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**AN INVESTIGATION INTO THE
TRANSLATION OF ECONOMIC
METAPHORS FROM ENGLISH INTO
VIETNAMESE**

**Field: THE ENGLISH LANGUAGE
Code: 60.22.15**

**M.A. THESIS IN THE ENGLISH LANGUAGE
(A SUMMARY)**

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CHAPTER 1 INTRODUCTION

1.1. STATEMENT OF THE PROBLEM

It is true that all of us, not just poets, speak in metaphors, whether we realize it or not? Metaphors are widely used in context to describe personal meaning.

As we known, metaphors are believed to be related to literary or poetic language, in reality, metaphors are also used in everyday language such as in journalism, in professional discourse, in scientific language, and in daily discourse. Metaphor is so widespread that it is often used as an “umbrella” term to include other figures of speech (such as metonyms). Many authors are using the term of metaphor for any kind of comparison (simile) or metonymy. The language of economics (business and financial aspects included) has received considerable attention in recent years. The role of metaphor specifically in economics writing has received some attention. Although there has been a long debate on the existence of metaphors in economic texts, their presence cannot be denied. The pervasiveness of metaphors in economic discourse makes the language of economics less abstract and more manageable in concretizing, objectivizing or even humanizing economic concept. Economic metaphors are basic models for economic process.

Metaphor is clearly an important consideration in the economic textbooks in current use, and understanding of metaphor thus has relevance for pedagogy in English courses for economic students. Therefore, translating metaphors as well as similes from one language to another language effectively to help readers gain an accurate insight into their meaning is a big challenge. However, translating a text from a language into another is always a very difficult work because translators will face linguistic, literary and aesthetic, and socio-cultural problems and these problems require them to have suitable translation methods. When dealing with the specialized language of the field of economics, one may often be at a

loss regarding the translation of certain terms or structures from English into Vietnamese.

From this reality, it is very necessary to study this topic. The aim of our research is to study a careful investigation on translating metaphors in English in the case of the so-called “economic metaphors”. After presenting some basic functions of metaphors in economics texts, attention will focus on some consideration and propose methods in translating these. And above all, the author of this research hopes to help Vietnamese learners of English, readers and translators manage better when they translate metaphors from English Economic newspapers or books into Vietnamese ones.

1.2. JUSTIFICATION FOR THE STUDY

We hope this study will make some contribution to translating economic metaphors from English into Vietnamese and to teaching and learning these figures of speech in the context of classroom for economic students in Vietnam.

1.3. SCOPE OF THE STUDY

This study deals with investigating the procedures used in translating economic metaphors. Simultaneously, the study also identifies and analyses linguistic and non-linguistic factors which influence consciously or unconsciously the differences in choosing procedures to the translation of economic metaphors. To narrow the scope of the research, the language of finance and accounting will be discussed in depth.

1.4. RESEARCH QUESTIONS

- The research will attempt to answers to the following questions
- Are procedures for translating metaphors suggested by Peter Newmark manifested in contemporary translated works from English into Vietnamese?
 - What are the typical translation procedures used in transferring metaphors as manifested in economic texts from English into Vietnamese?
 - What are the most preferable procedures used in translating economic metaphors from English into Vietnamese?

- What are the striking factors, if any, which influence the choice of each procedure in translating economic metaphors from English into Vietnamese?

- What is the implication drawn from the research?

1.5. DEFINITION OF TERMS

1. Source language
2. Target language
3. Simile
4. Metaphor
5. Economics

1.6. ORGANIZATION OF THE STUDY

- Chapter 1 is the introduction to the study, which presents the rationale, signification of the study, scope of the study, research questions and the organization of the study.

- Chapter 2 is the review of the previous studies and the theoretical background for the study.

- Chapter 3 is methodology and procedures of the study.

- Chapter 4 discusses the result of the data analysis

- Chapter 5 is the conclusion, the implications for the translation and for the teaching and learning, limitations in doing the research and suggestions for further studies.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. THE REVIEW OF PREVIOUS STUDIES

Dagut [15] claimed that the translatability of any given SL metaphor depends on the particular cultural experiences and semantic associations exploited by it.

In her research “*Employing Peter Newmark’s Approaches to Language Transfer to Investigate into the Translation of Metaphors and Similes from English into Vietnamese*”, Nguyệt analyzed the translating of metaphors and similes in some novels base on seven

procedures for translation of metaphors suggested by Peter Newmark. Besides, she also cited some main factors that affected the choice of these procedures when translating metaphors and similes in novels from English into Vietnamese [40].

In the work titled “*The Translation of Metaphors in English Newspaper Articles*” by Lâm Thị Hồng Đào. She analyzed some certain themes that are repeated over and over again in business newspapers; such as the themes of sport, games, animals, and weather. These themes are metaphorical expressions, they used more frequent in the language of business [36].

More typically, Peter Newmark [37] proposed metaphor translation with seven concrete procedures in the order and analyzed the factors influencing the choice of these procedures clearly. However, the theories of these researchers are resulted from the investigations on foreign languages which can have some linguistic and cultural characteristics different from Vietnamese. From this reality, due to Peter Newmark’s theory, the thesis concentrates on investigating the procedures used in translating economic metaphors from English into Vietnamese and finds out factors influencing the difference in the popularity of each procedure.

2.2. THEORETICAL BACKGROUND

2.2.1 Theory of Translation

2.2.1.1 Definitions of Translation

According to J.C Catford [11], he cites that translation is the replacement of textual material in one language (source language- SL) by equivalent textual material in another language (target language-TL).

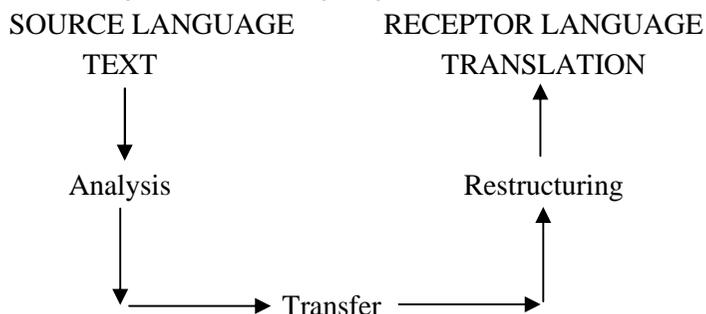
Meanwhile, Peter Newmark indicates that translation is rendering the meaning of a text into another language in the way that the author intended the text. The purpose of translation is to transfer the meaning of the source language (SL) into the target language (TL) [37]

2.2.1.2 Translation Methods

The translation process implies an entire process of how a translator produces equivalences between a text and portions of a text into another language. The translation process can be described as:

- Decoding the meaning of the source text, and
- Recoding or translating this meaning in the target language.

Eugene Nida [42, p.16] provides the model of the translation process consisting of the following stages:



Moreover, dealing with translation methods, Peter Newmark [39] shows clearly and specifically.

- (1) Word-for-word translation
- (2) Literal translation
- (3) Faithful translation
- (4) Semantic translation
- (5) Adaptation
- (6) Free translation
- (7) Idiomatic translation
- (8) Communicative translation

From the above methods, we can recognize that each researcher deals with translation with different aspects but it is very useful for translators to think about all of these methods. Especially in my thesis, I mainly base on Peter Newmark's theory so to understand and use his translation methods correctly and accurately is extremely important and necessary.

2.2.1.3 Translation Equivalence in Scientific Texts

The comparison of texts in different languages inevitably involves a theory of equivalence [63]. Finding equivalents in translation involves decoding the source language text and making an attempt to find an appropriate equivalent in the target language text to encode whatever has been decoded in source language [3].

In brief, finding accurate and appropriate equivalence in translation requires the knowledge of equivalence strategies which are used by translators in particular in the area of economic terminology.

2.2.1.4 Cultural differences

Dealing with language and culture, Peter Newmark [39] indicates that culture is the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression. Frequently where there is cultural focus, there is a translation problem due to the cultural "gap" or "distance" between the source and target languages.

2.2.2. Metaphors and Similes

2.2.2.1 Figures of Speech

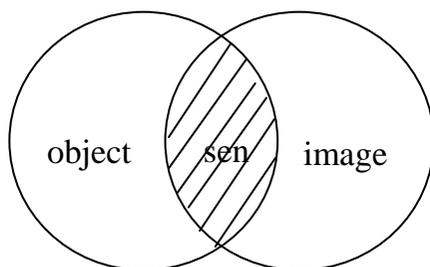
A figure of speech is a use of a word that diverges from its normal meaning, or a phrase with a specialized meaning not based on the literal meaning of the words in it such as a metaphor, simile, or personification. Figures of speech often provide emphasis, freshness of expression, or clarity.

2.2.2.2 Concepts and Definitions of Metaphors

According to Steen [49], metaphor is viewed as a proposition, which involved "idea units or thought. The analysis of metaphor involves the use of two traditional notions: Topic and Vehicle. Topic refers to "the literal entity in the world of the text about which something is predicated in a figurative manner or, to which a non-literal predicate is attached. This figurative predicate is called the Vehicle.

Peter Newmark [39, p.104] mentioned that “By *metaphor*, I mean any figurative expression: the transferred sense of a physical word (naitre as “to originate”, ...”

Metaphor demonstrates a resemblance, a common semantic area between two or more or less similar things- the image and the object.



We use the following terminology for discussing metaphors.

- “Image”: the picture conjured up by the metaphor, which may be universal, cultural or individual.
- “Object”: what is described or qualified by the metaphor.
- “Sense”: the literal meaning of the metaphor, the resemblance or the semantic area overlapping object and image; usually this consists of more than one sense component otherwise literal language would do. Usually the more original the metaphor, the richer it is in sense components.

2.2.2.3 Concepts and Definitions of Similes

Simile has a tripartite structure consisting of:

- + Topic (the entity described by the simile)
- + Vehicle (the entity to which the topic is compared)
- + A comparison marker

2.2.2.4 Metaphors versus Similes

A simile is a figure of speech comparing two unlike things, often introduced with the words "like", "as", or "than". Even though similes and metaphors are both forms of comparison, similes allow

the two ideas to remain distinct in spite of their similarities, whereas metaphors compare two things without using “like” or “as”.

2.2.2.5 Classification of Metaphors

2.2.2.6 Characteristic Features of Metaphors

2.2.2.7 Metaphors in Economics

2.2.2.8 Classification of Metaphors in the language of Economics

2.2.3. Semantic Characteristics of English Words

2.2.3.1 Word Meaning

2.2.3.2 Polysemy

2.2.3.3 Componential Analysis in Translation

2.2.4. Peter Newmark’s Procedures for Translation of Metaphors

Peter Newmark proposed to list the seven main procedures for the translating metaphor in his book “A *textbook of translation*” following, in order of preference [39]:

- Reproducing the same image in the TL
- Replacing the image in the SL with a standard TL image
- Translation of metaphor by simile, retaining the image
- Translation of metaphor (or simile) by simile plus sense
- Conversion of metaphor to sense
- Deletion
- Same metaphor combined with sense

2.3. SUMMARY

CHAPTER 3

METHOD AND PROCEDURE

3.1. AIM AND OBJECTIVES

3.1.1. Aim

Starting from a framework based on Peter Newmark’s suggestions of seven procedures for translating metaphor, this research will investigate into English-Vietnamese translated publications in order to come to some generalizations of how economic metaphors are rendered.

3.1.2. Objectives: The study is done to

- examine Peter Newmark's approaches to language transfer in general and to translation of metaphor in particular.
- examine a number of publications recently translated from English into Vietnamese with a focus on economic metaphor translations.
- identify possible factors (linguistic and non-linguistic) which may have consciously or unconsciously influenced the choice of each procedure.
- put forward some suggestions in relations to language teaching and translation.

3.2. RESEARCH DESIGN

- Providing some basic theoretical concepts related to translation, semantics as well as theories of metaphor.
- Collecting and classifying economic metaphors and similes due to Peter Newmark's seven procedures and drawing some conclusion on the frequency of each procedure used in translating economic metaphors.
- Describing and analysing the collected data to find out linguistic as well as non-linguistic factors on the basis of translation theory and semantics.

3.3. RESEARCH METHOD

This research paper is carried out with a combination of both quantitative and qualitative method.

3.4. RESEARCH PROCEDURES

- Doing literature review.
- Data collection, classification and analysis.
- Decision of distribution of ways of transferring, which will result in charts in order to illustrate frequency and preferences.
- Discussion of the findings in relations to the aim and objectives defined.
- Putting forward some recommendations based on the findings.

3.5. DATA COLLECTION

The data (579 economic metaphors translated from English into Vietnamese) is taken from books, newspapers, magazines written in British English or American English and translated into Vietnamese by different authors. Metaphors are collected at random, without distinguishing the time and genres of the data. However, it is very necessary to read and find economic metaphors in famous, appropriate and reliable sources of data so that this study becomes more effective and objective. The collected data will be classified according to the seven procedures suggested by Newmark.

3.6. RELIABILITY AND VALIDITY**3.7. SUMMARY****CHAPTER 4****FINDINGS AND DISCUSSIONS****4.1. PROCEDURES FOR TRANSLATING METAPHOR PROPOSED BY PETER NEWMARK AND ARRANGED IN ORDER OF PREFERENCE**

Peter Newmark pointed out seven procedures for translating metaphors and put these procedures in the order of preference as the following. Besides, we also use some economic terms collected from the dictionary to make the illustration clearer and more specific. After each example we make a TOPIC-ILLUSTRATION-POINT OF SIMILARITY analysis for clarification purposes.

4.1.1. Reproducing the Same Image in the TL**4.1.2. Replacing the Image in the SL with a Standard TL Image****4.1.3. Translation of Metaphor by Simile, Retaining the Image****4.1.4. Translation of Metaphor (or Simile) by Simile Plus Sense****4.1.5. Conversion of Metaphor to Sense****4.1.6. Deletion****4.1.7. Same Metaphor Combined with Sense****4.2. THE PROCEDURES OF PETER NEWMARK AS MANIFESTED IN ENGLISH-VIETNAMESE TRANSLATION**

OF METAPHORS AND ARRANGED IN ORDER OF FREQUENCY

Due to the corpus collected from the publications translated from English into Vietnamese, the order of procedures chosen for translating economic metaphors from English to Vietnamese is rather different from Peter Newmark’s theory.

In this section of the paper, the main factors influencing each procedure will be dealt with. As concerned above, in the work titled “Employing Peter Newmark’s Approaches to Language Transfer to Investigate into the Translation of metaphors and Similes from English into Vietnamese”, Nguyệt gives clear presentation of the important factors affecting the choice of translating procedures in translating metaphors and similes from English into Vietnamese. Likewise, in this paper, we also research and analyze some factors that have mentioned in Nguyệt’s work. However, due to the specific characteristic of the thesis, we only analyze some main and important factors.

4.2.1. Conversion of Metaphor to Sense

In economic translations, the use of this procedure is rather popular when translating metaphors from English into Vietnamese, gaining 44.7% (44%) among the procedures which Peter Newmark suggested. When investigating 259 economic metaphor translations from English to Vietnamese, we can find the crucial factors affecting the popularity of this procedure.

4.2.1.1. Polysemy

While considering economic metaphors translated from English into Vietnamese by this procedure, we find most of the words used in SL contain so many senses. In other words, almost every word or phrase is a polysemy where it has several very closely related senses [15].

<1>

..the international banking system was transformed as country after	Hệ thống ngân hàng quốc tế có nhiều chuyển đổi khi rất nhiều nước
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country moved to support their weakest institutions with direct capital <u>injections</u> or guarantees [69, p.27]	thực hiện hỗ trợ các tổ chức yếu nhất của họ bằng việc <u>cung cấp</u> hoặc đảm bảo nguồn vốn trực tiếp [73, p.63]
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The TOPIC is *bank system*
 The ILLUSTRATION is *injection*
 The POINT OF SIMILARITY is *useful and necessary*
 - *Injection (to insert a drug or other substance into sb/sth with a syringe or similar implement vs. to provide sb with sth, to fulfil sth)*

4.2.1.2. Context Adaptation

From the fact that some economic metaphors are so ambiguous in meaning that cannot be interpreted without considering to contexts.

<2>

Liquidity may <u>dry up</u> [69, p.12]	Thanh khoản của thị trường <u>biến mất</u> [73, p.18]
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The TOPIC is *currency*
 The ILLUSTRATION is *dry*
 The POINT OF SIMILARITY is *invisible*

4.2.1.3. Culture Distance

This translation procedure is quite necessary when translating some economic metaphors which relate to culture in the SL which it is not easy to find out the same or equivalent images in the TL’s culture.

<3>

<i>When riding a tiger or <u>holding a bear by the tail</u>, it seems rational to hang on-at least for a while</i> [71, p.51]	<i>Khi cưỡi trên lưng hổ hay rơi vào <u>tình cảnh khó khăn</u>, thì cứu trợ dù trong một khoảng thời gian ngắn cũng mang ý nghĩa lớn lao</i> [72, p.94]
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The TOPIC is *troublesome financing*
 The ILLUSTRATION is *holding a bear by the tail*
 The POINT OF SIMILARITY is *in difficult state*

4.2.1.4. Subjective Factors

While considering the translation of economic metaphors, we find some factors that have influenced on translating these metaphors. They are subjective factors such as translators' cognitive system, their knowledge bases or their desires.

<4>

<i>Some investors think <u>the rally in share prices still has legs</u></i> [69, p.50]	<i>Nhiều nhà đầu tư cho rằng <u>sự phục hồi giá cổ phiếu đang tiếp tục lên cao</u></i> [73, p.71]
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The TOPIC is *share prices*
 The ILLUSTRATION is *the rally in share prices still has legs*
 The POINT OF SIMILARITY is *hopeful*

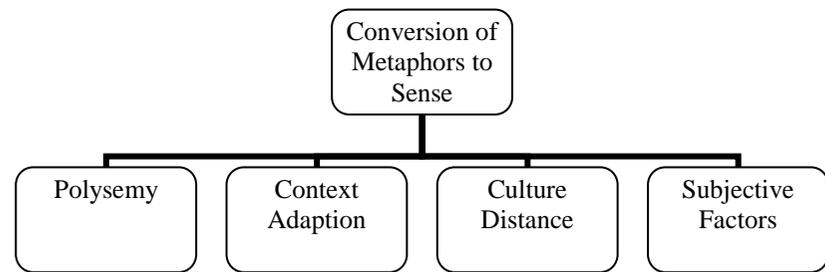


Chart 4.1: Factors influencing the choice of conversion of metaphors to sense

4.2.2. Reproducing the Same Image in the TL

4.2.2.1. Research Result

According to Peter Newmark, this procedure is the most popularly used when metaphors are translated from English into French, due to the corpus of economic metaphor translation items from English into Vietnamese, there are 217 economic metaphors translated by this procedure, accounts for 37.5 % (37%) among all procedures proposed by Peter Newmark. He showed that this procedure is common for one-word metaphors and it is more difficult to reproduce one-word metaphors where the sense is an event or quality rather than an entity.

Table 4.1: Kinds of Metaphor

Kinds of metaphor		Total	Percentage
Complex metaphors or idioms		54	9.3%
One-word metaphors	Both	163	28.1%
	- Event or quality	145	25.0%
	- Entity	18	3.1%

a. One- word Metaphors and Complex Metaphors

*** One-word Metaphors**

<5>

<i>Often banks play a major role in <u>fueling the bubble</u> by accommodating a rapid expansion in credit</i> [69, p.11]	<i>Thông thường các ngân hàng đóng vai trò quan trọng trong việc <u>châm lửa</u> cho bong bóng, thông qua việc gia tăng lượng tín dụng một cách nhanh chóng</i> [73, p.36]
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The TOPIC is *economic bubble*
 The ILLUSTRATION is *fueling*
 The POINT OF SIMILARITY is *create heat, power and flame*

***Complex Metaphors**

<6>

<i>Stocks are going through a crash due to the financial crisis...</i> [69, p.186]	<i>Cổ phiếu đang lâm vào giai đoạn sụp đổ do khủng hoảng tài chính</i> [73 p.333]
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The TOPIC is *financial crisis's effect*
 The ILLUSTRATION is *going through*
 The POINT OF SIMILARITY is *cause problems or trouble*
b. Metaphors Where the Sense is an Event, or a Quality or an Entity

*** The Sense is an Event**

<7>

<i>Sharp rise in the central bank discount rate to halt the haemorrhage of cash into dosmetic circulation or abroad</i> [71, p.170]	<i>Tỷ lệ chiết khấu của ngân hàng trung ương tăng mạnh với mức đích tạm ngừng tình trạng “chảy máu tiền tệ” trong và ngoài nước</i> [72, p.286]
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The TOPIC is *fiancing*
 The ILLUSTRATION is *haemorrhage of cash*
 The POINT OF SIMILARITY is *an increase in money supply*

***The Sense is a Quality**

<8>

<i>Korea recovered from its 1998 economic malaise by the beginning of 1999</i> [71, p.91]	<i>Hàn Quốc đã thoát khỏi tình trạng bất ổn vào đầu năm 1999</i> [72, p.157]
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The TOPIC is *economic*
 The ILLUSTRATION is *malaise*
 The POINT OF SIMILARITY is *discomfort and unhealthy*

***The Sense is an Entity**

<9>

<i>The bank is not a single combatant who must fight or retire</i> [71, p.218]	<i>Ngân hàng Anh không phải là một chiến binh đơn độc chỉ có thể chiến đấu hoặc rút lui</i> [72, p.365]
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The TOPIC is *bank*
 The ILLUSTRATION is *combatant*
 The POINT OF SIMILARITY is *fights and weapons*

4.2.2.2. Universal Experiences

The images used in economic metaphors are very popular, closely related to our lives. It can be clearly said that some following-mentioned factors have strongly influences on the choice of this procedure, such as human daily activities, parts of human body, nature phenomena, fundamental concepts, movements...

<10>

<i>Banks are struggling to deal with the raft of bad on their balance sheet</i> [69, p.10]	<i>Các ngân hàng đang phải vật lộn để giải quyết lượng nợ xấu khổng lồ trên bảng cân đối kế toán</i> [73, p.198]
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The TOPIC is *bank's activity before the financial crisis*
 The ILLUSTRATION is *struggle*
 The POINT OF SIMILARITY is *a lot of effort and energy*

4.2.2.3. Preservation of the SL's Semantic Features

The translating of metaphors are expected to be true to the textual world of the original, rendering the full range of semantic features, preserving the cohesive effect of metaphors, but also sometimes consciously drawing attention to the use of language. Therefore, only this procedure of reproducing the same image in the TL helps translators maintain a set of meaning components of the SL and readers perceive the images in metaphors accurately and faithfully.

<11>

<i>Higher oil prices have <u>pushed</u> the economy into recession</i> [71, p.87]	<i>Giá dầu tăng cao đã <u>đẩy</u> nền kinh tế vào suy thoái</i> [72, p.104]
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The TOPIC is *influence of rising prices*
 The ILLUSTRATION is *push*
 The POINT OF SIMILARITY is *impact on the economy strongly*

4.2.3. The Translator May Replace the Image in the SL with a Standard TL Image

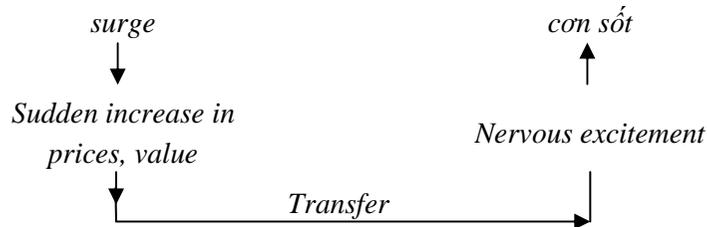
In translating economic metaphors from English to Vietnamese, this procedure appears considerably, only 61 metaphors are translated with this way, accounting for 10.5% (11%).

4.2.3.1. Associative Relations Contained in Each Word

When translating this word from English into Vietnamese, to preserve the meaning feature in the SL faithfully and accurately, translators must replace the image which is suitable for each context instead of maintaining their inadequate thinking way of the word's meaning in the SL, especially in the field of economics.

<12>

<i>BCCI prospered greatly following the <u>surges</u> in the oil prices in the 1970s</i> [69, p.170]	<i>BCCI phát lên mạnh trong <u>con sốt</u> giá dầu mỏ của thập niên 1970</i> [73, p.286]
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The image “surge” means “a sudden increase in prices, in value, a large amount or number of something”. Translators choose the image “con sốt” used commonly in the TL to replace the image “surge” in the SL to create a new image, which is describes “a state

of nervous excitement”

4.2.3.2. Subjective Factors

Among metaphors translated by replacing the image, there are some metaphors which can not be analysed due to some theories of translation. The choice of replacing the image in the SL with a standard TL image is based on translators’ subjunctive concepts or desires.

<13>

<i>Some companies need more capital to <u>stay ahead of the game</u></i> [71, p. 223]	<i>Một số công ty cần thêm nhiều vốn để <u>đứng đầu</u> cuộc cạnh tranh</i> [72, p. 242]
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The TOPIC is *competition in trade*
 The ILLUSTRATION is *stay ahead of the game*
 The POINT OF SIMILARITY is *eager and willing to do something risky*

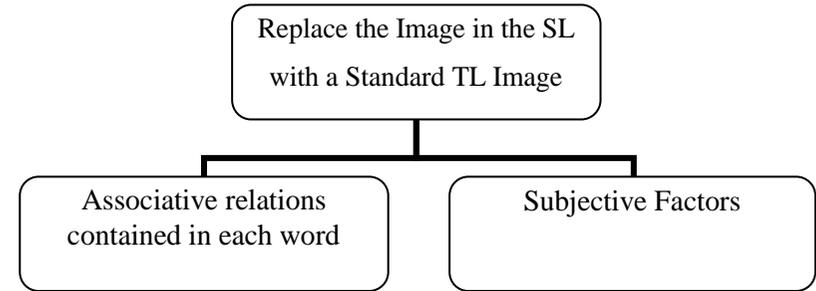


Chart 4.2: Factors influencing the choice of replacing the image of metaphor in the SL with a standard TL image

4.2.4. Same Metaphor Combined with Sense

This procedure is used very rarely in metaphor translations from English into Vietnamese. Only the following 21 metaphors are translated with this procedure among the total of 579 metaphors collected. This procedure accounts for 3.6 % (4%).

<14>

<i>But after the Lehman bankruptcy it accelerated markedly, lending to a <u>meltdown</u> of finance asset prices around the world</i> [69, p.117]	<i>Nhưng khi Lehman phá sản, cuộc khủng hoảng diễn ra nhanh hơn đến mức báo động, dẫn tới sự <u>sụt giảm nghiêm trọng</u> giá tài sản chính trên toàn thế giới</i> [73, p.219]
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The TOPIC is *finance asset prices*
 The ILLUSTRATION is *meltdown*
 The POINT OF SIMILARITY is *prices fall in a sudden and dramatic way*

4.2.5. Translation of Metaphor by Simile Plus Sense

In fact, we can recognize that the meaning of these economic metaphors translated from English to Vietnamese by this procedure is very clear and makes readers understand easily through the following examples.

<15>

<i>Bank loans seen as an <u>Everest</u> to climb</i> [71, p.71]	<i>Các khoản nợ của ngân hàng ứ <u>lại chồng chất như núi</u></i> [72, p.94]
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The TOPIC is *loans*
 The ILLUSTRATION is *Everest*
 The POINT OF SIMILARITY is *the large amount of money, high*

Among economic metaphors translated from English to Vietnamese, we rarely find metaphors translated by simile plus sense, only 10 metaphors, this procedure accounts for 1.7 % (2%).

4.2.6. Translation of Metaphor by Simile, Retaining the Image.

Among the total quantity of 579 metaphors collected, only the 7 following metaphors are translated by the procedure of translating metaphors by similes, reaching 1.2% (1%).

<16>

<i>The country was viewed as an <u>economic pariah</u></i> [69, p.148]	<i>Quốc gia này được xem như <u>kẻ cù cùng khổ</u> về kinh tế</i> [73, p.250]
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The TOPIC is *a country*
 The ILLUSTRATION is *pariah*
 The POINT OF SIMILARITY is *impoverish and slow-down*

4.2.7. Deletion

When researching economic metaphors translated from English into Vietnamese, we can recognize that the decision of choosing this procedure depends on the kinds of the text and the translators' subjective desires and intentions. We find some economic metaphors deleted in English- Vietnamese translations because their existence is not really necessary in the texts' content so translators omit them due to their subjunctive desires. There are only 4 metaphors are translated with this procedure, accounts for 0.7% (1%).

<17>

<i>Not only did Japan suffer a massive bubble and then a severe bust that held back economic growth for more than a decade, but the <u>ugly specter</u> of deflation, not seen since the 1930s, reemerged</i> [69, p.42]	<i>Nhật Bản không chỉ phải trải qua một bong bóng lớn và sau đó là một giai đoạn suy sụp nghiêm trọng đã khiến nền kinh tế nước này trì trệ trong hơn một thập kỷ mà còn xuất hiện trở lại <u>bóng ma giảm phát kinh hoàng</u> vốn đã biến mất từ những năm 1930</i> [73, p.89]
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In term of frequency, the cases that economic metaphors are translated from English language to Vietnamese as shown in the chart below:

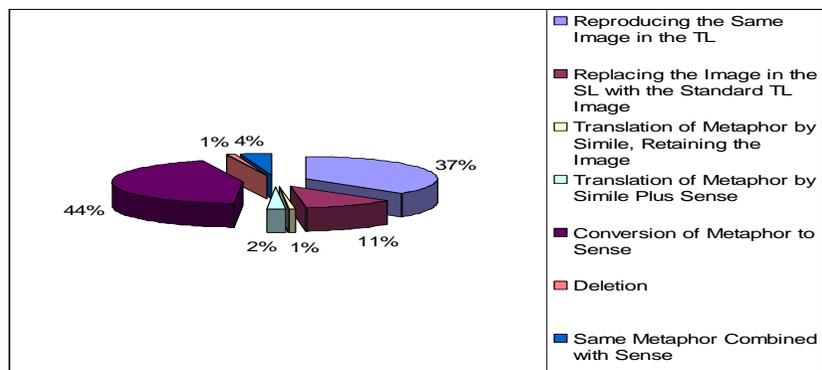


Figure 4.1: Procedures proposed by Peter Newmark as manifested in English-Vietnamese translations of economic metaphors in order of frequency

In conclusion, as can be seen from the chart, there are main methods of translating economic metaphors: producing the same image, changing the image, replacing the image by sense in which is the mostly used by translators. This, again, is very much in line with the communicative approach to translation, where readers of the translation expect a smooth interpretation in their language.

CHAPTER 5

CONCLUSIONS – IMPLICATIONS – LIMITATIONS – RECOMMENDATIONS

5.1. SUMMARY OF THE FINDINGS

Newmark suggested seven procedures for translating metaphors when he was working with closely related Indo-European languages and in the context of cultural overlap of European countries. He listed these procedures in order of preference as follows:

- <1> Reproducing the same image in the TL.
- <2> The translator may replace the image in the SL with a standard TL image
- <3> Translation of metaphor by simile, retaining the image
- <4> Translation of metaphor (or simile) by simile plus sense

- <5> Conversion of metaphor to sense
- <6> Deletion
- <7> Same metaphor combined with sense

Employing these procedures as a framework, we investigated the reality and practice of translating economic metaphor from English into Vietnamese as manifested in published translated works. We find all the seven procedures suggested by Newmark employed, however the frequency and popularity are different among these procedures, which we list as follows:

- <1> Conversion of metaphor to sense
- <2> Reproducing the same image in the TL
- <3> The translator may replace the image in the SL with a standard TL image
- <4> Same metaphor combined with sense
- <5> Translation of metaphor (or simile) by simile plus sense
- <6> Translation of metaphor by simile, retaining the image
- <7> Deletion

At first, we intended to do the research on both economic metaphors and simile translations. However, through the investigating, we hardly find simile translations. The occurrence of metaphors can be found more frequently and popularly in economic texts than the occurrence of similes. Therefore, in this research, we only pay attention to the translation of economic metaphors.

5.2. IMPLICATIONS FOR TRANSLATION

Dealing with economic metaphors, we clearly know that each metaphor can have various shades of meaning. So, it is unacceptable to render them words by words. Translators need to pay careful attention to semantic factors such as polysemy, the associative relations contained in each word, especially to decide which is the original meaning of a word and which is the transferred meanings created by the way of metaphors so as to choose the most suitable meaning in each context.

Upon investigating the translation of economic metaphors, we can find some examples whose translation is not good. We are bold enough to present our translation for these cases in hope that they are better.

For example:

In the example <33> on page 59, the image “*breathe*” should be translated “*cơ hội tồn tại*”, and the example is translated “*Không giống như những khách hàng của mình, liệu bây giờ ngành công nghiệp thuốc lá có nỗ lực tìm thêm cơ hội tồn tại cho mình lần nữa hay không*”.

In other example <61> on page 71, the image “*dominate*” should be translated “*chi phối*”, and its equivalent is “*Các bong bóng kinh tế và các đợt vỡ tung trong giá cả tài sản đã chi phối nền kinh tế một cách mạnh mẽ*”.

The image “*sluggish growth*” should be translated “*mức tăng trưởng chậm*” instead of “*mức tăng trưởng nhạt nhẽo*” in the example <64> on page 72.

It can be concluded that translators, whose task is to produce a TL text that bears a close resemblance to the SL text, should be aware of cognitive and cultural issues when translating economic metaphors from English into Vietnamese or vice-versa.

5.3. IMPLICATIONS FOR LANGUAGE TEACHING AND LEARNING

It can be inferred that when teaching the meaning of a metaphor, the teacher should comprise different exercises to activate the students’ awareness of metaphor. Students should be offered concrete situations or contexts reflecting exactly different meanings of a word. It is very important. If the teacher only gives the students the Vietnamese equivalents of the meaning being taught without contexts, this can create great difficulty for the students to understand them because one English word could have one or more than one

Vietnamese equivalents and vice versa, especially the case of complex metaphors or metaphorical expressions.

Because of the pervasiveness and centrality of metaphors in the language of economics, students need to develop “metaphoric competence” and “strategies for comprehending and creating metaphors” through various types of exercises. The main purpose is that to enhance the students’ knowledge of metaphoric economic vocabulary, to improve specialised reading fluency and foremost, to strengthen the students’ translation competence.

5.4. SOME LIMITATIONS OF THE STUDY

Being aware of the importance of metaphors in our daily life in general and its role in the field of economics in particular, we tried to find out as many economic metaphors as we could. However, because of the lack of time and reference materials, it is impossible for us to provide sufficiently all types examples of economic metaphors. We only focus on some popular economic metaphors that appear so often in economic books, so the data is mainly collected from books.

5.5. SOME SUGGESTIONS FOR FURTHER RESEARCH

Whatever effort has been made in conducting the research, there is a number of problems relating to this field that needs to be solved. From the practical point of view, we suggest further research should be focused on:

- Further research should be focused on extended metaphors (i.e a collocation, an idiom, a proverb, slang...) in economic books.
- Besides, further research should focus deeply on the cultural factors that influence the choice of translating procedures.
- Another source of data for research should also be investigated such as newspapers, magazines, and other mass media publications.