases in the mentioned economic terms are objectified with a word that implies an upward motion. The translation in example (17) retains the metaphor by reproducing the same image in the target text. On the other hand, the expressions in examples (18) and (19) are rendered as "artırmak" (to increase), leading to demetaphorisation by converting the metaphor into sense.

3.4. Conceptualizing the economy as a machine

Another widespread conceptual metaphor in economic discourse is that of "economy is a machine", which establishes an analogy between the parts and functioning system of machines and those of the

economy. Some of the metaphors found in the corpus are “to fuel growth”, “operating cash flow” and “well-functioning economy”.

(20) From coffee pods to Dr. Pepper, the beverage giant has leveraged an A.I.- **fueled** growth strategy during the pandemic (Tully, 2020)

Meşrubat devi kahve kapsüllerinden Dr. Pepper’a, pandemide yapay zeka **destekli** bir büyüme stratejisi benimsedi.

Back translation: From coffee pods to Dr. Pepper, the beverage giant has adopted an A.I.-**aided** growth strategy during the pandemic.

Example (20) contains a metaphorical expression related to the word “fuel”. Based on the conceptual metaphor “the economy is a machine”, the word “fuel” is metaphorically used to describe the quality of the growth strategy. The metaphor derives from the analogy between the stimulation of economic system and the fuel of a machine. To put it in a clear way, like machines, the economy is stimulated with the help of fuel. In the translated version, it is seen that the metaphorical expression is rendered with a different linguistic expressions “destekli” (aided), leading to demetaphorisation.

3.5. Conceptualizing the economy as a natural disaster

It is also very common in economic discourse to use the words related to natural disasters (e.g. earthquakes, hurricanes, flood etc.) to describe difficult times in the economy.

(21) Yet our index has greatly outperformed the market amid the **turbulence** of 2020. (Reeves & Whitaker, 2020)

Bununla birlikte, endeksimiz 2020’nin **türbülansında** piyasanın üzerinde performans göstermeyi başardı.

Back translation: Yet our index outperformed the market in the **turbulence** of 2020.

In this excerpt, difficult times in the economy during the year of 2020 are expressed with the word “turbulence” that refers to a destructive natural event, creating a metaphorical expression in the source text. As can be noticed, the metaphor is retained in the target text by reproducing the same image.

Conclusion

As seen throughout the whole study, the use of metaphors plays important roles in understanding abstract notions and concepts in the field of economics. As a result, metaphors have become an important constitutive part of analyzing economic texts. Based on this knowledge, this study makes a significant contribution to the understanding of various conceptual metaphors used in economic discourse by discussing specific examples from the famous English magazine *Fortune*.

In light of the examples obtained from the corpus, it was seen that conditions of the economy or economic organizations were mostly described with animate and inanimate conceptual metaphors, from which various metaphorical expressions were derived. These metaphors and metaphorical expressions were examined in detail with the aim of understanding how economy, economic institutions, the market and market movements were conceptualized.

Another important contribution of this study is to provide insights into the issue of translating metaphors and its effect on the functionality of translations in economic discourse. For this purpose, selected examples were analyzed on lexical, semantic and pragmatic levels and compared to their

translated versions in the target language. In this way, the most frequently used translation procedures were identified and analyzed in terms of their efficiency in retaining the metaphorical expression in the source texts. In order to describe the procedures used by the translators to render metaphorical expressions, the theoretical framework proposed by Peter Newmark (2007) was used. As a result of the analyses, it was seen that out of twenty-one examples taken from the corpus, nine examples retained the metaphors in the target text. In terms of the applied translation procedures, it was found out that the most frequently used translation procedure was converting the metaphor into sense (9 examples) and reproducing the same image (8 examples) in the target language. The other procedures included deleting the metaphor (1 case), changing the metaphor (1 example) and using a different linguistic expression (2 examples). As is clear, translators had difficulty in retaining the metaphors and hence resorted to rendering their meaning in the target language. In this sense, it is possible to conclude that translation of metaphors creates a linguistic constraint while translating economic texts.

This study also provides a different point of view regarding translation of economic texts by underlining the importance of their poetic nature. In other words, foregrounding the various functions metaphors have in rendering the message in economic texts invalidates the general assumptions regarding the distinguishing features of specialized translations (e.g. their rendering does not require creativity; it is just about rendering terms etc.). For this reason, translators should also consider the expressive features of specialized texts in order to create functional translations.

References

- Charteris-Black, J. (2000). Metaphor and vocabulary teaching in ESP economics”, *English for Specific Purposes: An International Journal*, 19 (2), 158.
- Dobrzyńska, Teresa. (1995). Translating metaphor: The difference of meaning. *Journal of Pragmatics*, 24.
- Espunya, A. and Zabalbeascoa, P. (2003). Metaphorical expressions in English and Spanish stock market journalistic texts, In K. M. Jaszczolt and Ken Turner (eds.) *Meaning through language contrast: Pragmatics and beyond Series*. Amsterdam: John Benjamins, 161.
- Goatly, A. (2007). *Washing the brain – metaphor and hidden ideology*. Amsterdam/Philadelphia: John Benjamins.
- Henderson, Willie (1994). Metaphor and economics. In R.E. Backhouse (eds.) *New directions in economic methodology*. London & New York: Routledge, 343-367.
- Klamer, Arjo and C. Leonard, Thomas (1991). So what is an economic metaphor?. In P. E. Mirowski (eds.). *Natural images in economics*. Cambridge: Cambridge University Press, 20.
- Mc. Closkey, Donald N. (1983). The rhetoric of economics. *Journal of Economic Literature*.
- Molina, L. and Albir, A. Hurtado (2002). Translation techniques revisited: A dynamic and functionalist approach. *Meta*, 46 (4), 489-512.
- Newmark, Peter (2007). Translation of metaphor. In Paprotté and Dirven, (eds.), *The ubiquity of metaphor*. Amsterdam: Benjamins Publishing, 304-314.
- Nusca, Andrew and Lev-Ram, Michal (2020). Elos Musk’s rocket ride. *Fortune*, (Online) <https://fortune.com/longform/elon-musk-ceo-tesla-spacex-2020-businessperson-of-the-year/> Accessed: 4 December, 2020.
- Reeves, Martin and Whitaker, Kevin. (2020). Finding advantage in adversity: How the Future 50 positioned themselves for growth, even in 2020. *Fortune*, (Online) <https://fortune.com/2020/12/03/fortune-future-50-index-global-companies-growth-vitality-formula/> Accessed: 4 December, 2020.

Tully, Shawn (2020). Keurig is a machine: How the beverage giant is leveraging A.I. to fuel growth. *Fortune*, (Online) <https://fortune.com/2020/10/19/keurig-growth-coffee-dr-pepper-ai-beverage-industry/> Accessed: 4 December, 2020.