Extended Conceptual Metaphor View Applied to Translation: Some Implications in Languages for Specific Purposes

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Abstract

In the research area of metaphor translation, it is necessary to move towards a more target-oriented approach that focuses on the target text, as well as the social, cultural, and historical context in which metaphor is embedded. To address this need, this paper proposes an approach to the study of metaphor in translation based on the Extended Conceptual Metaphor Theory. This recent approach presents a more pragmatic view of metaphor in which contextual factors play a determinant role. Although there have been studies that have advocated a descriptive and context-based approach to metaphor in translation, this area of research needs to be further explored. The application of the main foundations of the Extended Conceptual Metaphor Theory to the study of translation highlights different metaphor-related issues that have not yet received sufficient attention, as in the case of Languages for Specific Purposes. To illustrate this approach, this research focuses on business translation.

Keywords: Translation Studies, Extended Conceptual Metaphor Theory, Languages for Specific Purposes

Introduction

Conceptual Metaphor Theory (CMT), presented by Lakoff and Johnson (1980), emphasized that metaphor is a matter of thought and reason and, therefore, has a universal character. Following the main assumptions of the authors, cognition plays the fundamental role within this theory while language is faded to the background. This secondary role given to language and the defended principle that metaphor is universal in all languages and cultures has contributed to a late integration of conceptual metaphor in the discipline of Translation Studies. At the same time, this novel paradigm of metaphor also brought a new designation in this area. "The more traditional way of referring to this area of study, 'the translation of metaphor', sounds prescriptive and somehow old-fashioned" (Shuttleworth, 2017, p.9). Therefore, the description "metaphor in translation" better aligns with this area because it "places the emphasis on metaphor and locates the discussion precisely where it should be – firmly in the

broader context of general metaphor research" (Shuttleworth, 2017, p.9).

The first works that focused on conceptual metaphor in translation dates back to the mid-1990s. In particular, the cognitive translation hypothesis (CTH) of Mandelblit (1995) is one of the most significant statements in the area of metaphor in translation today. The fundamental assumption of this theory reveals that there are two schemes for metaphor translation: similar mapping conditions and distinct mapping conditions. "Metaphorical expressions take more time and are more difficult to translate if they exploit different cognitive domains than the target language equivalent expressions" (Mandelblit, 1995, p.493). The conceptual mapping of metaphor refers to the cognitive part of the metaphorical phenomenon, including the reasoning that gives rise to the linguistic expression. Conceptual Mapping is a mental analogy of two realities or two cognitive domains. One of these domains transfers qualities to another domain, which is abstract. This analogy makes the abstract domain more comprehensible and understandable. One example of mapping would be TIME IS MONEY. Following the convention of cognitive science, the conceptual mapping should be written in small capital letters and follows the scheme A IS B. In everyday language, several expressions are derived from this specific mapping, such as *invest time* or *save time*. The lexical realizations of the mapping, also called linguistic metaphors, are the linguistic part of the metaphorical phenomenon and, according to the convention, they should be written in italics. When two languages do not use the same mapping conditions, the search for another linguistic metaphor in the target language is the main reason for the delay, uncertainty, or difficulty in the translation process. To date, many studies have followed the CTH to analyze translation patterns based on conceptual mapping and its corresponding lexical realizations in different language pairs. These studies postulate some fixed scenarios that should appear in every language pair. For example, in a work entitled *Towards a new model to metaphor translation*, Taheri-Ardali et al. (2013) claimed that there are only five possible patterns between conceptual mapping and lexical realizations in the target text. This methodology, which focused on the correlations between the conceptual mapping and the lexical realizations in different language pairs, has been used in several studies throughout the 21st century (Kövecses, 2007; Al-Hasnawi, 2007; Hanić et al., 2017). This is why it is the prevailing methodology in this research area. However, other studies have shown that many patterns may occur when analyzing the metaphorical phenomenon in translation. In other words, translators do not necessarily opt for the corresponding equivalent lexical realization in the target language (Samaniego, 2013; Steen, 2014; Ildikó, 2014; Schäffner, 2017; Mateo, 2022). Nonetheless, there could be different scenarios including omissions, additions in the target text, or one metaphor being translated into a metonymy. However, these cases have not yet been sufficiently addressed in this research area. This is partly because the prevailing studies are still source-oriented and prescribe how metaphor should be translated but does not describe how metaphor is actually translated (Schäffner, 2004, p.1256). It is thus necessary to move toward a target-oriented approach to metaphor in translation. This gives crucial importance to the target text, as well as the social, cultural, and

historical context in which metaphor is embedded. Nonetheless, the target-oriented approach to metaphor translation requires a more pragmatic view of metaphor and a deeper understanding of the contextual factors in which metaphor takes place. According to this need for improvement within the traditional CMT, Kövecses (2015, 2017, 2020) introduced an improved version stating that "[…] CMT itself needs to be changed in several ways. In particular, I suggest (1) that it has to be given a much more elaborate contextual component than is currently available" (Kövecses, 2020, p.112). Putting the focus on the contextual factors surrounding metaphor would contribute to a more pragmatic approach to metaphor in translation. In a work called *Conceptual Metaphor Theory and the Nature of Difficulties in Metaphor Translation*, Kövecses (2014) argued how the lack of attention given to the pragmatic component within CMT affects the area of metaphor in translation. Giving more attention to the situational and discourse context surrounding metaphor could contribute to addressing various metaphor-related issues within this research area. This could especially contribute to the development of metaphor translation within LSP. To date, metaphor in LSP has received very little attention. Even some bottom-up developed methods that identify linguistic metaphors in corpora do not deliberately address metaphor with specialized meaning. This is the case for the Metaphor Identification Procedure Vrije Universiteit (MIPVU) of Steen et al. (2010). "[…] In our project, we assume that metaphor is 'metaphor from the general language user' " (Steen et al., 2010, p.34). However, in the same way that metaphor belongs to general language users, it also belongs to specialized language users. Particularly in LSP, metaphor is essential for making abstract processes more comprehensible and giving a name to new realities and situations within different areas of knowledge. For example, in economics, the metaphor *inflation* illustrates an increase in the prices of services and goods, thus resulting in a decrease in the value of money. In the inflation process, prices are metaphorically compared with something filled with gas or air, such as a balloon. The metaphorical mechanism is crucial within LSP and there is a need for more studies in this area that consider its multilingual and multicultural character.

Conceptual Metaphor and Translation Studies

The new paradigm of metaphor introduced by CMT did not reach Translation Studies until the 1990s. The first works emphasized the importance of cultural impediments in dealing with conceptual metaphor in translation. Stienstra (1993) dedicated her work to the mapping YHWH IS THE HUSBAND OF THE PEOPLE of the Old Testament in Hebrew and its English and Dutch translations. She focused on what she called *pragmatic success* between the original and the target text, which involves the successful communication of the original metaphor in the target language and culture when there is a great cultural and temporal distance between the original and the target text. Depending on the two cultures involved in the translation process, Stienstra (1993) proposed three groups of metaphors. Universal metaphors are those that are common in many languages and cultures because they come from the same mapping, and they have the same linguistic form. Metaphors are culture-overlapping when they come

from comparable mappings in two languages and cultures. Lastly, culture-specific metaphors are those whose lexical realizations can only be found in a given language or culture. In line with these three metaphor types, Tabakowska (1993) affirmed that the coincidence or similarity between cultural models contributes to the correct understanding of the lexical metaphor in the original language. Hence, translation can be done without difficulties. These works (Stienstra 1993; Tabakowska 1993) lay the foundations of the cognitive translation hypothesis (CTH) (Mandelblit, 1995). Within the CTH, there are two possible scenarios for metaphor translation. The first one is called similar mapping conditions. For example, Romance and Germanic languages share the mapping THE FUTURE IS FORWARD and THE PAST IS BEHIND. Thus, the lexical realizations of these mappings could generally be translated without problems between Germanic and Romance languages. The second scenario corresponds to the distinct mapping conditions. In contrast to European languages, in Mandarin Chinese, FUTURE IS DOWN and PAST IS UP (Yu, 1995). The lexical realizations of this mapping could be more difficult and more time-consuming to translate into other languages. The CTH has been addressed in many studies that analyze different language pairs in order to identify the correlations between the lexical realizations and the conceptual mappings they come from (Deignan et al., 1997; Al-Hasnawi, 2007; Taheri-Ardali et al., 2013; Hanić et al., 2017). As a result, this methodology has a predominant position in this research area. However, it still focuses on the source text and follows a prescriptive approach. Conversely, the target-oriented approach focuses on the target text to draw conclusions about how a metaphor has been translated. Following this approach, one of the most recent works is Mateo (2022). Using a trilingual corpus in English, German, and Spanish, she was able to observe different translation phenomena that have not been addressed yet in this area. An example of this is the translation of one metaphor into two metaphors and two metaphors into one metaphor in the target text. In her work, Mateo (2022) also discusses the confluence of metaphor and metonymy and advocates the study of metaphor in translation as an ongoing phenomenon that cannot be categorized into predefined scenarios.

Once a metaphor belongs to a text, it becomes a part of a whole and requires an in-depth analysis. This analysis should focus on the pragmatic elements in which metaphor is embedded so as to draw conclusions about the translation procedure. However, due to the much-defended universal character of metaphor underlined by the CMT, factors such as the text type in which metaphor appears and the linguistic context or co-text has received little attention. Lexical metaphors in a literary text can be translated in a variety of ways because it allows a more creative language that contributes to a wide range of translation procedures. However, this is not the case in specialized texts since the knowledge base required is more specific (Stolze, 2009, p.138). Furthermore, a metaphor can be translated by the same metaphor in the target language, but the metaphorical interpretation can vary. Metaphorical expressions acquire different meanings depending on the text type and the linguistic context or co-text in which they are embedded. For example, the lexical unit *appreciation* is

used for the recognition of the good qualities of someone or something in a general context. In the economic context, *appreciation* becomes metaphoric and refers to the increase in monetary value, which is a metaphorical appreciation of money. Factors such as culture, social conditions, historical facts, and the thematic orientation of a text are crucial for a better understanding of the metaphorical phenomenon and its translation into another target language and context.

The Extended Conceptual Metaphor Theory

The Extended Conceptual Metaphor Theory (ECMT) focuses on the principle of metaphor variation between languages and cultures. This is directly related to translation, as opposed to the much-defended principle of universality. "[…] As a general tendency, cognitive linguists have overemphasized the universality of some of the metaphorical structures that they found, and they ignored the many cases of non-universality in metaphorical conceptualization" (Kövecses, 2007, p.14). Metaphorical variation is intrinsically related to the contextual factors surrounding metaphor and gives crucial importance to the communicative situation, as well as the individual factors in which metaphor is produced. Metaphorical variation is a widespread phenomenon when comparing metaphors from different languages and cultures. Thus, metaphor can also vary within the same language. An example is seen in the case of the American English expression *downtown*, which refers to a low place. This is in contrast to the British equivalence *city center*, which takes the middle part of something into consideration.

This new approach proposed by Kövecses (2015, 2017, 2020) incorporates the definition of context proposed by Van Dijk (2008, p.5), which states: "Context is what is defined to be relevant in the social situation by the participants themselves." Therefore, there is an immediate or local context in which a statement is produced and a more global context that corresponds to the culture surrounding the situation in which that statement takes place. However, Kövecses (2015) emphasizes that there is no strict dividing line between the local context and the global context since both are related to each other. In addition, the ECMT proposes four groups of contextual factors that converge within the global and local context, which is illustrated in the figure below.
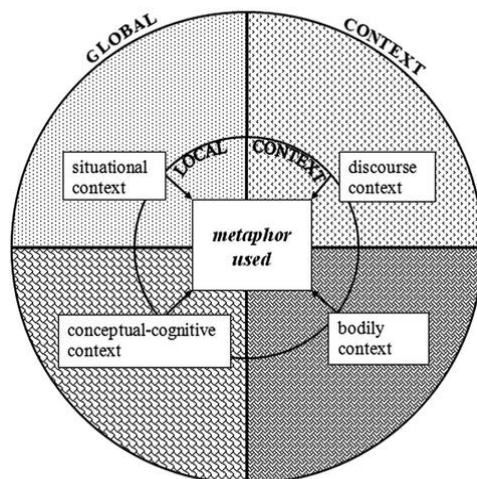
Figure 1. The four groups of contextual factors surrounding metaphor (Kövecses, 2015, p.189)

The cognitive-conceptual context and the bodily context are most related to the conceptualizer. The cognitive-conceptual context focuses on variables such as ideology and personal interests. This type of context could be related to the research line of Critical Metaphor Analysis introduced by Charteris Black (2004). For example, in terms of ideology, the political discourse that tends toward a liberal perspective opts for certain metaphors compared to the metaphors used in the conservative political discourse. Hence, in Lakoff's study (1995) of the conceptualizations of American political discourse, conservatives rely on THE NATION IS A STRICT FATHER, while liberals favor the use of THE NATION IS A NURTURANT PARENT FAMILY. Both versions come from THE NATION IS A FAMILY.

In the bodily context, human body and bodily experience originate the use and understanding of several metaphorical creations. For example, people feel *warmly* toward their family, partner, and friends, while expressing emotional attachment to them. When using the common expressions *head of the office* or *heart of the city*, the human body itself is used as a source domain. "In this view, the body, especially those aspects that are activated in the ongoing situation, can influence the choice of metaphor" (Kövecses, 2015, p.184). Similarly, possessing some type of physical handicap that affects one of the five senses – which is the channels through which the human body receives information from the world – can be the reason for metaphor variation. For example, Casasanto (2009) focuses on the study of the source domains RIGHT and LEFT in left-handed people. He concludes that this physical characteristic influences the way some concepts are metaphorized in comparison with right-handed people. In the same way, the author also states that blindness or any other physical disability can influence the type of metaphors used.

The other two types of contexts presented by Kövecses (2015, 2017, 2020) are the discourse context and the situational context. Within the discourse context, metaphors are in different text types and play a fundamental role in LSP. As stated previously, one of the factors that converge in the metaphorical interpretation is the surrounding linguistic context, that is, the co-text. For

example, in general language, the metaphorical expression *bubble of love* is used to refer to a bubble as a place where a person in love lives and ignores what is happening outside of it. In computer language, the metaphorical term *bubble chart* is used in reference to the shape of bubbles. In economics, the term *bubble economy* refers to the ability to grow rapidly and to fade easily. Although the co-text exerts an influence on metaphor use, the target public also dominates the use of particular metaphors in a discourse context. A dialogue between experts will contain more metaphors related to specialized terms than a press article that targets the general public. The same applies to advertising texts, which allow the use of creative language dominated by figures of speech. Invariably, this contributes to novel metaphors. However, some specialized texts, such as Mechanical Engineering, does not allow an original writing that expresses facts and other ideas in an imaginative way.

In addition, a relevant issue within the discourse context involves prior knowledge of the subject, which facilitates the understanding of new metaphors that arise from those that are already conventionalized in a specific topic or discipline. For example, in economics, *currency* is a lexicalized metaphor coming from Latin *currens*. It is the present participle of *currere*, and it means "to run". In the past, coins were passed from hand to hand as an element of trade between merchants. In this way, the metaphor of money as a moving entity was established, thus giving rise to other metaphors such as *capital outflows* or *money circulation*.

The fourth group of contextual factors presented by Kövecses (2015) belongs to the situational context in which verbal communication takes place. This factor is mainly based on the social, cultural, political, and historical framework in which a metaphor is produced. For example, the global economic crisis of the 21st century illustrates the introduction of new designations in the economic sphere, such as *deep recession*, *banking rescue package*, or *subprime mortgage*. It is important to note that there are areas of knowledge or disciplines that tend more towards equivalence and accuracy between languages and cultures than others, which are more dependent, for example, on cultural and social norms, as in the case of economics (Felber, 1984; Stolze, 2009; Arntz et al., 2009; Drewer & Schmitz, 2017). Thus, the pragmatic elements surrounding a specific term is closely related to whether equivalence is achieved or whether there is a terminological gap. An important issue related to the equivalence between terms is the status of English as a *lingua franca* in numerous disciplines, especially in politics, economics, and science. This is also reflected in LSP translation. For example, in technical translation, Stolze (2009) points out that the cultural context plays a crucial role, especially in the case of German. The author states that "sometimes, the analysis of very long compounds requires special knowledge" (Stolze, 2009, p.129). This special knowledge refers to the use of sources of reference that are not only linguistic. Stolze (2009, p.129) exemplifies this by using the German phrase: *ein planfestgestellter Autobahnabschnitt*. This phrase refers to a section of the motorway that has been approved for renewal by the municipality. In this case, the translation requires an explanation in the target text. The same applies to the term *vertaktete Direktfahrten im Nahverkehr*, which

refers to the planning of suburban train timetables so that the time interval between one and the other is always the same. Another example coming from the economic language is the German term *Solidaritätszuschlag*. This is also commonly found with the abbreviation "Soli", which refers to a type of tax paid by German taxpayers to cover the costs of the German Reunification. Thus, the translation of some particular terms would not only be influenced by cultural context but also by historical and social factors.

The Role of Context in Metaphor in Translation

From the beginning of Translation Studies, previous works on CMT addressed the crucial importance of context in both metaphorical interpretation and translation. Weinrich (1976), Van den Broek (1981), Larson (1984), and Newmark (1981/1988) devoted special attention to the metaphorical phenomenon from the traditional point of view. In his research, entitled *Streit um die Metapher*, Weinrich (1976) mentioned the work *Städtebilder* (1929) by the philosopher Walter Benjamin as a crucial example of the context in which metaphor appears. The text with the title *Möwen* (Seagulls), which is included in his work, can be understood literally as the experiences of a journey that the author has made, and metaphorically as political and social criticism of the situation in the Christian countries of the West. Weinrich (1976) always advocated a pragmatic analysis of the text based on the situation in which it was produced, the lexical metaphors it contains, and their function. This approach is called *Text-in-der-Situation* (text in the situation) in German. The pragmatic approach to metaphor translation was also supported by later studies holding the paradigm change of conceptual metaphor. Many of these studies criticize the CMT of Lakoff and Johnson (1980) as being an extremely semantic approach and advocate the study of metaphor in context.

> First of all, the metaphorical meaning exists in the context. The scholars holding the pragmatic view claim that metaphors cannot be completely understood from the semantic perspective alone without considering [the] context. Breaking away from the context, the reader even cannot identify whether an expression is a metaphor or not.
>
> (Lili, 2005, p.112)

The studies that compare Mandarin Chinese with Western languages, such as German (Zhu, 1994) and English (Lili, 2005) defend the fundamental position of context in metaphor translation. According to Zhu (1994), some pragmatic variants need to be considered in the translation process. These variants are especially related to the diachronic study of metaphor, as well as the individual factors and text types. The diachronic variant of Zhu (1995) is based on the use of metaphor throughout history and the different meanings it adopts over time. The next variant is based on the individual style of the author, who tends to use specific metaphors. At the same time, this variant is connected to the translator's decision-making when conserving this individual style of the source text. According to Zhu (1994), intertextuality also plays a fundamental role in

metaphor translation. As mentioned previously, one metaphor can be exclusive to a particular text type or may adopt a different meaning, depending on the topic and the contextual factors in which it is embedded.

Lili (2005) makes a clear distinction between two types of contexts, namely the linguistic context and the extralinguistic context. She emphasizes that within the extralinguistic context, situational and cultural factors are crucial to adopt a translation approach that fits the communicative objective pursued by the target text. Lili (2005) exemplifies the translation of the expression *neither a raven nor a sparrow can be heard* from Mandarin Chinese into English. This expression is used when there is silence in a place. The author emphasizes that translators choose different procedures, depending on the context in which it appears. The first version discussed by the author is *nor a bird's cheep was to be heard*. Before this fragment, the following introductory phrase appears in the English target text: *The courtyard was silent as she entered* (Lili, 2005, p.114). The reader is aware that the situation in which the action takes place is in a courtyard, and thus the translation could retain a meaning that is very close to both the literal and the metaphorical. However, in another version of the translation of the same Chinese expression related to an apartment, the translator opts for the following: *she found the whole place hushed and still*. In this case, the translator opted for a translation that only considered the literal meaning for a better adaptation to the situation and discourse context of the target text. Another example from Lili (2005) that highlights the role of linguistic context in metaphor translation is the lexical unit *loud*. In combination with the word *music*, it would mean that the music is played at a high volume. However, in the sentence *a tie with a loud pattern,* the lexical unit *loud* is understood as a very striking color combination (Lili, 2005, p.112). The context that sets the meaning of *loud* in the different sentences is the linguistic context or co-text.

In addition to these works, which are focused on the general language, more recent authors have dedicated their research to the contextual factors surrounding metaphor translation in different areas of knowledge. Furthermore, they give crucial importance to the principle of variation between languages. For example, Ildikó (2014) addresses political articles that were translated from French into Hungarian. One of the conclusions of this author is that in most cases, metaphor variation between French and Hungarian could not be explained through cultural differences. Therefore, variation between these two languages was produced by differences in the situational context. The study of Tcaciuc (2014) focuses on the translation of metaphors from English into Romanian using a corpus of the European Central Bank. She asserts that the translator's decisions are individual but are made in a historical and social context, which exerts great influence on the translator's decision-making. This same approach is defended by Schäffner (2017) in a study *Metaphor in Translation*. In her study, the author's main objective was to give an overview of the development of this research area (from the introduction, the CMT, and the present) and to draw some future lines of research. One of the fundamental ideas defended by Schäffner (2017) is the need for a more focused approach to discourse, social, and cultural factors.

Metaphor in translation is a matter of discourse and social context, which means that translation strategies are not only determined by the availability of a corresponding conceptual metaphor and/or a metaphorical expression in the target language. (Schäffner, 2017, p.258)

The role played by contextual factors encompassing metaphor production has been a constant in the study of metaphor in translation. However, the aforementioned principle of universality defended in the CMT of Lakoff and Johnson (1980) versus metaphorical variation has led to metaphor being seen as a common element in all languages and cultures. On the other hand, the semanticist approach to metaphor has contributed to a disregard for the pragmatic element of metaphor, which is crucial for metaphorical interpretation. Furthermore, within the research line of metaphor in translation, the notion of context and its role in translation has been heterogeneously addressed. Each author focused primarily on the importance of one contextual factor. For example, Lili (2005) emphasizes the discourse context, Ildikó (2014) focuses on the importance of situational and discourse context, and Zhu (1994) gives crucial importance to the individual decisions of the translator. Following this assumption, the new vision of Kövecses (2015, 2017, 2020) completes CMT in such a way that it makes it possible to bring together the developments achieved in this area.

Extended Conceptual Metaphor Theory applied to Translation

ECMT provides a study framework in which metaphor and context are part of a whole and cannot be taken into account independently. At the same time, the broad notion of context presented in the ECMT considers a wide range of pragmatic factors. This makes it possible to expand the scope of research in this area, considering that metaphor is a contextual phenomenon. As many theorists emphasize, developments in the area of conceptual metaphor and in the area of translation studies should not be addressed independently. Therefore, the rapprochement of these two areas of research is of crucial importance to continue moving forward in some areas that need more attention.

The following chart represents a proposal for research in the area of metaphor in translation, which takes the improvements of ECMT as a reference for future research.
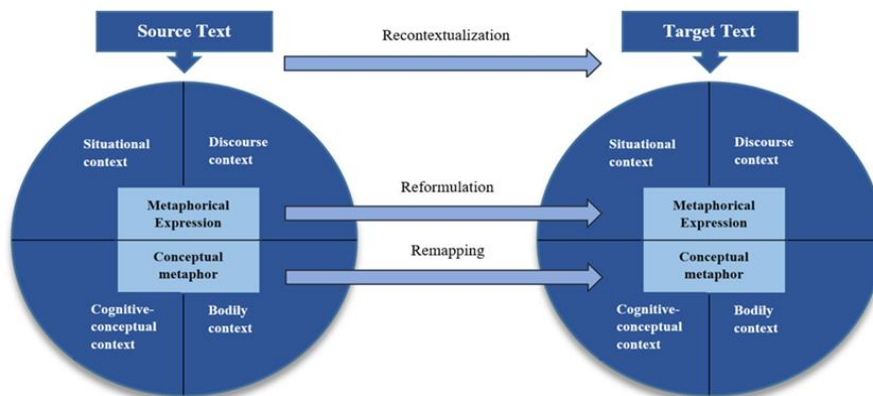
Figure 2. The Extended Conceptual Metaphor Theory applied to Translation

Metaphor translation should be taken into account as an operation in which many contextual factors are involved. This operation requires an in-depth study of the target text in order to carry out a recontextualization at the textual level, a remapping at the conceptual level, and a linguistic reformulation in the target text. Given that the cognitive-conceptual context and the bodily context are related to the conceptualizer as individual, the role of the translator becomes much more relevant. "The translator analyzes the situation before deciding what to say (information selection) and how to say it (information arrangement)" (Samaniego 2013, p.209). This approach would advance the recent line of research focused on individual factors concerning the translator such as job satisfaction, career success, and emotional expressivity (Cifuentes & Fenollar, 2017; Hubscher-Davidson, 2013, 2016). In addition, considering the importance given to the discourse and situational context in which metaphor appears, it opens new ways of research in the field of metaphor in LSP.

In order to illustrate this research proposal, a short fragment about the Global Financial Crisis of the 21st Century in English, Spanish, and German will be discussed below. The Global Financial Crisis introduced several new metaphorical creations to give name to the economic realities during those years. The following fragment belongs to the Annual Report 2009 of the International Monetary Fund. The text was originally written in English, while the German and Spanish versions are direct translations from the original.

Original English
The credit crunch in emerging countries intensified and asset prices continued to fall. High uncertainty, large wealth losses, and lower earnings prospects drove consumer confidence to record lows and caused a big jump in savings rates.

Spanish Translation
La contracción crediticia en los países emergentes se intensificó y los precios de los activos siguieron cayendo. La aguda incertidumbre, las ingentes pérdidas patrimoniales y el empañamiento de las perspectivas de ingreso redujeron la confianza de los consumidores a mínimos sin precedentes y dispararon las tasas de ahorro.

German Translation

Die Kreditbeschränkung verschärfte sich in den Schwellenländern und die Preise für Vermögenswerte fielen weiter. Große Unsicherheit, hohe Vermögensverluste und geringere Verdienstaussichten drückten die Zuversicht der Verbraucher auf ein Rekordtief und verursachten einen gewaltigen Sprung bei den Sparquoten.

The source text prevailed by metaphorical adjectives related to spatial orientation, as in the case of *high uncertainty* or *lower earnings prospects*. Thus, there are also metaphorical creations that refer to upward and downward motion, such as the verb *to fall* in the phrase *asset prices continued to fall* or the noun *jump* in *big jump in savings rates*. Spatial orientation and motion are very common in the language of economics since they are used to estimate and quantify economic variables or processes that are highly abstract (Mateo, 2022). These metaphorical creations are related to the bodily context. Due to bodily experience and the experience of the world, it is possible to easily understand the metaphorical meaning they express. Therefore, they are present in many languages and cultures, as in the case of Spanish and German. However, in the target text, the translator sometimes opts for the use of another metaphor, either for stylistic reasons or to give the text a certain degree of creativity. For example, *high uncertainty* has been translated in German into *große Unsicherheit* (big uncertainty), possibly for stylistic reasons, in order not to repeat the same adjective *hohe* (high) two times in the same sentence. The other orientational metaphors of the original text have been translated in German into the same metaphor. In the Spanish version, *high uncertainty* has been translated into *aguda incertidumbre* (sharp uncertainty) and *lower earnings prospects* into *empañamiento de las perspectivas de crecimiento* (blurring of earning prospects). Therefore, the earning prospects are conceptualized in the same way as a glass that is fogging up and becoming less clear. The Spanish translation version is more creative than the original, even though the translator could have used the same metaphors as in the original. Therefore, it is the translator, as an individual or as a *reconceptualizer*, who chooses to give the target text a particular style. In the language of crisis, the decisions of the individual translator can be observed by the extensive use of euphemistic and dysphemistic expressions between languages. Dysphemisms express a reality by emphasizing the negative side, such as the term *budget cuts*, which uses the metaphor *cut* to refer to budget restrictions. By contrast, euphemisms are used to describe situations by softening its undesired effects. The German translation of *budget cuts* is *Sparmaßnahmen* (saving measures), which refers to the same reality in a neutral way.

As discussed in previous sections, discursive and situational factors play a key role in LSP translation, mainly in translation of specialized terms. The historical and cultural factors of each linguistic community have significant impact on the economic terms they use. At the same time, it is the discourse context that gives lexical units a particular metaphorical meaning. For example,

in the first sentence of the fragment, *The credit crunch in emerging countries intensified* […], there are two economic terms: *credit crunch* and *emerging countries*. The term *credit crunch* contains a metaphor related to the noise produced when something hard is being pressed by the teeth when chewing food. In English, the use of *crunch* is very common in many discourse contexts. Depending on the lexical unit it is combined with, it means that there is a rupture or breakdown as in the case of *light crunch* or *energy crunch*. Similarly, the term *credit crunch* refers to a crisis of lending institutions, which reduces their lending activity or tightens up the requirements for obtaining a loan. The Spanish and German languages do not have a conceptualization related to noise to express this same reality. Thus, there is a metaphorical variation between languages. The Spanish version alludes to elasticity through the expression *contracción crediticia* (credit contraction), while the German version focuses on a limitation such as *Kreditbeschränkung* (credit limitation).

The second term *emerging countries* comes from the conceptualization ECONOMIC STABILITY IS ABOVE. Thus, the economic development of these countries is a bottom-up movement. In Spanish, *países emergentes* comes from the same conceptualization and uses the same linguistic form. In the German language, emerging countries are referred to as *Schwellenländer*, which comes from the conceptual metaphor ECONOMIC STABILITY IS A HOUSE or ECONOMIC STABILITY IS A ROOM. The word *Schwelle* refers to threshold or to the edge of the doorway. Thus, emerging countries are on the doorstep of achieving the economic stability enjoyed by other countries. The variation of German, with respect to other languages, shows a close relationship with the study carried out by Schäffner (1996) under the title *Building a European house? Or at two speeds into a dead end? Metaphors in the debate on the United Europe*. In her paper, the author compares the conceptualizations of texts about the construction of a united Europe after the fall of the Berlin Wall in various languages. While French and English texts use different conceptualizations of Europe as a common project, EUROPE IS A HOUSE in German texts. According to Schäffner (1996), the origins of the use of this conceptualization dates back to Mikhail Gorbachev's speeches from 1987, which was a reflection of the new political thinking of the Soviet Union and its communist party. Gorbachev's speech advocated the structural and architectural aspects of a house, including coexistence between the countries of Eastern and Western Europe (Schäffner, 1996, p.33). According to the author, the conventionalization of this metaphor in German political discourse became especially noticeable during the 1994 political campaign. In the German language, the HOUSE domain has been transferred to the economic sphere for the construction of common goals. This is possible because it was already established in the cognitive system. Subsequently, these already established conceptualizations enhance the understanding of new conceptualizations that arise due to social, political or economic movement.

Conclusions

Studies that focus on metaphor translation from a prescriptive point of view and also consider metaphor as a semantic phenomenon have a predominant position within this research area. These studies focus on identifying the metaphorical expressions in the source text that are translated by the same metaphor or by another metaphor in the target text. However, they do not delve into whether the translation involves a case of metaphorical variation between languages in which translation by the same metaphor is not possible, or whether it was the translator's decision. In the same way, these studies do not delve into whether the translation of the same metaphor of the source text can adopt another meaning in the target text. A simple list of translation patterns *per se* does not contribute to progress in this research area if these translation patterns are not linked to a pragmatic study.

Although there have been studies that have advocated a descriptive and context-based approach to metaphor in translation since the beginning of the 21st century, this research area has been addressed from heterogeneous standpoints. To date, the works on conceptual metaphor in translation have only focused on the influence of one specific contextual factor. In order to achieve a broader understanding of the metaphor translation phenomenon, it is necessary to conduct an individual study to identify the contextual factors involved in each case. The application of the EMCT to the study of translation can contribute to bringing together the existing contextual approaches to metaphor translation in order to move in the same direction. In this regard, the study of metaphor in LSP is especially important. The historical, social or political moment in which a new term is coined, the type of text in which it appears, and its origin play a fundamental role in the metaphorical creation and in its translation into other languages. All areas of knowledge are subject to continuous evolution, which is directly reflected in LSP. Thus, new designations and new terms, mostly metaphorical, emerge to name new realities. As shown in the section dedicated to the contextual model, economic terms are even more influenced by the historical, social, and cultural context in which they are embedded than general language metaphors (Mateo, 2022). In LSP translation, it is necessary to advance in a more pragmatic direction. The fundamental base of this pragmatic direction should focus on the translator practice and on the target text specifications. Translators give special style to a text and are able to recognize what a client or target reader requires in today's world, especially as communities are increasingly multicultural. Translators also play a key role in building bridges between cultures and mediating between speakers of different languages (Hubscher-Davidson, 2013).

It is important to mention that conceptual metaphor introduced by Lakoff and Johnson (1980) was a purely cognitive phenomenon and language was faded into the background. The fundamental role played by language within this theory was emphasized a few years later. "From the earliest writing of CMT (Conceptual Metaphor Theory) to the present, linguistic metaphors have been the main type of evidence provided in support of the existence of conceptual metaphors" (Deignan, 2017, p.102). Due to the linguistic approach to metaphor, it was possible to advance in corpus-based methodologies to address

metaphorical meanings in corpora. Translation scholars also advocated the use of this methodology for metaphor research in translation. However, "Translation scholars are advised to use existing methodologies to identify metaphorical expressions in texts and to conduct corpus-based research" (Shuttleworth, 2014, p.9). In any case, corpus-based metaphor identification research should also address the specialized meaning of metaphor. To date, only few studies have focused on identifying lexical metaphors within specialized terms. Therefore, not much progress has been made in this area. This is a gap in metaphor research that needs to be filled with further research.

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