

On Translation Strategies of Metaphors in Diplomatic News from the Perspective of Cognitive Metaphor Theory

Li Ru

Weinan Normal University, Weinan Shaanxi 714009, China

ABSTRACT. *This study focuses on the translation strategy of metaphors in diplomatic news with the assistance of Cognitive Metaphor Theory (CMT). Metaphors in the Chinese diplomatic news are identified under the guidance of Metaphor Identification Procedures Vrije University (MIPVU). They are then categorized into several groups from the perspective of CMT. With all these preparation, the article proposes the hypotheses of translation strategies catering to metaphors in diplomatic news under the theoretical framework of “Cognitive Translation Hypothesis” and, so as to solve problems arising from metaphors in diplomatic news.*

KEYWORDS: *Translation strategy; Metaphors in diplomatic news; Cognitive metaphor theory; Mipvu*

1. Introduction

In recent years, China has strengthened exchanges and communication with foreign countries with the establishment of many strategic diplomatic and economic initiatives, the Belt and Road Initiative in particular. Language is indispensable in this cross-cultural communication as it functions as a bridge between people coming from various backgrounds. Metaphors are pervasive in our daily life, ranging from verbal words and phrases in our life to expressions in written languages. Nevertheless, most people seldom pay attention to this phenomenon as they might render it as self-evident. What even more challengeable is that there is an absence of strategies for translators to address problems in diplomatic news; therefore it is necessary to conduct a research with regard to the translation of metaphor in diplomatic news to assist translators. On the other hand, present studies on Chinese-English translation of diplomatic news concentrate on the translation solutions of some certain hotspot expressions or phrases, while no intensive studies have been conducted with the purpose to tackle the problems caused by metaphor. As a result, studying metaphor in diplomatic news and how to translate them in this paper might fill the above gap and contribute new insight to the development of translation studies.

With an attempt to explore applicable translation solutions to address the problems emerged in translating metaphors in diplomatic news, the paper employs Cognitive Metaphor Theory (CMT) as the tool to analyze the metaphors in diplomatic news and the “Cognitive Translation Hypothesis” based on this theory as the theoretical framework for producing translation strategies addressing the translation of metaphors in diplomatic news.

2. Analysis on Metaphor in Diplomatic News

2.1 Metaphor Identification from Mipvu

Due to the consideration that this study focuses on metaphor manifested by a large number of metaphorical expressions across the data; therefore, a quantitative research is required to identify, collect and analyze these metaphorical expressions. On the other hand, the probability of language system is fixed and the frequency of discourse is the exemplification of the probability of language, which provides the reasonability to give the probability and frequency of metaphorical occurrences. Specifically, the first step for research is to identify metaphor in the given data under the guidance of MIPVU.

Since the study on translation of metaphor in this paper is conducted in the light of CMT, an influential sight in cognitive approaches, it is necessary to process metaphor in accordance with the method how cognitive linguists usually do with data. Therefore, the first step for studying metaphor is to identify is in a reliable and scientific way; otherwise, it is unlikely to draw a convincing conclusion. With the development of Cognitive Linguistics, research methodologies are not traditionally subjective to identify metaphorical expressions only

based on their own understanding but some prove and well-recognized tools for measurement which are valid and reliable. Among these tools, Identification of Metaphors from Metaphor Identification Procedures Vrije University (MIPVU), which has been employed extensively in studies with regard to metaphor, has been employed.

MIPVU enables researchers to find metaphor-related words in discourse which could be presented as follows:

- 1) Find Metaphor-Related Words (Mrws) by Examining the Text on a Word-by –Word Basis.
- 2) When a Word is Used Indirectly and That Use May Potentially Be Explained by Some Form of Cross-Domain Mapping from a More Basic Meaning of That Word, Mark the Word as Metaphorically Used (Mrw).
- 3) When a Word is Used Directly and Its Use May Potentially Be Explained by Some Form of Cross-Domain Mapping to a More Basic Referent or Topic in the Text, Mark the Word as Direct Metaphor (Mrw, Direct).
- 4) When words are used for the purpose of lexico-grammatical substitution, such as third person personal pronouns, or when ellipsis occurs where words may be seen as missing, as in some forms of co-ordination, and when a direct or indirect meaning is conveyed by those substitutions or ellipses that may potentially be explained by some form of cross-domain mapping from a more basic meaning, referent, or topic, insert a code for implicit metaphor (MRW, implicit).
- 5) When a Word Functions as a Signal That a Cross-Domain Mapping May Be At Play, Mark It as a Metaphor Flag (Mflag).
- 6) When a Word is a New-Formation Coined, Examine the Distinct Words That Are Its Independent Parts According to Steps 2 through 5 (Steen, Etl. 2010, P.85).

Secondly, since this paper is going to address metaphor in a designated register: diplomatic news, a sub-genre of news discourse, it is essential to examine whether MIPVU is applicable in this specific domain. News is close to people's daily life which is naturally rich in stylistic and figurative expressions. "There is probably no other discursive practice, besides everyday conversation, that is engaged in so frequently and by so many people as news in the press and on television" (van Dijk 1991, p.110). The news discourse is formal in its language, standard in its text, easy in accessibility, and dense in information. In other words, news discourse, with abundant metaphors, could present much room for MIPVU to give a full play.

2.2 Metaphor Classification

The metaphor identified will be classified into different groups based on their source domains so that it is more convenient to prove them as conceptual metaphors after an elaboration of their mapping routes. According to CMT, metaphors are no long the traditional linguistic words but cognitive phenomena structured by conceptualization, including the source domain, the target domain, mapping, idealized cognitive model and image schema. The source domain is the conceptual domain where the metaphorical expression arises from, and target domain is the conceptual domain in which metaphorical expression is referred to. Cognitive maps of source domain are mapped onto the target domain. It is the process of mapping or correspondences that construct links between the source domain and the target domain in all aspects.

Lakoff and Johnson (1980, P. 54) perceive in their co-authored book *Metaphors We Live By* that our experience with physical objects (especially our own bodies) provide the basis for an extraordinarily wide variety of ontological metaphors, that is, ways of viewing events, activities, emotions, ideas, etc., as entities and substances. Ontological metaphor is essentially structured by different metaphor images in their source domain. Based on the above efforts from identification, the metaphor can be classified into six groups in accordance with various source domains, including such human body and human activities, journey, building, war, plant. In addition to the conventional ontological metaphors, there is another group of metaphors: novel metaphor accounting for a huge proportion in the corpus author establishes and thus should never be neglected. Novel metaphor is the newly created metaphor.

Table 1 Category of Metaphors in Diplomatic News

Metaphors	Human	Journey	Building	Oriental	War	Novel
Number	53	29	30	32	20	57
Proportion	22.5%	12.1%	12.7%	13.5%	8.5%	24.1%

The impact of the Cognitive Linguistics on translation studies is that the focus in the discipline has shifted from translatability to the analysis of the conceptual systems underlying the source and target language realization of metaphorical expressions (Maria & Spyros, 2014, p. 179). In the following present categories of metaphors selected from diplomatic news and the corresponding working mechanisms from the point of CMT.

(1) Human body metaphor

Understanding human body is the beginning for human to understand the physical world; hence, there is no doubts that human tend to relate human experience to explain and interpret the unknown world. When this phenomenon influences language, diverse words and expressions in relation to human body are metaphorically functioned to describe the similar items in diplomatic news, which allows the addressees to understand the meaning and idea more easily as all human in the world share the same experience in terms of their bodies. What is noteworthy is that the metaphor derived from human body consists of two categories: metaphor in relation to human body and metaphor in relation to human activities:

Example :

liǎngguóyuánshǒudàchéngdewhòngyòngòngshí

SL: 两国元首达成的重要共识。(2015/03/21)

TL: Important consensus with Algeria was reached by the two heads of states.

yuánshǒu

“元首 (head)” in the SL is a metaphor expression whose contextual meaning and basic meaning present a contrast in the target domain and source domain. Head is on the top of human being as the most important component of human being. Likewise, head of state is the most prominent person to lead and manage a nation.

(2) Journey metaphor

Journey metaphor is one of the prevailing metaphor throughout much of human life and cultures. Judeo-Christian culture offers biblical quotation “I am the Way, the Truth, and the Life” (Bible, John 14.6). In Islamic culture, Muhammad remarks “O my people! Follow me: I will lead you to the Path of Right” (The Holy Quran, 1934, p.1262). In Buddhism, Buddha’s words is presented “I will show the path” (Herold, 1992, p118). Journey metaphor is also universally in political discourse. Guyla and Balint (2015, p.11) specify the main elements of conceptual metaphor of journey: Source and Goal, linked by path. Source is the starting whose basic traits are adapted by human cognition to create abstract notion. Path is a trajectory with a moving object that will be developed. Goal is the final and key component in instantiating metaphorization.

Example:

dì yī gè shì zhǐ hé zuò jiàn shè lā měi wù liú , diàn lì , xìn xī sān dà tōng dào

SL: 第一个“3”是指合作建设拉美物流, 电力, 信息三大通道。(2015/05/22)

TL: The first “3” means cooperatively building three major pathways of logistics, electric power and information in Latin America.

tōng dào

In the SL, “通道 (passway)” bears the basic meaning that a way or track of a journey while its contextual meaning is one aspects of construction as cooperation here is compared to a journey.

(3) Building metaphor

Building metaphor is another universal metaphor in human everyday life. Its presence can be found in British politics manifested by Labor and Conservative parties (Charteris-Black, 2004). He indicates that while some metaphors may convey a message of stability, foundation and process towards a long term goal, others emphasize obstruction from reaching a goal. In America politics, building metaphors are also reported to constructed social goals, social cohesion and social purpose. Lakoff and Johnson (1980) formulate ARGUMENT IS A BUILDING and THEORIES ARE BUILDINGS to explain that an argument should be based on and supported by solid facts and ideas. A wide variety of conceptual metaphors have been produced since then: SOCIETY IS A BUILDING, COMPLEX SYSTEMS ARE BUILDINGS, RELATIONSHIPS ARE BUILDINGS (Goatly, 1997, p. 48; Grady 1997; Charteris-Black, 2004, P.70). In diplomatic news, building related metaphors are no surprise to see, because human always render the establishment of concrete and abstract activities in relation to building.

Example:

h é fāng yuàn zài xiāng hù zūn zhòng de jī chǔ shàng tóng zhōng fāng shēn huà gè lǐng yù jiāo wǎng yǔ hé zuò
SL: 荷方愿在相互尊重的基础上同中方深化各领域交往与合作
(2015/06/18)

TL: The Netherlands is willing to deepen exchanges and cooperation with China in various fields on the basis of mutual respect.

In the SL, “基础 (foundation)” is metaphorically used as a result of contrast between the basic meaning of the basic part of an architecture and contextual meaning of the prerequisite of an activity, because exchanges and cooperation render an activity of construction.

(4) Orientational metaphors

According to Lakoff and Johnson (1980, p.16), orientational metaphors organize whole system of concepts with respect to one, most of which have to do with spatial orientation: up-down, in-out, front-back, on-off, deep-shallow, central-peripheral. These spatial orientations arise from the fact that we have bodies of function as they do in our environment. Orientational metaphors belong to the core of conceptual metaphors exceed any differences between the two linguistic and cultural communities studied here (Lakoff & Johnson, 1999). Johnson and Lakoff (1999) further explain that orientational primary metaphors originate in our bodily interactions with the world and are acquired automatically through our sensomotoric experience from our earliest years. In the diplomatic discourse, those metaphors are easily to be examined which will be elaborated in the following with their mapping schema.

Example:

zài guó jì shì wù zhōng mì qiè xié zuò , bǎ liǎng guó yǒu hǎo guān xì tuī xiàng gèng gāo shuǐ píng
SL: 在国际事务中密切协作,把两国友好关系推向更高水平。(2015/02/05)

TL: enhance collaboration in international affairs, and push the bilateral friendly bilateral relations to a higher level.

The underline words in the SL shows a spatial order basically while its contextual usage indicates the cooperation between two nations will be a positive state.

(5) War metaphors

Human revolution has been accompanied by wars, so that there are many linguistic instances relevant to wars. Lakoff and Johnson (1980, p.8) elaborate their own perspective with the conceptual metaphor ARGUMENT IS WAR which is varied reflected in everyday language. A more relevant statement includes BUSINESS IS WAR. According Anna Luczak (2014. P.73), wars were supposed to be good business and the relationship between the military and money was so strong that business still to be treated as war. In the article present, war-related metaphors are also examined, because on the world arena, cooperation and competition are taking place in the same time among nations. Human has the inclination to render the painstaking courses as a war.

Example:

zhōng guó zhèng fǔ jiāng wéi qǐ yè cān yù lā měi chǎn néng hé zuò tí gòng xiāng guān zhèng cè zhī chí bìng jiāng jì xù
SL: 中国政府将为企业参与拉美产能合作提供相关政策支持,并将继续
gǔ lì qǐ yè jiāng shǔ dì huà jīng yíng zuò wéi cháng qī zhàn lüè
鼓励企业将属地化经营作为长期战略。(2015/05/22)

TL: The Chinese government will provide relevant policy support for its enterprises' participation in China-Latin America cooperation in production capacity, and will continue to encourage its enterprises to take apanage localized management as a long-term strategy.

In this case, the management of enterprises has been viewed as a war in which strategy is the macro policy to
zhàn lüè
direct the whole actions; therefore, “战略 (strategy)” means strategy is rendered here.

The previous in-depth analysis almost covers a majority and representative metaphor in the diplomatic news the paper present focuses. From the elaboration above, it can be concluded that metaphors are not only pervasive in diplomatic news in terms of its number but also the nature of them: they are no traditional linguistic devices playing a role of decoration but conceptual metaphors closely associated with the conceptualization rooted in human mind. Therefore, the metaphors this paper referred to in the following are all conceptual metaphors in nature. It is this conceptualization that lays foundation for the translability of metaphor as people across the world share common cognitive system when conceptualizing language.

3. Translation strategies of metaphors in diplomatic news

3.1 Cognitive Metaphor Translation

Metaphor translation is based on the interpretation of the source text to the target language. Hence, translators should attempt to produce an exact image of the ST and find the suitable saying to express his understanding towards the ST. Translation process in translator's mind is similar to the cognitive process of metaphor understanding. Three main elements involve: source domain, target domain and mapping. Likewise, there is a similar process conducting in the translator's mind when metaphor translation which could be summarized as follows:

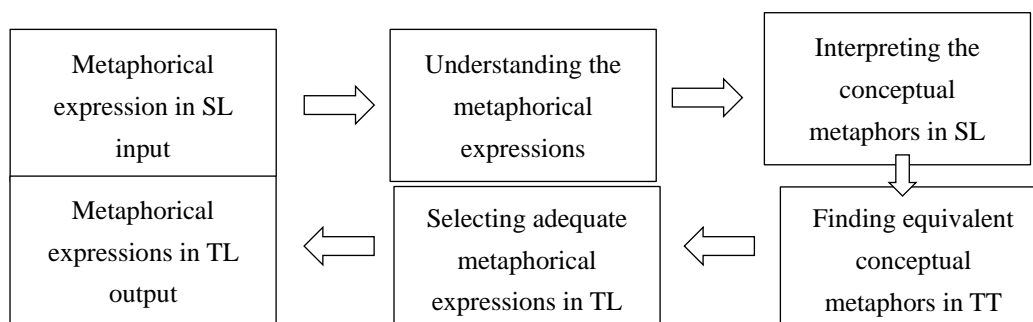


Figure. 1 Cognitive Translation Process

3.2 Hypothesis of Translation Strategies

In this section, the author boldly proposes the translation strategies coping with metaphors in the fashion of hypothesis which will be testified with examples in translation practice. Those hypotheses of strategies are: (1) transplantation of metaphorical image, (2) preservation of metaphorical image plus annotation, (3) extending metaphorical images by making up implied meanings, (4) transformation of metaphorical images and (5) omission of metaphorical images.

(1) For metaphors with SMC

Whenever a figure does not seem to communicate the right information, translator may under force to abandon the figure altogether and express the meaning directly. This, however, has been done too easily in dynamic-translations that do not quite express the vividness and impact to which the use of figurative language in any language largely contributes. Fortunately, translators have resorted to looking for alternative figures in their own languages that would fit in contexts where the original figure would not make sense (Kees de Blois, 1985, p.213). Secondly, we should attach consideration to the diplomatic discourse and conditions of metaphors within it. For one thing, studies on diplomatic discourse reveals that language in this register requires accuracy and high fidelity of SL. For another thing, a large majority of metaphors in this register are conventional metaphors instead of novel metaphors. These two points grant translators power to transplant metaphors in TL on most cases, which might be impossible for translation in other register, such as literature.

(2) For metaphors with DMC

Since non-equivalence is absolute in translation between two different cultures in which people have various experience and associations. However, the situation may be more complicated when it comes to translation of metaphor, which is worthy of specific discussion to draw specific strategies pertaining to different cases. In translation contexts, adjusting ST metaphorical mappings to the ones preferred in the target language assumes some "oblique" (Vinary & Darbelent 1995, cited in Munday 2001, P. 57) translation strategy, namely modulation, which eliminates any awkward ST effect on the target version. Other translation theorists would call this type of translation strategy 'communicative' (Newmark,1988), 'covert' (House, 1997), 'reader-centered' (Hatim & Mason, 1991). In addition, comparing to conventional metaphors, novel metaphors bear higher possibilities to bring cognitive problems for target readers because they are highly culture-specific. Meanwhile, previous study on the classification of metaphors of Table 1 reveals that novel metaphor accounts for 24.1%, which is in the dominant position. Therefore, this reality also requires a detailed discussion.

It has been consented among scholars that the metaphorical image conveyed by a metaphor in SL should be

preserved in TL, since metaphors are the salt of language highly deserve to be preserved. The larger the dissimilarity exists between the fashions in which two language communities conceptualize similar experiences, the more difficult the task of translation may become, especially for translation not familiar with the host of variables affecting the selection of metaphors in a particular type (Laurent, 2011, p. 407). A failed communication may arise in that target readers are unable or to grasp or mistakenly perceive the meaning behind those metaphors, due to cultural divergences. Therefore, assisting measures, such as annotation or an explicitness of implied meaning, should be taken by translators to avoid these problems. Based on these understandings, the author formulates two hypotheses: preservation of metaphorical image plus annotation and extending metaphorical image by making up implied meaning. These two recommendations should be resorted in diverse circumstances which will be demonstrated in the next section.

Nevertheless, in some circumstances, the case in which entirely diverse association among target readers triggered by the same metaphor in particular, the metaphorical image should never be retained. Therefore, the last situation is the absence of metaphor image, which are manifested in two different ways: the transformation of metaphorical image and the omission of metaphorical images. Van den Broeck (1981, p. 84) claims that translatability keeps an inverse proportion with the quality of information manifested by the metaphor and the degree to which this information is structured in a text. In some circumstances, metaphors in SL and TL share the same meaning but are different in metaphorical image, which allow translators to transform or replace the image in SL with that from TL, so as to make it easier for target readers to grasp the meaning. Another situation is to omit or hide the metaphorical images, because they bear utterly different or even trigger negative associations among target readers. This, however, does not indicate that the meaning conveyed by those metaphors will be deleted at the same time, instead, translator should resort to other methods, such as paraphrase, to fill the gap to ensure the the completeness of meaning in translation process.

(1) Transplantation of Metaphorical Image

The strategy of transplantation of metaphoric image centers with the word “transplantation”, which requires translators to retain and keep without any modifications on the metaphoric image of SL. The rationality of this strategy rests upon the very fact that metaphors are deeply rooted in people’s experience. When people living in source and target cultures share the same experience and knowledge on the same event, translators are capable of transplanting metaphors about the event in the source culture into the target culture without any assisting measures.

Example:

guójiā yuánshǒu
SL: 国家元首 (2015/02/24)

TL: head of state

It is universally acknowledged that people both in China and English-speaking countries share the knowledge that head is of great importance and accordingly, develop many metaphorical expressions with reference to it, when translating the Chinese metaphoric expression “^{guójiā yuánshǒu}国家元首”, it is acceptable to simply transplant the ^{yuánshǒu}metaphoric image “元首” in target culture as “head”; therefore, this expression could be translated as “head of state”.

(2) Preservation of Metaphorical Image plus Annotation

In so far as language is the primary modeling system within the culture, cultural untranslatability must be de facto implied in any process of translation (Basnett-McGure, 1980, p. 34). Translation is highly related to culture and the intention of translation itself. If the intention of translation is to spread the source culture, the metaphoric image in relation to the source culture shall be retained even though some target readers may have trouble in understanding it due to an absence of background information. However, the preservation of metaphor image is inadequate to serve the ultimate goal of communication; some assisting measures must be resorted to, such as an annotation to further explain the metaphoric image to target readers.

Example:

sāngǔ shì lì
SL: 三股势力.(2015/06/20)

TL: Three evil forces, drug trafficking, transnational organized crime, and cybercrime.

sān gǔ shì lì

A case illustrates this point of view is the translation of Chinese metaphoric lexical expression “三股势力”. In the discourse of diplomatic news, it is translated as “three evil forces, drug trafficking, transnational organized crime, and cybercrime”. On one hand, the metaphoric image of “势力” is preserved and translated as “force” and on the other hand, annotation is resorted to specify each force, so that readers could understand this highly culture specific and political term.

(3) Extending Metaphorical Image by Making up Implied Meaning

The literal meaning and the contextual usage together make a metaphor “meaningful” and the context of used in both source and target language may have a corresponding range: as long as usage of linguistic elements that make up the metaphor fall within this matching range, the translation of metaphors is possible (Ipshita, 2012, p.56). In this regard, there existing a range between SL and TL of a conceptual metaphor which provides opportunities to translate the metaphor. But this is far from adequate when two cultures are alien. What the translators are supposed to do is to reduce this dissimilarity as much as possible. Extending metaphorical images by way of making up implied meaning is another strategy. “Extension” is to extend the lexical meaning of SL in translation and the fundamental scheme is for collocation or supplementing contextual meaning (Liu Fuqing, 2012, p.157). Since metaphor is a mapping from the source domain to target domain conveying implied meaning, making up the absence of implied meaning is an effective measure to save target readers from confusion if neither explicit translation nor delete metaphoric image is workable when confusions are caused among target readers.

Example:

g è měi q í měi měi rén zhī měi měi měi y ũ gòng

SL: 各美其美,美人之美,美美与共。(2015/06/15)

TL: Developing each other's cultures/values and appreciating each other's the cultures/values.

g è měi q í měi měi rén zhī měi měi měi y ũ gòng měi

In a Chinese saying “各美其美,美人之美,美美与共” here “美” is basically to describe the pleasant and joyful living substance or lifeless items. However, in this context, it refers to the “cultures and values” of other nations. Based on this, translators are not supposed to translate as something as beauties, but make up the implied meaning “developing each other's cultures/values and appreciating each other's the cultures/values” so as to extend the metaphoric image.

(4) Transformation of Metaphorical Image

As cultural mediators, translators play a key-role in bridging cultural gaps. Conceptual metaphors constitute one of most problematic obstacles in translation as conceptual differences between languages frequently lead to producing unnatural translations in the target language (Laurent, 2011, P.421). In this strategy, transformation essentially means that the metaphoric image of SL can be replaced by another metaphoric image in TL which is distinctive from SL linguistically but identical in meaning. From cognitive school, metaphors are about concepts established on daily experience and knowledge. It is highly possible that the same event may be interpreted diversely among people from alien languages or trigger diverse even sharply opposite associations,

hóng s è

for instance, the color “红色 (red)” have distinct interpretations for Chinese people and western people: in the eye of Chinese people the red color is associated with positive experience as joyfulness, luck, and happiness, and many metaphors with regard to the color of red also bear this same meaning, while in the western culture, people often employ this color referring to something evil and bloody, such as fire, violence etc.; therefore, relative metaphorical expressions bears the same intention as well. Accordingly, translator should be more than attentive to transform metaphors.

Example:

lián h é guó zǒu guò l e nián fēng fēng y ũ y ũ

SL: 联合国走过了70年风风雨雨.

TL: UN has witnessed ups and downs over the past 70 years.

lián h é guó zǒu guò l e nián fēng fēng y ũ y ũ

A case in point to testify this strategy is “联合国走过了70年风风雨雨”, which is translated as “The United Nations has gone through ups and downs in the past 70 years”. In China, “风 (wind)” and “雨 (rain)”

are believed to refer to difficulties and problems; however, in western culture, there are rarely similar expression even though some similar ones like “rainy days“, or “weather storms“ to refer to challenges in life but they are different linguistically. Therefore, the translator chose a phrase “ups and downs” which is also a conventional metaphor in the western culture to convey the meaning.

(5) Omission of metaphorical image

Conceptual metaphors trigger difficulties for translators, while the degree of difficulties is determined by the degree to which the metaphorical systems of source and target languages overlap (Laurent, 2011, p. 421). When there is such an overlap between two cultures, translators should take the measure of omitting metaphoric images of SL in TL completely, because target readers are unable to associate the intra-textual information to extra-textual knowledge and experience.

What should be paid attention is that this strategy is the last strategy for translator to employ, since metaphor is the salt of language which deserves translators’ effort to preserve on TL as possible as they can. In addition, if the omission of metaphoric image has a high possibility to raise puzzles among target readers, other assistances, such as paraphrase and explanation etc., are demanded since the ultimate purpose for translation is to bridge a communication.

Example:

d à dāokuò f ǔ
SL: 大刀阔斧 .(2015/04/15)

TL: vigorously push forward the structure reform

If there is no possibility to preserve a case in point to testify this strategy is the translation of “大刀阔斧 (cut and axe forcefully)”: it is widely accepted in SL culture that when someone is chopping and axing forcefully, he or she is sparing no efforts to the work, while in English-spoken culture, there is no such an experience or knowledge so that they may be confused if the basic meaning is simply preserved to translate literally. Instead, the metaphoric image should be omitted. However, in order to serve the communicative purpose, a paraphrasing translation is required so that the final translation is “vigorously push forward the structure reform”.

The authors calculate the number of examples applying each strategy and the individual percentage of these examples.

Table 2 Application of Translation Strategies

Strategy	Number of examples	Percentage of examples
Transplantation of Metaphorical Image	96	40.6%
Preservation of Metaphorical Image plus Annotation	1	0.5%
Extending Metaphorical Image by Making up Implied Meaning	35	14.8%
Transformation of Metaphorical Image	40	16%
Omission of Metaphorical Image	60	25.4%

From the above table, it can be concluded that the strategy: Transplantation of Metaphorical Image is most popular strategy in practice with a percentage of 40.6%, followed by the Omission of Metaphorical Image with a percentage of 25.4%. This indicates that translators are favored to keep the image of metaphors of diplomatic news in translation practice since metaphors essentially reflect the shared knowledge of conceptual system across alien cultures which in return allow the translability of metaphors in cross-culture communication. Apart from this, the notion of diplomatic news also contributes to this significantly since translators are required to retain the information as much as possible when translating diplomatic news. Metaphors are associated with 'indirectness' (Green, 1989, p. 124); this possibly explains why they should be retained in politics and public speeches where direct expressions are censured. Nevertheless, there is no astonishment to see frequent omission of the images of metaphor in translation which is a result that metaphor is rooted in culture. Despite the fact that alien cultures enjoy shared experience in conceptualization, the dissimilarity between them exist which leads to the untranslability of some metaphors. The other two strategies, Transformation of Metaphorical Image and Extending Metaphorical Image by Making up Implied Meaning, have close numbers of examples around 40 and percentage around 15%. This suggests that these two strategies are less used in practice compared with the preservation and omissions of metaphorical image. This is partly because extension and transformation of metaphorical image require a high proficiency of both Chinese and English language. According to Mandelblit

(1995, P.489), the reason for this delay, difficulty and uncertainty in the translation of different domain metaphors is the search for another conceptual mapping. Moreover, translation of diplomatic news is highly rigid in keeping the locality to the SL so that it is impossible that translators have the freedom to apply annotation or extension which may distort the meaning of ST. What is noteworthy is the strategy of Preservation of Metaphorical Image plus Annotation which only has one supporting example with a percentage of 0.5%. This does not mean that this strategy is meaningless, because the paper present is based on a limited number of data. Besides, in terms of strategy itself, it is evident that annotation will help target readers to perceive Chinese culture and politics loaded metaphorical expressions without destroying the metaphorical images. In summary, this table reveals that the strategies tailored for metaphor translation in diplomatic news are effective in translation practice and it is hoped to assist translators in settling problems in translation practice.

Since metaphor is shaped by the socio-cultural beliefs and attitudes of a specific culture, its translation is based on the “cognitive equivalence”, where metaphors must be looked at as cognitive constructs representing instances of how people conceptualize their experiences, attitudes and practices, and record them (Al-Zoubi, Al-Ali.& Ali, 2007, p.238). Metaphors of translation are significant because they are uniquely powerful in terms of vividness and of the cultural values they express and which are not present in non-metaphors (Tan Zaixi, 2006, p. 54). On the above study, the translation strategies pertaining to metaphors in diplomatic news have been examined from the theoretical support, each strategy and corresponding representatives to testify their power of validity.

4. Conclusion

The article focuses on the translation strategies for metaphors in diplomatic news from the perspective of Cognitive Metaphor Theory. In order to accomplish this goal, the authors select metaphors from the Chinese corpus of diplomatic news from the the official website of the foreign ministry of People’s Republic of China. The major findings are as follows:

Firstly, with 236 metaphors identified under the guidance of MIPVU. The nature of these metaphors as conceptual metaphors is established on the basis of conceptualization from the sourced domain to the target domain. After drawing conclusion of the previous findings on metaphors in diplomatic news and challenges for translators, the authors formulate five hypotheses of translation strategies under the “ cognitive translation hypotheses“, including : (1) transplantation of metaphorical image; (2) preservation of metaphorical image plus annotation; (3) extending metaphorical images by making up implied meaning; (4) transformation of metaphorical image; (5) omission of metaphorical image. It is never far from adequate to propose these hypotheses, since their validity in translation practice is unknown when applied into practice. This is the reason why a testifying procedure has been conducted with cases in point and a calculation of the number and percentage of each strategy to further demonstrate the application of these strategies in translation practice. Apart from this, this study elaborates the conditions each strategy is applicable so that translators can choose the most workable one when dealing with different metaphors. Metaphors for translation and translators provide a foremost window, perhaps a much more important window than non-metaphors, through which we may sail to more completely understand the heterogeneous nature of translation (Tan Zaixi, 2012, p.29).

References

- [1] Anna L (2014). Figurative language in business English: metaphors of transport and war. *Beyond Philology*, no.11, pp. 67-82.
- [2] Al-Zoubi, et al (2007). Cogno-culture issues in translating metaphors. *Perspectives: Studies in Translatology*, no.3, pp. 230-239.
- [3] Charteris-Black J (2004). *Corpus approaches to critical metaphor analysis*. New York: Palgrave Macmillan.
- [4] Dagut M (1976). Can metaphor be translated? *Babel*, no.1, pp. 21-33.
- [5] Grady J (1997). Theories are buildings. *Cognitive Linguistic*, no.4, pp. 267-90.
- [6] Green, G. (1989). *Pragmatics and natural language understanding*. New Jersey: Lawrence Erlbaum Associates Publishers.
- [7] Ipshita C (2012). Metaphor translation as a tool of intercultural understanding. *Comparative Literature and Culture*, no.4, pp. 50-58.
- [8] Kees de Blois. (1985). Metaphor in common language translation of joel. *The Bible Translator*, no.2, pp. 208-216.
- [9] Laurent N (2011). On going beyond the literal: translating metaphorical conceptualizations in financial discourse. *Meta*, no.2, pp.407-423.

- [10] Mandelblit N (1995). The cognitive view of metaphor and its implications for translation theory. *Translation and Meaning*, no.3, pp. 483-495.
- [11] Maria S, Spyros H (2014). Metaphorical conceptualization of vertical and horizontal space in English press articles and three Greek translations. *Across Languages and Cultures*, no.2, pp. 177-197.
- [12] Van den Broeck R (1981). The limits of translatability exemplified by metaphor translation. *Poetics Today*, no.2, pp. 73-87.
- [13] Zaixi Tan (2006). Metaphors of translation. *Perspectives: studies in translatology*, no.1, pp. 40-54.
- [14] Zaixi Tan (2012). The translator's identity as perceived through metaphors. *Across Language and Cultures*, vol.13, no.1, pp.13-32.
- [15] Liu Fuqing (2012). *Contemporary Studies of Translation*. Beijing: China Translation and Publishing Corporation.
- [16] Song Desheng (2005). Interpreting equivalent translation from embodiment of cognition. *Chinese Translators Journal*, no.5, pp. 21-24.
- [17] Xiao Jiayan (2010). Studies in metaphor translation from conceptual metaphor theory. *Foreign Languages in China*, no.5, pp. 106-111.
- [18] Zheng Hailing (1998). Essential traits of Literature translation. *Chinese Translators Journal*, no.6, pp. 4-8.