

Ways Representing Metaphors in Translation

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Abstract: The paper substantiates the need for a careful approach to choosing a method of translating metaphors in the political text, discusses the current methods of interlanguage transmission of metaphors identified in the study of modern English-language political texts and their translations into Russian, and also provides a number of recommendations for translators.

Keywords: metaphor, translation methods, political text, English-Russian translation.

At present, there is a growing interest among the Russian-speaking audience in political texts from English-language media, which results in a demand for their translation into Russian. The translation of political texts has its own peculiarities conditioned by their target orientation. As P. B. Parshin notes, for a political text the speech effect is the main purpose of communication and the choice of linguistic means is oriented to achieve it [6]. Therefore, when translating increased attention should be paid to the means of enhancing the speech impact used by the author of the source text.

One of the most frequent and effective means are metaphors. Successful political metaphors evoke an emotional response and remain in people's memory for a long time. Moreover, the cognitive approach considers metaphor not just as a means of giving expressiveness to a text or statement, but also as a tool of cognition, structuring and explaining the world. According to T. Belt, metaphor makes the incomprehensible understandable, that is, it helps to present complex political processes and phenomena with the help of simple images known to the average citizen. In addition, the metaphors used by a politician form an idea of him as a person.

Given the importance of the functions that metaphor performs in a political text, the translator should be careful in choosing how to translate the metaphor. A careless attitude towards metaphors in translation leads to a change in the level of communicative impact of the text and creates a wrong perception of its author.

This study is based on the classification of methods of translation of metaphors proposed by P. Newmark, V. N. Komissarov, T. A. Kazakova, A. D. Schweitzer. The material of the research was texts of public speeches of US politicians, as well as articles of such American publications as Counter Punch and Washington Post, and their translations into Russian.

The analysis allowed us to identify the following topical ways of translating metaphors from English into Russian: using metaphor equivalent, using metaphor analogue, tracing, omitting metaphor, demetaphorization, contextual replacement, compensation.

1. the use of a metaphor equivalent, i.e. a metaphor of the target language that creates the same image as the source language metaphor, e.g:

In one sense, their diagnosis is correct: Europe and the liberal tradition are coming apart at the seams. - In one sense their diagnosis is correct: Europe and liberal tradition are coming apart at the seams.

These intellectuals are standing, like the rest of us, on a precipice from which we are about to jump or topple. - These intellectuals, like the rest of us, are standing on a precipice from which we are about to jump or fall.

The translator can also use the metaphor equivalent in combination with addition, i.e. introducing additional lexical units to make the metaphor more understandable for the recipient, e.g:

We sowed the wind in Somalia, Iraq, Libya, Yemen, and Syria. - Мы посеяли ветер терроризма в Сомали, Ираке, Ливии, Йемене и Сирии (the translator adds to the metaphor equivalent of sowed wind (proverb: Посеешь ветер, пожнешь бурю) the explanation of terrorism).

A statistical analysis has shown that translators resort to the use of metaphor equivalents quite frequently (30%). This indicates, first of all, the similarity of the "fund" of metaphors in the English and Russian languages, and hence the similarity of the worldviews of the peoples speaking these languages.

2) The use of a metaphor-analog, i.e. a metaphor of the target language, which creates a similar (i.e. similar, but not identical) image to the metaphor of the source language, for example:

Corporate power long ago turned the Democratic Party into a democratically useless lap-dog of the leading financial institutions, top multinational corporations, and the vast U.S. military empire. - Власть корпораций уже давно превратила Демократическую партию в демократическую марионетку ведущих финансовых институтов, крупнейших мультинациональных корпораций и обширной военной империи США (the translator replaces the image of a lap-dog with a puppet, which also allows the idea of complete dependence on the master to be conveyed).

It is our generation's task, then, to reignite the true engine of America's economic growth - a rising, thriving middle class. - Таким образом, задача нашего поколения заключается в том, чтобы завести механизм экономического роста Америки – растущий, процветающий средний класс (the image of the engine is replaced by the image of the mechanism, which also provides a picture of starting, setting in motion).

3. Calculation, i.e. copying the structure of the original metaphor by means of the target language, e.g:

It's time to break through the television noise. -Пришло время пробиться сквозь телевизионный шум (the translator decides to use calquing, as this metaphor is individually-authored and copying its structure allows the author to preserve the intended image of fighting against the intrusive imposition of political views).

The analysis also revealed cases of calquing with the omission of some components, e.g:

A soldier dubbed the Russian Rambo was about to become a dad when he sacrificed himself destroying a nest of ISIS fighters. - Солдат, которого окрестили русским Рэмбо, должен был стать отцом, когда он пожертвовал собой, чтобы уничтожить гнездо ИГИЛ (the translator calcs the metaphor of a nest of ISIS fighters while omitting the fighters component, as destroying an organisation implies destroying its members).

The results of this statistical analysis show that translators quite often use calicatures to translate metaphors in political texts (40 per cent). This can be explained by the fact that this mode of translation helps to preserve the individual-author style of the speaker or politician, especially if it is used to convey individual-author metaphors. However, it should be taken into account that

the use of tracing can create an image that is completely alien and incomprehensible to the native speakers of the translating language, as in the following example:

The two years he has before he's perceived as a lame duck will be the most powerful period of his presidency. - Два года, которые у него были до того, как он стал хромой уткой, станут самым мощным периодом его президентства (the use of calicature in translating the metaphor of a lame duck can make it difficult for the recipient to understand, because only someone with knowledge of US political culture will understand that he is talking about a president who has not been elected to a new term).

Thus, the following recommendations for translators regarding the translation of metaphors in texts of political discourse can be proposed based on the results of the study:

- 1) when translating individual-author metaphors, it is advisable to use calibration, as this method of translation allows preserving the individual style of the author;
- 2) when using tracing it is necessary to make sure that the obtained correspondence does not violate the norms of the target language and is understandable for the recipient;
- 3) when using tracing, it is possible to add or omit some components, if this is required by the norms of the target language or if it will make the translation more understandable for the recipient;
- 4) if a political metaphor is not individually authored, it is necessary to determine whether it has a metaphor equivalent in the target language; if no metaphor equivalent is available, an analogous metaphor or contextual substitution should be tried;
- 5) it should be remembered that the use of an erased metaphor, demetaphorisation or omission of a metaphor allows cognitive information to be preserved, but leads to a partial or complete loss of emotional information [1], and therefore to a reduced degree of impact on the recipient, so it is necessary to compensate for this loss by other means of speech impact.

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