

Metaphorical Use in Business and Economy: Reflections in English, Turkish, Italian Languages

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Özet

Mevcut çalışma, modern dünyanın talepleri göz önünde bulundurularak teknik gelişmeleri ve iş ve ekonomi dünyasının tüm diğer yönlerini tanımlamak için kullanılan metaforların, iletişim bağlamında İngilizce, Türkçe ve İtalyanca olmak üzere üç ayrı dilde nasıl temsil edildiğine dair bilgi vermeyi amaçlamaktadır. Çalışmada nitel içerik analizi yaklaşımı kullanılmıştır. Çalışmada yedi adet metaforik imge barındıran ifade, iki farklı kaynaktan derlenmiştir. İngilizce (EN), Türkçe (TR) ve İtalyanca'da (IT) eşdeğer olan ifadelerle ilişkin etimolojik bir değerlendirme Yapılmış ve gerektiğinde kullanılan benzer terim türleri hakkında sunumlar yapılmıştır. Elde edilen sonuçlara göre, ilgili ifadelerin köken bakımından İngilizce kökenli olduğu, metaforik kavramların tüm dillerde tercih edildiği, Lakoff Ve Johnson'un kavramsal metafor kuramının uygulamada kendini gösterdiği, İtalyanca ve Türkçede, birkaç istisna dışında, ya tam çeviri ya da ödünçleme yapıldığı ortaya çıkmıştır. Bu bağlamda, çeviribilim öğrencileri açısından da önem arz eden bir husus olarak dikkat çekilmesi gereken bir konu olduğu fikri ortaya çıkmıştır. Son olarak gelecekteki çalışmalarda farklı bütüncü ve sözlüklerden elde edilecek farklı dillerdeki metaforik kullanımların ele alınmasının literature katkı sağlayacağı düşünülmektedir.

Anahtar Sözcükler: Metaforlar, İtalyanca, Türkçe, Çeviri, Ekonomi

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Abstract

The present study aims to provide information on how metaphors, used to describe technical developments and all other aspects of business and economics, are represented in the context of communication in three different languages: English, Turkish, and Italian, taking into account the demands of the modern world. A qualitative content analysis approach was employed in the study. Seven expressions containing metaphorical images were compiled from two different sources. An etymological assessment of the equivalent expressions in English (EN), Turkish (TR), and Italian (IT) was conducted, and presentations were made regarding the types of similar terms used when necessary. The results revealed that the relevant expressions are of English origin, that metaphorical concepts are preferred in all languages, that Lakoff and Johnson's conceptual metaphor theory is well-established in practice, and that, with a few exceptions, either literal translations or borrowings are made in Italian and Turkish. In this context, the idea that this is an important issue for translation studies students to consider is emerging. Lastly, it is believed that future research will add to the body of literature by investigating metaphorical usages in many languages gleaned from various dictionaries and corpora.

Key Words: Metaphors, Italian, Turkish, Translation, Economy

Makale Türü: Araştırma Makalesi

Paper Type: Research Article

1. Introduction

"Our language is the reflection of ourselves. A language is an exact reflection of the character and growth of its speakers." – (Cesar Chavez, URL 1)

Language is the most powerful tool for turning our existence into words and so facilitating communication. The quotation above emphasises that language reflects who we are, changes alongside us, and takes on new shapes as we change. Plain remarks are frequently seen as "banality," especially among today's youth. As a result, speakers and

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writers naturally prefer to communicate themselves through varied and developing forms of language in order to avoid this "banality" process. In this scenario, an idiom, proverb, metaphor, or other figurative language must be used to describe a complex statement in a single, concise phrase or expression. But another issue should not be neglected. Shouldn't we understand not only those who reflect us, but also ourselves in a world where we've stepped out of our comfort zones, surpassed our local communities, and, in other words, become globalised? Understanding how speakers of different languages and cultures relate to a certain situation—particularly a phrase or word on its way to becoming universal—is critical when attempting to answer this question. The most intriguing feature is that there are differences in some notions even among English-speaking countries such as the United States and the United Kingdom; hence, it is to be expected that equivalent ideas in other languages will be interpreted differently. For example, "CV" in British English is a synonym for "resume" in American English, while "trade unions" is a synonym for "labour unions" in American English. As a result, even if two concepts have the same meaning, they may be used differently when referring to distinct geographical locations within the language.

The Renaissance and Reformation Movements, which sparked waves of innovation in Europe in the 14th century, eventually had an impact on the rest of the world, leading to ground-breaking discoveries, particularly in the domains of philosophy and science. The Industrial Revolution, which occurred in the middle of the 18th century, is the event that still has an effect today, though. As reported, "though a few innovations were developed as early as the 1700s, the Industrial Revolution began in earnest by the 1830s and 1840s in Britain and soon spread to the rest of the world, including the United States" (URL 2). It is further suggested that "the advances and discoveries in science and technology during the Industrial Revolution saw a need for new words, phrases, and concepts to describe these ideas and inventions" (URL 3). The English language gained dominance as a result of this revolution, which began in Britain and accelerated with colonisation. In other words, "colonialism brought with it a double-edged sword," and "the nations under the British Empire's rule saw the introduction of the English language as a way for them to learn, engage, and hopefully benefit from 'overseas' influence" (URL 3). But after the Second World War, the United States—dubbed the "dreamland"—became a more powerful nation and served as a sort of home for the new vocabulary in business English and economics. Consequently, new ideas that arose with the help of the internet and the information age have been adopted globally and are starting to become commonplace. Metaphors are without a doubt the most well-known and well-accepted of the novel ideas that are gaining traction. Besides, Fayruz Salwghah (2023: 716) claims that the terminological gap is the reason for the essence of metaphors in economics and that as many economic concepts do not have precise terminological references; economists resorted to expressing them metaphorically to talk about complex matters, which shows that metaphor serves economics' need for arguing on a specific situation.

Nonetheless, it should be recognised that different languages naturally reflect metaphor in different ways. Metaphor is one of the most sophisticated forms of language, used to compare one situation to another scenario, item, nature, or shape. Furthermore, the situation may become more complicated in many languages as a result of the use of innovative metaphors that have emerged and are evolving in business and economic texts, which may be expressed as specialised texts. However, few researches have been conducted to investigate the etymology of metaphorical imagery, particularly how it is replicated in different languages as well as in the business and economics fields. This study aims to fill a portion of that gap. In this context, this study will provide information on how metaphors are mirrored in Turkish, English, and Italian, with the goal of assessing the scenario using all of these assumptions.

The following research questions will be addressed in light of all of these factors:

- 1) Have metaphors employed in the business and economic sphere, as is believed, generally diffused from English to all other languages?
- 2) Does metaphorical imagery that is often used in the business and economic sphere translate similarly across all languages?
- 3) What kinds of factors (animal metaphors, etc.) have contributed to the generalisation of metaphorical images that are ubiquitous in the business and economic sphere?
- 4) Do metaphors generally occur in the business and economic spheres?

As a result, an overview of pertinent literature will be given first, then specifics on the study's methods. Following the presentation and explanation of the specific metaphorical uses that were identified with examples in the analysis and findings phase, there will be a discussion and conclusion section.

2. Literature Review

“The poet, being an imitator like a painter or any other artist, must of necessity imitate one of three objects - things as they were or are, things as they are said or thought to be, or things as they ought to be. The vehicle of expression is language - either current terms or, it may be, rare words or metaphors.” (Aristotle, URL 4)

The aforementioned phrases, which Aristotle meticulously crafted and assembled, offer a historical overview of the definition of metaphor as well as the contexts and formats in which it would be employed. It is helpful to note that metaphors are no longer "rare" in today's world, even if Aristotle employed them following the phrase "rare words," if you pay attention. The following important details on this topic and the previously expected rarity of metaphors are also provided by Lakoff and Johnson, who have contributed to taking this work to a more sophisticated level today: “Though metaphor is a matter of extraordinary rather than ordinary language for most people, and even metaphor is viewed as a matter of words, it is not the case, as metaphor is pervasive in everyday life, not just in language but also in thought and action” (Lakoff and Johnson, 1980: 15). They further suggest that “our ordinary conceptual system is

fundamentally metaphorical in nature, meaning that our concepts structure what we perceive, how we get around the world, and how we relate to other people” (ibid: 15). It is clear how pervasive metaphors have become in modern life when you combine this reality [conceptual system from Lakoff and Johnson’s words] with the changes brought about by the digital era and the deeper use of language—or more accurately, the proper use of language’s flexibility function. Along the same lines, Audrey Lobo-Pulo (2021) purports that “our vibrant digital ecosystems are teeming with them: ‘Data is the new oil,’ ‘Technology is just a tool,’ or ‘The Internet is the information superhighway.’” Business and the economy have given the specific use of language a new lease on life as a distinct component of the digital ecosystem, and they have established themselves in the category known as specialised languages. It is reported that “specialised languages have proven particularly fruitful for the application of the conceptual theory of metaphor” and that “even if our first intuition about the specific lingo of experts is that of plain, unexciting language, most analyses of professional jargon have revealed a rich language that abounds in metaphors” (Rojo López and Orts Llopis, 2008: 2). In essence, the richness of language used in business and economics stems from its suitability for the employment of metaphorical pictures and the tendency of specialists in these fields to employ them since they likely believe that the readership can comprehend them. This can also be linked to the jargon employed by scientists, who tend to favour academic texts with terminological features since they believe that the readers are members of their own community. This also applies to the language used in the commercial and economic sectors. Ramona Mankwska (2023: 605), in her study on Italian metaphors, claims that “the role of lexemes describing financial circumstances is growing; therefore, a notable and continuous lexical growth is observed, resulting in the birth of neologisms.” Gisela Kreglinger (2013: 724) asserts that metaphor is just a different way of saying what can be said literally, which in return gives a fresh spin on worn-out literal language. The phrase “worn-out language” needs to be closely scrutinised in this context; as the study’s introduction states, people nowadays prefer to hear new things and anticipate responses from those who use the language in this context and in reality, they receive the anticipated response.

Metaphors are gradually becoming universal, and specialists in various domains around the world are undoubtedly inspired by one another despite speaking different languages. Nonetheless, the essence can be preserved by using other translation techniques or transfer methods. Rojo López and Orts Llopis (2008: 4) report that “regardless of slight variations, the different translation possibilities can be reduced to three wide-ranging strategies: a) to use a metaphor which is equivalent in form and meaning, b) to use a metaphor with a different form but similar meaning, and c) to paraphrase the meaning.” Because of this, authors, journalists, and experts in the fields of business and economics who present in the digital era are influenced by one another and employ expressions that have developed or formed as a result of social life. Of course, there might also be analogies that the general population has embedded in their language. Furthermore, being a mirror of society and culture, these metaphorical

applications might take many forms. It should be noted that the aforementioned tactics are applied when translation is thought to be necessary. However, outright appropriation, often known as borrowing, is another tactic employed.

The following is said by Catherine Resche (2001: 240), who studied how metaphors in Italian are taught and used in the economic market: “When we keep in mind our L2 approach, lexical items, collocates, and phrases need to be studied more systematically in order to make it easier for foreign learners to identify, understand, and eventually reuse the numerous metaphors that are an essential constituent of the language of economics.” She believes that for learners, the difficulty does not lie in the organisation of the notions but in feeling comfortable with the corresponding lexical fields and that what is required is a scrupulous observation and analysis of the constraints of the source and target languages (ibid: 248). She also emphasises that “discipline and respect for the genuine forms and phrases are therefore absolutely necessary if L2 learners are to be given the means to reuse some of the most frequent metaphors in the language of economics properly (ibid: 251). In this regard, it becomes feasible to think of the individual who learns the metaphor from the original language as L2, and as a result, the significance of the previously indicated techniques for translating or learning metaphorical pictures also becomes apparent. The analysis and findings section will provide a more thorough interpretation of this circumstance. First, though, the topics pertaining to the study's methodology and data analysis procedure will be covered.

3. Methodology

The study will employ the qualitative content analysis method. Yan Zhang and Barbara M. Wildemuth developed basic definitions of qualitative content analysis (2009: 1). As a result, the following definitions emerged:

- “a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh & Shannon, 2005: 1278),
- “an approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytic rules and step-by-step models, without rash quantification” (Mayring, 2000: 2), and
- “any qualitative data reduction and sense-making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings” (Patton, 2002: 453)

Zhang and Wildemuth (2009: 1) suggest that qualitative content analysis goes beyond merely counting words or extracting objective content from texts to examine meanings, themes, and patterns that may be manifest or latent in a particular text, allowing researchers to understand social reality in a subjective but scientific manner. The main goal is to understand subjective phenomena through cultural or social aspects, transferring metaphors across three languages. The analysis will be based on subjective interpretations without deviating from scientific reality, ensuring a clear understanding of the concept under examination.

When gathering data, two fundamental criteria were taken into account. The pertinent part must, first and foremost, be rich and full of well-recognised metaphorical imagery, and second, it must have an equivalent in each of the three languages. Additionally, the data came from online news agency stories in all three languages as well as a corpus that served as a textbook for a business English course and contained business and economics terminology. The formulaic expressions from numerous metaphorical picture bars that were created while considering the pertinent criteria were then turned into a table, and the ones that were judged most suitable were chosen to be investigated within the parameters of the study.

In this context, lexical and phrasal elements in all three languages were chosen focusing on four categories: animal analogies, natural phenomena, references to people or things, and other aspects. The study introduced seven components, including English, Turkish, and Italian equivalents for an etymological analysis and comparison. The primary goal is to demonstrate the existence and widespread acceptance of metaphorical usage in all three languages, primarily of English origin.

4. Findings

This section provides examples of unique or distinct applications in relevant languages, excluding two specific ones. They will be listed in the comment section, following animal analogies, natural phenomena, references to people or things, and other aspects.

Animal Analogies

Example 1

EN: Bear market

TR: Ayı piyasası

IT: Mercato ribassista

Example 2

EN: Bull market

TR: Boğa piyasası

IT: Mercato rialzista

The two aforementioned examples are given together because they share characteristics and hence have a metaphorical significance rather than being opposites. To better convey this circumstance, a quick etymological analysis is required. Both animal-orientated metaphors are now extensively utilised and have become quite popular, particularly in the digital age. The first thing that springs to mind—and it is true—is to interpret the animals' reflections in language, taking into consideration their postures and actions. But there's more. It is reported that the bear came first; with etymologists pointing to a proverb warning that it is not wise "to sell the bear's skin

before one has caught the bear" (URL 5). It is also emphasised that "by the eighteenth century, the term 'bearskin' was being used in the phrase 'to sell (or buy) the bearskin,' which was quickly shortened to 'bear' and applied to stock that was being sold by a speculator and the speculator selling stock" (ibid). On the other hand, the term bull originally meant a speculative purchase in the expectation that stock prices would rise and seems to have been chosen as a fitting alter ego to the bear (ibid). Mary Hall (2025) asserts that this relationship to speculation, which points to the relationship between the terms "bull" and "bear," could originate from the gruesome contests of bull- and bear-baiting. It is believed that these [contests] began around the 1200s and reached the apex of their popularity during the Elizabethan era (ibid). It is evident from all of these etymological insights and passages that these phrases most likely spread far from English into other languages. Evaluating the switch to Turkish and Italian, the other languages under investigation within the current study, may be scientifically acceptable in this regard. In this perspective, it can be seen that the Turkish language shift was very straightforward and literal, whereas the Italian language transition was based on the immediately evoked notions of "increase" and "decrease" rather than animal representations. Animal figures are, nevertheless, occasionally employed symbolically in Italian—i.e., "Sull'origine del nome ci sono varie teorie. La più accreditata è quella che mette l'orso in contrapposizione con l'animale che simboleggia invece le borse che salgono, cioè il toro (bull market)" (URL 6). Adopted decades ago, the economic term with a propensity for animal figures and metaphorical imagery has undoubtedly spread to other languages in a similar manner.

Example 3

EN: The golden goose

TR: Altın yumurtlayan tavuk

IT: La gallina dalle uova d'oro

The phrase "the golden goose"—also referred to as "the goose that laid the golden eggs" and named after this bird—has a long history and is still widely used as a metaphor in business and economy today. Candace Osmond (2025) puts forward that the relevant idiom means a valuable resource that provides a consistent stream of income or some kind of wealth and that it originates from one of Aesop's Fables, in which a couple owns a magical goose that lays a shiny egg made of real gold every day, and after greed overtakes them, they kill the goose hoping to get all the golden eggs at once. It is reported that the earliest known use of the noun "golden goose" is in the 1800s, with the OED's (Oxford English Dictionary) earliest evidence for "golden goose" from 1809, in National Intelligencer & Washington (D.C.) Advertiser (URL 10). Its symbolic application in the business and economic sphere is the first known use that has been mentioned. Fables written by Aesop in Greek and Latin have been translated into nearly every language and are still in existence today. In this regard, it would not be incorrect to state that the relevant expression's Latin and Greek roots are its origins. It is reported that "the collection of Aesop's fables expanded far beyond its Greek origins" and that "stories, jokes, and proverbs from various cultures became intertwined with the

original tales” (URL 11). Despite the fact that there are numerous instances of human traits being metaphorically portrayed through animal and plant forms, this expression was assessed within the parameters of the research. It is indisputable that this statement has linguistic significance and is likely to be used in a wide range of commercial and economic contexts. Amna Faryad (2024) delves into the Golden Goose Strategy, which is a known strategy in the business world, emphasising that it refers to the idea that you should focus on creating a business model that consistently produces valuable assets (golden eggs) rather than trying to sell the entire business (the goose) outright. The majority of the statements that are identical with this idiom are even found to have a figurative existence. Among them are “cash cow,” “money spinner,” “gold mine,” and “money tree” (Osmond, 2025). Well, what does this idiom, which has become highly prevalent in metaphorical usage, look like in Turkish and Italian? There are just two counterparts that can be found in the Turkish language. The phrase "Altın Yumurtlayan Tavuk" is the direct translation of the first of these, while "Altın Bilezik (Golden Bracelet)" is a near but not precise synonym. It is evident that practically every language, including Italian, uses the exact same translation. In addition, it should be noted that Italian dictionaries translated the idiom as “fonte sicura di facili guadagni (safe source of easy earnings)” (cf. URL 12).

Natural Phenomena

Example 4

EN: Rainy day fund

TR: Kara gün akçesi

IT: Fondo di emergenza

In contrast to Examples 1 and 2, this example should not be regarded as an English metaphorical idea. Indeed, different cultures and languages may use this statement differently. It is a general economic term that encompasses a scenario that is intended to be stored for bad or unforeseen days. While there may be a metaphorical scenario in certain languages, an expression that depicts the circumstance literally may be employed in others. The pertinent example has been looked at in this context. Interestingly, this expression dates back to ancient times and is thought to have been inspired by a playwright of Italian origin. Alison Page (2025) suggests that the relevant idiom can be traced back to the mid-1500s, originating from an Italian play called “La Spiritata” written by A. F. Grazzini and translated into English by John Lyly and renamed “The Bugbears,” where the phrase appeared as, “Wold he haue me kepe nothing against a raynye day?”. It is also reported that the relevant term was first used circa 1580, though in the form of "rainy day"—meaning a period of want or need and serving as the inspiration for the phrase "saving for a rainy day" (URL 7). As a result, it is likely that the expression originated in Italy and spread via the English language throughout Europe and the rest of the world. However, how this statement is mirrored in all three languages and in the modern world is the point that is taken into account

within the study's parameters. In this regard, it is evident that the idea that has evolved into an economic term has been maintained in English through the translation of "rainy day" by John Lyly, in Turkish through the use of the metaphors "akçe (small silver coin)," which dates back to the Ottoman Period, and "kara gün akçesi (coin for dark days—translated by me)," which is a reference to the saying "silver coin is for dark days—translated by me," and in Italian through the use of the metaphor "fondo di emergenza (emergency fund)," which is a statement that accurately captures the state of the economy today. As a result, Italian prefers a more literal concept, whereas English and Turkish adopt a highly metaphorical and figurative image.

Reference to a person or a thing

Example 5

EN: Ponzi/Pyramid scheme

TR: Saadet zinciri

IT: Schema Ponzi

The identification of a situation with a person is one of the circumstances that aid in the introduction of a new term or expression into an existing language. Occasionally, an action or invention—such as betrayal, mercy, etc.—that is created by a person or people is added to literature and frequently becomes a part of the language after being associated with the individual's name. For example, “today, the word ‘quisling’ has become synonymous with ‘traitor,’ a use that began during the war” (URL 13). It is reported that Vidkun Quisling was a Norwegian army officer who in 1933 founded Norway's fascist party and met with Adolf Hitler and urged him to occupy Norway in December 1939, having led to the use of his name as a traitor by figures such as Winston Churchill, George Orwell, and H. G. Wells (URL 14). Such a declaration can be found in Example 6, along with a statement that leads to a person's fraudulent actions being referred to by this moniker over time. It is reported that “a Ponzi scheme (named after 1920's swindler Charles Ponzi) is a ploy wherein earlier investors are repaid through the funds deposited by subsequent investors” (URL 15). It is also emphasised that the relevant metaphor dates back to the notion that “Charles Ponzi took investors for \$10 million by promising 40 percent returns from arbitrage profits on International Postal Reply Coupons” (ibid). According to Merriam-Webster (URL 16), Charles Ponzi was an Italian-born American, and the first known use of the metaphor was in 1920, when the relevant fraud took place. This circumstance and fact demonstrate that the term originated in America and then expanded throughout the world, with instances of fraudulent activity being observed in practically every nation today. In reality, it is well known that a large number of people view the Bitcoin market, which has lately gained a lot of notoriety and is one of the most prominent titles in the economic world, as a Ponzi scheme—i.e., the statement “He goes on to say that it looks like a Ponzi scheme, but all that is fine because Bitcoin is a side-show. He's been consistent in these views” (Gans, 2022). Even if the word "Ponzi" has a metaphorical meaning on its own, the word "scheme" when used together is also very significant since it makes it clear that

Ponzi is a system or plan. In fact, the Ponzi scheme necessitates a procedure, and the persons involved are either defrauded or defraud as a result of this procedure. In recent years, this circumstance has been common on Turkish territory. The phrase "saadet zinciri (chain of happiness)" best captures this situation and is well-known and understood by the Turkish people, despite the fact that it is also referred to as a Ponzi or pyramid scheme. It is referred to as a chain of happiness since the individual who performs this work achieves satisfaction and happiness as a result of the dishonest policies s/he implements. And regrettably, this frequently occurs, and the scammers make the most of their happiness. Let's examine a statement from "Patronlar Dünyası (World of Bosses)," an internet news station that provides economic bulletins: "Aydın Çine'de saadet zinciri vurgunu: 490 kişi Stonex uygulamasıyla 100 milyon lira dolandırıldı (Chain of Happiness scam in Aydın Çine: The Stonex app defrauded 490 people out of 100 million liras)" (URL 17). The fraudulent activity has been restricted to a local application, as is evident. The aforementioned Çine is really a small town in Turkey's Aegean Region. Lastly, the translation is exact in Italian. It is helpful to examine the following statement from an Italian news source in this regard: "Il confronto tra pensioni e schema Ponzi: verità o semplice provocazione? (Pensions vs. Ponzi Scheme: Truth or Provocation?)" (URL 18).

Other Aspects

Example 6

EN: Golden parachute

TR: Altın paraşüt

IT: Paracadute d'oro

Since the idea of a CEO has acquired significance in modern times and emerged as a crucial business component, Example 4 presents a scenario that has gained popularity recently and found a position in the literature. The phrase "golden parachute" is presumably and unsurprisingly in a completely metaphorical and figurative position after spreading from America to the rest of the world. It is reported that the term 'golden parachute' originated in the 1960s and 1970s, during a period of significant corporate restructuring in the United States (URL 8). Claire Suddath (2025) puts forward that the former chairman of TWA, Charles Tillinghast, Jr., is frequently credited as the first golden parachute recipient, who was supposed to be paid money in the event that he lost his job. Results and details about the expression's genesis make its true meaning abundantly evident. It figuratively and now literally means "a generous severance agreement for a corporate executive in the event of a sudden dismissal (as because of a merger)" (URL 9). It may be necessary to translate it into other languages through borrowing or copying because it is a relatively recent and specialised expression that is of American origin—the reason for this specific detailed expression is the unique features of American economic culture. The fact that borrowing and copying, or calquing, is a highly applied procedure is a fact that is evident in literature as a whole.

Emrah ERİŞ

In actuality, it is noted that the transfer or translation into Turkish and Italian happened in precisely the same manner. The addition of the following terms can help clarify the situation's nature. Innovative scenarios are always emerging in the American financial industry, which has its own unique qualities. As a result of these creative circumstances, the phrase "golden parachute" was created. Therefore, this metaphorical idea will remain popular until a new counterpart is discovered in other languages—or perhaps there is no need for one at all.

Example 7

EN: Bribery/backhander (British only)/Kickback/Sweetener/Sleaze (in British politics)

TR: Hediye/Sakal/Bahşış/Rüşvet/Bıyık/Yem/Arpa

IT: Mazzetta/Bustarella/Stecca/Dazione ambientale/Tangente

In certain circumstances, concealing or downplaying the guilt or shame caused by evil or wrong might serve as a means of conscience alleviation. Euphemism is used excessively, and the situation is conveyed directly but with other words, especially when it is vital to do so. These idioms become part of the language. It should be noted, nonetheless, that the majority of the statements are metaphorical imagery that also convey a meaning and in some way highlight the error. The issue of bribery is one of the significant and intolerable errors unique to the commercial and economic world of today. However, the term "bribery" has become quite commonplace and has been explained using a number of other metaphorical terms because this is banned in every country and there is a perception that it does not extend beyond the legal scenarios brought about by the law. Assumed to be processed under Example 7, the term "bribe" is linked to other terms that have distinct meanings in each of the three languages. Each of these expressions is taken into consideration separately. Bribery is like a malignancy everywhere, whether it is directly tied to politics or business and the economy. Two phrases that have been used informally in the political and British spheres actually stand out: "backhander" and "sleaze." Naturally, the terms "kickback" and "sweetener" are the other two synonyms for the word "bribe," and both contain metaphors. Even though the term "backhander" is a metaphor when taken literally, it has a direct meaning and refers to someone who gives someone a gift or an illicit payment behind closed doors without anybody noticing. Politicians use the slightly more colloquial phrase "sleaze." "A contemptible or vulgar person, a shabby or slovenly person, a sleazy quality, character, or atmosphere; shoddiness; vulgarity" is actually its definition outside of bribery (URL 19). The word "kickback" refers to a certain kind of bribery that requires a somewhat different interpretation. According to its definition, the term refers to "a return of a part of a sum received often because of confidential agreement or coercion" (URL 20) and can be defined as the portion of money that an individual receives as part of an agreement. In the end, there is an unfair gain and a bribe, and the outcome is clear and undifferentiated. In English, the final word, "sweetener," refers to a scenario that is better understood in slang and is an expression in the previously specified euphemism style. It is defined as "something that you give to someone in order to persuade him or

her to do something” (URL 21). Of course, you have to arouse someone’s appetite with honey before you can persuade them to do anything. Given that honey is sweet, the appropriate gift in this situation would be a "sweetener." All figuratively employed bribery-meaning terms appear to have established themselves in the language as official and informal symbols of evil, despite their usage in many settings. There are expressions with a lot of social value and several dimensions when we examine the Turkish equivalents. The terms "hediye," "sakal," "bahşiş," "bıyık," "yem," and "arpa" actually perfectly capture this circumstance. What do they really imply, then? They respectively mean “gift, beard, tip, moustache, barley (money, big bickies (in Australia), lure).” It’s interesting to note that Turks typically favour types of food and men’s facial hair. There appears to be an insult to the bribe taker even in this case. In actuality, it fairly insultingly mirrors the connotation the word creates. Italians seemed to have approached the matter from a different angle. It is reported that “the discourses of corruption in Italy have changed over the last decades, as has the nature of this phenomenon” (URL 22). It is further suggested that

“Some of the words used to define corruption symbolically are timeless, like "mazzetta," while others appear to be less common than during the Tangentopoli era when they were most popular, like "bustarella," which is now replaced by "stecca," or the technical neologism "dazione," which was introduced by the Mani pulite pool, or even better, "dazione ambientale." The words used to characterize the mechanisms of corruption are much more intriguing. It is well known that the most popular metaphor in the 1990s was the "tangente" (a term that would be meaningless in other languages).” (ibid)

“Mazzetta,” “bustarella,” “stecca,” and “dazione” mean “bundle,” “little envelope,” “cue, stick,” and “bestowal,” respectively. As can be seen, certain terms are linked to gifts, flowers, etc., or to the 1992 Tangentopoli affair and have become stereotypical in the Italian language—i.e., “Tangenti in Italia: una lunga scia di bustarelle, arresti e travestimenti grotteschi (Bribes in Italy: A Long Trail of Bribes, Arrests, and Grotesque Disguises)” (URL 23). It is reported that called as “Annus horribilis (Horrible year),” 1992 was one of the worst years in Italy’s recent history when the scandal, known as Tangentopoli (Bribesville), caused an earthquake of unprecedented force for Italy’s political establishment (URL 24). In summary, it can be claimed that metaphors pertaining to bribery do not develop independently of social or political activity but rather are a result of significant scandals or significant expressions in interpersonal relationships.

5. Discussion and Conclusion

This study aimed to explore the resonance of metaphorical terms in English, Turkish, and Italian in commercial and economic settings. Despite examining seven expressions, several findings were found, which are expected to advance the field.

Emrah ERİŞ

The Industrial Revolution led to the emergence of terms of American and English origin, a necessity for the information and technology age. English's status as a borrowed language and lingua franca played a significant role.

The spread of idioms worldwide, influenced by Italian speakers, was primarily driven by the English language, which quickly spread and established itself in other languages.

Most translations into Turkish are word-for-word or borrowed, with some parts conveyed in idiomatic forms. This may be due to the distance between Turkish and other European languages, Italian and English's geographical and cultural proximity, and the transition between English and Latin languages.

Lakoff and Johnson (1980: 7-8) mentioned the metaphorical concept of time, which is systematic, characterized by its use in arguments and language as well as is referred to as money, a limited resource, and a valuable commodity. They further suggested that time is used to describe how time can be spent, invested, and saved whereby it is adopted to characterize the entire system, allowing for efficient use and saving (ibid: 7-8). It is evident from evaluating the results using Lakoff and Johnson's Conceptual Metaphor Theory that the commercial and economic world is occasionally coloured by culturally specific but theoretically metaphorical usages.

Finally, the research question whether metaphors in the business and economic sphere have diffused from English to all other languages indicates that the United States' dominance in these fields may be the origin of metaphorical pictures. The research question of whether metaphorical imagery in business and economics translates similarly across languages is partially answered affirmatively, but cultural context can lead to distinct metaphors in different languages. Regarding the third research question, for the third research question, factors contributing to the generalization of metaphorical images in business and economic sphere include animal metaphors, natural occurrences, person-specific references, and objects like gold and silver, and special foods. And for the final research question, metaphors are commonly used in business and economic spheres, especially in the modern world, and their usage is widely recognized.

Metaphorical concepts are preferred in all languages, with business and economic representatives favouring figurative language reflecting the modern world. In literature, metaphors have become more prevalent with technology, and in Italian and Turkish, literal translations or borrowings occur.

Additionally, there are certain pedagogical ramifications. In fact, it is crucial to remind aspiring translators during translation training that metaphors are ubiquitous in our conceptual framework and to highlight this problem in media where this kind of curriculum is used.

The literature on translation studies could benefit greatly from an examination of metaphorical imagery collected from corpora, lexicons, or dictionaries in many languages and topic areas. Specifically, utilising the conceptual metaphor theory put

out by Lakoff and Johnson may produce noteworthy outcomes concerning the degree of theoretical and practical relevance of this topic.

The study's limitations include using only three languages, allowing for different perspectives, and a subjective nature due to one researcher's involvement.

Arařtırma ve Yayın Etięi Beyanı

Bu makale için etik kurul izni alınmasına gerek yoktur. Arařtırma ve yayın etięine uygun hareket edilmiřtir.

Destek Beyanı

Arařtırma herhangi bir kurum veya kuruluř tarafından desteklenmemiřtir.

Çıkar Beyanı

Makale tek yazarlıdır. Herhangi bir çıkar çatıřması yoktur.

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Appendix

English	Turkish	Italian
Fat cats/Nabob/Mister Big/Angel/Big Money man	Nüfuzlu/Kodaman/Ensesi Kalın/Karun	Comodo/Pezzo grosso/Padrino/Creso
Windfall/Bo-nanza/Boom/Bunce/God-send/Manna from heaven/Gold rush/Freebie/Stroke of luck	Devlet Kuşu/Talih Kuşu/Düşüş	Bonta/Manna/Grazia di Dio/Cibo spiritual/Cibo miracoloso
Hawk-Dove	Şahin-Güvercin	Falco-Colomba

Emrah ERİŞ

Black swan	Siyah kuğu	Cigno nero
Insider trading/dealing	İçeriden öğrenenlerin ticareti	Abuso di informazioni privilegiate/Insider trading-dealing

Metodoloji

Bu nitel çalışma, metaforik kavramların Türkçe, İngilizce ve İtalyanca'daki iş ve ekonomi uygulamalarına ilişkin içgörüler sunmaktadır. Dolayısıyla, tercih edilen yöntem nitel içerik analizi yöntemi omuştur. Üç dilde de karşılıkları farklı şekilde sunulan veya eşdeğerleri olan sözcüksel ve deyimsele öğeler değerlendirilmiş ve veri olarak raporlanmıştır. Elde edilen verilerin dört başlık altında değerlendirmeye tabi tutulmasına karar verilmiştir: hayvan figürlerinin kullanılmasıyla oluşturulan metaforlar, doğa olayları, bir kişiye veya şeye yapılan göndermeler ve diğer yönler. Taramanın, metaforik imgelerin genellikle bu olaylara yanıt olarak kullanıldığını ve ilgili metaforik imgelerin bu yönde çoğalmaya başladığını ortaya koyması, bu kategorilerin seçilmesinin temel nedenlerinden biridir. Bu bağlamda yedi (7) unsur ortaya konmuş olup, çalışmanın ana kısmına dahil edilmeyen ancak çalışmanın sonunda bir Ek'te verilmiş olan ek metaforik kullanımlar da mevcuttur. Öncelikle İngilizce (EN), Türkçe (TR) ve İtalyanca (IT) eşdeğerler verilmiş olup ardından gerektiğinde etimolojik bir analiz ve kullanılan karşılaştırılabilir terim türü hakkında sunumlar yapılmıştır. Elde edilen öğelerin öncelikli olarak İngilizce kökenli olduğuna inanıldığı için bu şekilde bir karşılaştırma yapılması öngörülmüştür. Bununla birlikte, birincil hedefin metaforik kullanımın üç dilde de var olup olmadığını ve yaygın olarak kabul görüp görmediğini göstermek olduğu göz ardı edilmemelidir.

Bulgular

Bulgular kapsamında ele alınan yedi (7) örnek şu şekilde sıralanmıştır:

Hayvan Figürlerinin Kullanımı:

EN: Bull market TR: Boğa Piyasası IT: Mercato Rialzista

EN: Bear market TR: Ayı piyasası IT: Mercato ribassista

EN: The golden goose TR: Altın yumurtlayan tavuk IT: La gallina dalle uova d'oro

Doğa Olayları:

EN: Rainy day fund TR: Kara gün akçesi IT: Fondo di emergenza

Bir Kişi veya Nesneye Referans:

EN: Ponzi Scheme TR: Saadet Zinciri IT: Schema Ponzi

Diğer Yönler:

EN: Golden parachutes TR: Altın paraşüt IT: Paracadute d'oro

EN: Bribery/backhander (British only)/Kickback/Sweetener/Sleaze

TR: Sakal/Bahşıř/Rüşvet/Bıyık/Yem/Arpa

IT: Mazzetta/Bustarella/Stecca/Dazione ambientale/Tangente

Sonuç ve Tartışma:

İlk ve en önemli keşif, sanayi devrimi sırasında ortaya çıkan terimlerin, bilgi ve teknoloji çağının gerektirdiği gibi, Amerikan ve İngiliz kökenli olmasıdır. Sanayi devrimi İngiltere'de başladığından ve ardından gelen teknoloji ve bilgi çağı Amerika'da ortaya çıkıp geliştiğinden, bunun büyük bir sürpriz olmadığı belirlenmiştir. İngilizcenin kendisinden sürekli olarak ödünç alınan bir dil olarak statüsünün ve günümüzde bir ortak dil olarak kullanımının bunda önemli faktörler olduğu gösterilebilir.

İkinci önemli sonuç, bazı deyimlerin İtalyancadan veya İtalyanca konuşan birinden etkilenecek dünyaya yayılmış olmasıdır. Bu nedenle, İngilizcenin eğilimlerin temeli olarak hizmet ettiği ve ilişkili ifadenin hızla küresel olarak yayılıp diğer dillerde yer edindiği belirtilmelidir.

Türkçeye yapılan çevirilerin çoğunun kelimesi kelimesine veya doğrudan ödünç alınmış olması üçüncü, ilgi çekici bir sonuçtur. Bu arada, bazı kısımların bu şekilde iletilmediği ve bunun yerine Osmanlı dönemi eserleri veya Türk kültürü için uygun bir deyimsele biçimle karşılandığı kaydedilmiştir. Türkçe ile diğer Avrupa dilleri arasındaki mesafe ve İtalyanca ile İngilizcenin coğrafi ve kültürel olarak daha yakın akraba olması bu durumun nedeni olabilir. İngilizce ile diğer Latin dilleri arasında önemli bir geçiş derecesi olduğuna inanılmaktave İngilizce ile Latin dilleri arasındaki ilişki bilinmektedir.