Translating Metaphor in Economic Newspaper Articles:  
a Case Study of the Translation of Conceptual  
and Linguistic Metaphors from English into Arabic

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ABSTRACT  
This research investigates metaphor conceptualization in economic articles collected from the  
Financial Times and their Arabic translations in Al-Iqtissadia newspaper. In this study, a  
number of works has been adopted as theoretical frameworks: the conceptual theory or the  
cognitive linguistic view of metaphor (Lakoff & Johnson 1980), (Kövecses 2002); the critical  
metaphor analysis (Charteris-Black 2004, 2005); and the metaphor identification procedure  
(Pragglejaz Group 2007). The analysis of the source texts identifies twenty-three different  
source domains mapped onto the domain of economics; for example, living organism,  
war/conflict, physical health/illness, weather, music, air, disaster and others. A total of 341  
metaphorical expressions are found to be divided differently among domains where the living  
organism comes first with the highest number of metaphors, and music comes last by only  
two metaphors. Detailed analysis investigates the functions of figurative language in the  
economic discourse of the source texts and the extent to which such metaphor transfers the  
intended meaning into Arabic. In fact, such investigation is significant for the advancement of  
knowledge in this area due to the scarce research on metaphor translation from English into  
Arabic and the increasing interest in the conceptual theory of metaphor among linguists and  
translation scholars.

This research attempts to identify assorted types of source domains and conceptual metaphors  
used in the English data and compare their frequency to those in the Arabic translations which  
appear to have fewer metaphors. The linguistic metaphors used in the source texts to represent  
each source domain and/or conceptual mapping have also been investigated. Besides, this  
study inspects the ways conceptual and linguistic metaphors function in English economic  
articles and the message they carry to describe the economic situation. As for the Arabic data,  
the thesis examines what source domains have been shifted in the translation into Arabic, and  
to what extent the translation shifts have affected the communicativeness of the translation.  
Other areas related to the translatability of metaphor into Arabic, cross-cultural and linguistic  
differences have been highlighted too.

The study looks at points of similarities and differences in rendering conceptual metaphors  
into Arabic bearing in mind the linguistic, semantic and cultural differences between both  
languages. This involves examining whether the metaphorical expressions are maintained,  
paraphrased, illustrated or omitted in the target texts. Investigations show metaphorical  
language as a significant feature of English economic texts. However, the patterns of using  
metaphorical language in Arabic economic texts are found to be different. As for metaphor  
translation, there is no one strategy followed and it heavily depends on translators, as the data  
analysis reveals. By producing a new typology of metaphor based on examples from both
languages, this research has attempted to theorize the translatability of metaphor from English into Arabic.

KEYWORDS: Arabic, conceptual metaphor, economic texts, linguistic metaphor, metaphor typology

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