

## The Effects of Strengths and Familiarity of Metaphors on the Translating Process

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### 1. Introduction

Traditionally, metaphors were defined as linguistic expressions which were outside the realm of everyday language. One good example is poetic figurative expression such as "I live through my dark existence, only to bask in your beauty..." (From the poem "My Gift to You" written by Lonely Shadow). In contemporary metaphor research, however, the term came to be approached from different perspectives. Metaphors have come to be regarded as "surface realizations of the mapping between conceptual domains" which exist in our cognitive system (Lakoff 185-86). For example, when someone gives a common everyday utterance such as "We've come to a bumpy road in our relationship," he is mapping the JOURNEY domain to the LOVE

RELATIONSHIP domain without even realizing it<sup>1)</sup>). Such conceptual metaphors, or cross-domain mappings, constitute an important part of everyday discourse (Lakoff 185).

If conceptual metaphors play an important part in everyday discourse, they should also bear particular significance for translators, for whom comprehending expressions in one language and conveying them in the other to evoke the same response is an important part of everyday task (Nida 156). Related to this, a number of researchers have discussed translators' strategies to handle metaphors. For example, Toury explained how translators transcode metaphors into the same metaphors, different metaphors, non-metaphors, or zero-metaphors (omission), or transcode non-metaphors into metaphors or zero-metaphors into metaphors (82-83). In a similar vein, Newmark suggested, when translating a metaphor, translators opt for such strategies as "a reproduction of the same metaphor, a different metaphor, a simile, a simile plus a paraphrase, a paragraph, omission, or literal translation with a gloss (104-13)."

Such observations of translation strategies on metaphors, however, have mostly focused on analyzing target texts, and less attention has been paid to the cognitive processes during which metaphors are translated (Al-Hasnawi 2). This paper aims to investigate how translators process conceptual metaphors. More specifically, it intends to see whether "metaphorical strengths" (Svanlund 55) as well as differences in conceptual domains between two languages have any effects on the translating process<sup>2)</sup>. The "think-aloud protocol" (hereinafter

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- 1) It is a mapping from a source domain to a target domain. Thus, in this case, JOURNEY is the source domain, and LOVE RELATIONSHIP is the target domain (Lakoff 190).
  - 2) Bell distinguished the terms "translating" and "translation" as follows: "translating" is the process of translation, "a translation" is the product of the process of translating, and "translation" is the abstract concept which includes both the process of translating and the product. In this paper, the term "translating" is used to refer to cases where the process should be emphasized (13).

TAP) is used for this investigation.<sup>3)</sup>

## 2. Metaphorical strength

With regard to metaphor processing, there were views that comprehending metaphors include grasping the literal meaning first and then converting it to metaphorical reading, which might cause extra processing load (Lakoff 187). According to conceptual metaphor theorists, however, metaphor comprehension does not proceed that way. Rather, they argued, metaphors are based on deeply entrenched experiences shared by people in a community, and are processed almost automatically, taxing little extra processing load (see Croft & Cruse 194). This is because conceptual metaphors are based on fixed correspondences between conceptual domains, rather than undergoing certain algorithmic processes which involve taking inputs and giving outputs (Lakoff 203).

Compared to the literal-to-metaphoric-conversion view and the automatic-processing view, which represent strictly dichotomous divisions, there is still another view which approaches metaphors with more graded perspectives. Svanlund, for example, introduced the concept of "metaphorical strength" (47-89). According to Svanlund, metaphors have certain levels of strength; strong metaphors are those which are active, creative, novel, and original, and have closer ties to the source domain. They are likely to activate source domain concepts more easily. Compared to this, the weak ones are those which are cliché, more conventionalized and dead. For example, when

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3) During a TAP procedure, subjects are asked to externalize verbally whatever come into their minds during translating a text. Despite the questions on how much correspondence there is between verbal report and actual internal thinking processes, the TAP conducted with care has been considered by a number of researchers as an effective way to elicit reliable data on the mental processes involved in translating (Lorsche 67). For detailed information on think-aloud protocol, see Bernardini (2001).

we hear a metaphoric expression such as "He got over his divorce", we process it automatically without invoking the DIFFICULTIES ARE IMPEDIMENTS TO MOTION metaphor since it is such a conventionalized one. Svanlund explained metaphorical strengths can be measured by how many source domain concepts are recurrently activated by the metaphorical expressions and how strongly these source domain concepts are activated by the metaphorical expressions (55). In the present paper, it will be investigated, through TAP procedure, how much such metaphorical strengths are reflected in the process of metaphor translation.

### 3. Translating conceptual metaphors between two different languages

Other than metaphorical strengths, differences in conceptual domains between the source language and the target language can affect the translating process. Related to this, the Revised Hierarchical Model suggested by Kroll & Stewart (158) is worth noting (Fig 1).

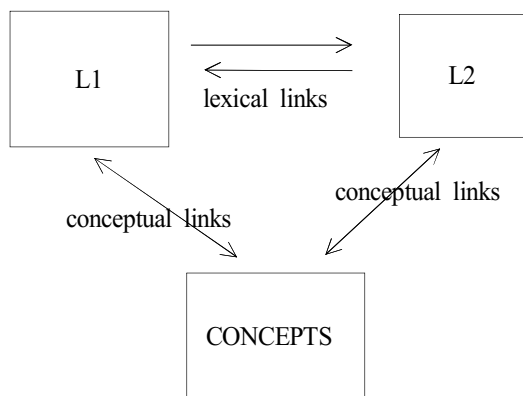


Fig 1. Revised Hierarchical Model by Kroll & Stewart (1994)

When translating, Kroll & Stewart explained, bilinguals move from one language to the other via non-verbal concepts (158). In other words, non-verbal concepts mediate between two different languages while translating. If we consider translators work following this model, where the non-verbal concepts are totally shared by the two languages, translators do not need to convert from one concept to the other. All they have to do is comprehend the concept of the source text, and then find the right equivalent in the target language.

To apply this model to the translating procedure, however, might require some adaptations, because translating cannot follow such a simplistic procedure. Among other things, the non-verbal concepts in our cognitive system are formed by years of experience, and hence cannot be absolutely the same between different cultures. As reported by a number of researchers (e.g. Dobrynska 598; Schaffner 1264-67), translating metaphors, for example, frequently involves transferring between two different conceptual domains. What this means is that translators have to deal with two different conceptual domains and find ways to handle such differences while translating. Related to this, Tirkkonen-Condit reported that it was more difficult to translate conceptual metaphors when the conceptual domains were different between the source culture and the target culture compared to when the two share domains (15). Another objective of this paper is to provide some empirical evidence to illustrate how differences in conceptual domains between two languages affect the process of translation.

## 4. Methodology

### 4.1 Material

For the investigation, two professional translators participated in the TAP procedure. They translated a paragraph from an article<sup>4)</sup> in *Time* magazine into

Korean. The article is about Barack Obama's campaign during the Democratic primary in the U.S. Even though Korea and the U.S. share many aspects of presidential election including the primaries, dominant conceptual metaphors concerning politics are slightly different. According to Howe (89), the most common metaphors in American politics include domains of sports (e.g. team, mayor's race). In Howe's view, even though the WAR concept is often invoked in U.S. politics, it is used in more limited cases where politics are portrayed as ruthless or treacherous events, such as the POLITICS IS A GUERRILLA WARFARE metaphor. In the meantime, dominant metaphors in Korean politics are WAR metaphor (Lim 90), as can be seen in such expressions as "혈전(a bloody battle)" or "격전(a fierce battle)." The hypothesis is that, since the dominant conceptual domains related to politics are different, it might have some effects on the cognitive process when translating a political text from English into Korean.

The following text is used in this analysis. Underlined are the metaphors that are investigated.

It has been said that Obama, for all his rock-concert-sized crowds(1) and record-breaking fund raising(2), hasn't been able to close the deal with(3) Democratic voters in a race that has stretched far longer than anyone expected(4). Obama's campaign knows(5) that two wins on Tuesday would probably knock Hillary Clinton out of the race(6). He has enjoyed a large lead(7) in North Carolina, though some polls have suggested(8) that race is tightening(9); the outcome in Indiana is anyone's guess at this point.

4) The article titled "*Obama gets intimate in Indiana concerning the Democratic primary in the U.S.*" was written by Karen Tumulty and was featured in the May 4, 2008 edition of Time magazine. (<http://www.time.com/time>)

Among the underlined expressions, "rock concert-sized crowds" (1) is an image metaphor by which one mental image is mapped onto another (Lakoff 215). With this metaphor, the image of the rock concert crowd is mapped onto the image of the crowd gathering at Obama's campaign; "record-breaking fund raising" (2) includes a NUMBERS ARE AN PHYSICAL ENTITY metaphor. "Close the deal with Democratic voters" (3) is an ELECTION IS A BUSINESS DEAL metaphor; "two wins would knock Hillary out of the race" (6) is an ELECTION IS A SPORTS GAME metaphor; "a race stretched far longer than anyone expected" (4) and "race is tightening" (9) involve simultaneous mapping<sup>5</sup>). In the case of metaphor (4), with the word "race," the election is conceptualized as a race, whereas "stretch" conceptualizes the election as a physical entity which can be pulled and extended. Metaphor (9) also involves simultaneous mapping. In this expression, an election is conceptualized as a sports game, whereas the word "tightening" conceptualizes the differences in approval ratings as a space getting smaller; "Obama's campaign knows that..." (5) includes a metonym where "campaign" refers to the people working on Obama camp, and "some polls suggested..." (8) involves personification.

## 4.2 Participants

Two professional translators volunteered to participate in this procedure. Both of the participants were Ph.D. students at the Graduate School of Interpretation and Translation (hereinafter GSIT) at Hankuk University of Foreign Studies, and had years of experience as professional translators. Both

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5) "Simultaneous mapping" refers to the cases where a sentence includes more than one conceptual metaphor. Since processing a conceptual metaphor does not involve conversion from literal to metaphorical readings, but fixed correspondences between the domains, processing more-than-one metaphors simultaneously occur automatically without taxing additional processing load. (Lakoff 203).

of the participants were familiar with the basic procedure of TAP. They did not know, however, the exact nature of this investigation. In the questionnaire provided before the experiment, both participants answered they had good knowledge of both Korean and American presidential elections. They also said they were familiar with the register used in newspaper articles covering political events in Korea and in the U.S. For both of them, Korean was the dominant language.

### 4.3 Procedure

The experiment was conducted in a seminar room at the GSIT. The participants were provided with an English-Korean bilingual dictionary, an English monolingual dictionary and an online dictionary on a notebook computer. Internet connection was not available. The participants were given a separate copy of the paragraph to be translated, along with the main article. A camcorder was set up on a tripod in front of the desk where the participant was sitting. The entire procedure was taped with the camcorder. During the TAP procedure, the participants were asked to say out loud whatever they were looking at, thinking, and feeling, as they were going about the translation task. After the procedure, the tapes were transcribed by the author to create protocols for detailed analysis.

### 4.4. Data Preparation

The following is a part of the protocol for Participant 1.



Protocol in Korean	Translated version
(TW) 오바마는 민주당대통령후보 경선에서	(TW)오바마는 민주당대통령 후보 경선에서(In the presidential primary, Obama...)
(SS) Democratic voters를 굳이 일일이 직역으로 살려줄 필요는 없을 것 같아요	Democratic voters...I don't need to transcode these words into Korean...
close the deal은 확정짓는거고	close the deal..means to get confirmed...
Democratic voters in a race..그러니까 지금 민주당내부에서 벌어지고 있는 예비경선이니까	Democratic voters in a race. So this is a primary in the Democratic party
(TR) 민주당대통령후보경선에서 승리를 확정 짓지 못한 가운데	(TW) 민주당대통령 후보경선에서 승리를 확정 짓지 못한 채 (has not secured a victory in the Democratic primary..)
이번 경선이 아무도 예측하지 못한 수준으로 오래 지속...되고..있다..	This primary has continued much longer than expected...
(SS) 그럼 일단 말을 draft해놓고 나중에 정리하는 방향으로 해야겠어요 ...	Okay, I'll complete the draft first and then make revisions later...
(SR) Obama's campaign knows that two wins on Tuesday would probably knock Hillary Clinton out of the race...Obama's campaign..	(SR) Obama's campaign knows that two wins on Tuesday would probably knock Hillary Clinton out of the race...Obama's campaign..this is an election campaign...
일단 선거 유세데	campaign...
(SS) 여기서 campaign은 참모들을 의미할수도 있나요..흠	What does campaign mean in this context? Advisors? Hmm....
잠깐만 이것을...좀 찾아보면	Maybe I'll look it up in the dictionary...
(D) 작전..행동...권유 유세..선거전..	(ED) tactics...activity...election battle...
예. 선거전에 해당하죠 그죠..	Yes..it's an election battle...

After the protocol was completed, the utterances made by the participants related to each of the metaphorical expressions were compiled separately, in order to keep track of how the participants' thinking process about each metaphor progressed over time.

### 5. Results and Discussion

Generally, the protocol of Participant 1 was longer than that of Participant 2. Interestingly, though, the two participants demonstrated very similar patterns of changing concepts for most of the metaphors. The followings are the data taken from the two participants' protocols, which demonstrate how their

thinking process progressed over different concepts.

(1) "for all his *rock concert-sized crowds*"

	Conceptual progress	Translated version
Participant 1	콘서트에 사람이 굉장히 많이 모이는데... → 록콘서트에 참여한 → 록콘서트에 운집한 → 록콘서트에서나 볼 수 있을만한 군중 → (최종) 록콘서트에서나 볼만한 많은 군중	A concert draws a large number of people → who participate in a rock concert → who gather at a rock concert → Crowds which can be seen only at a rock concert → (Final) Large crowds which can be seen only at a rock concert
Participant 2	록콘서트 규모의 군중이 모여들고 → (최종) 록콘서트를 방불케하는 규모의 군중과	Rock concert-sized crowds are gathering → (Final) Large crowds which bear resemblance to a rock concert

'Rock concert-sized crowds' is an image metaphor, which maps the image of a rock concert onto the image of an election campaign. It is not the word 'rock concert' that is important here. What is important is the mental image of a rock concert, a huge audience screaming, shouting, dancing along to the music, an image which is mapped onto the energetic audience at Obama's campaign gatherings. Understanding this metaphor requires knowledge about the ambience of a rock concert, and such an image seems to be evoked in both participants' minds as can be seen in such remarks as "...can be seen only at a rock concert" or "...bear resemblance to a rock concert." From this, we can see that it is a strong metaphor, which is closely connected to the source domain. The fact that a rock concert is a familiar scene in Korea does seem to help the translators, too, since both of them utilized the word "rock concert" in their translation without hesitation.

(2) "*record-breaking* fund-raising"

	Conceptual progress	Translated version
Participant 1	선거 기금도 기록적인 수치를 기록했네요 → 굉장히 인기가 많은 것 같습니다 → (최종) 기록적인 수치의 선거자금의 몰림에도 불구하고	Campaign fund raising has hit record numbers. → He seems to be very popular → (Final) Despite the collection of campaign fund in record numbers
Participant 2	기록적인 수준의 캠페인 선거자금이 모였는데도 불구하고... → (최종) 기록적인 수준의 경선자금 모금에도 불구하고	Despite the collection of campaign funds at record levels... → (Final) Despite the collection of election funds at record levels

In the expression "record-breaking," record in numbers is conceptualized as a physical entity which can be broken with force. Thus, this is a NUMBERS ARE A PHYSICAL ENTITY metaphor. Both participants, however, did not mention any physical entity or force. This means that the source domain of a physical entity has weak influences on the thinking process. In regard to domain transfer between the two languages, Korean also has the same metaphor "기록을 깨다(break the records)." However, both participants did not mention the equivalent conceptual metaphor in Korean. Instead, they opted for "...in record numbers" or "...at record levels," which are more common expressions in Korean. In other words, these translators put priority on the expressions which sound more natural in the target language rather than choosing the same metaphoric expressions.

(3) "Obama hasn't been able to *close the deal with* Democratic voters"

	Conceptual progress	Translated version
participant 1	결론내리다 → 승리를 따내다 → 확정짓다 → (최종) 승리를 확정짓지 못하고 있다.	put down a conclusion → win a victory → get confirmed → (Final) hasn't been able to confirm a victory
participant 2	계약을 체결하다 → 사업상의 절차를 마무리하다 → 완료하다 → 대선후보로 최종 결정되다 → 낙점을 받다 → 환심을 사다 → 마음을 얻는다 → (최종) 민주당원들의 낙점을 받지 못했다.	settle a business deal → finalize a business procedure → complete → selected as the presidential candidate → get approval → win favor with → win the heart of → (Final) could not win the approval from Democrats

"Close the deal" is an ELECTION IS A BUSINESS DEAL metaphor. Participant 1 opted for other metaphoric expressions, which are more common in Korean, such as "put down a conclusion" or "win a victory" without invoking the source domain of a business deal. Participant 2 mentioned the source domain first with the expression "settle a business deal" and "finalize a business procedure." Then, he moved on to a non-metaphoric expression "selected as the presidential candidate." He hesitated a lot, however, before settling on the Korean metaphorical expression "낙점을 받다 (win the approval of)" since, according to his protocol, a business deal involves a transaction on equal footing but the word "approval" connotes one side being in a more authoritative position. He didn't want to choose the Korean metaphorical expressions, "환심을 사다 (win favor with)" or "마음을 얻다 (win the heart of)" either, since, he thought, they did not sound natural in this context. Briefly, at least, for one of the participants, the source domain seemed to linger in his mind throughout the whole process. In this sense, ELECTION IS A BUSINESS DEAL is a strong metaphor with close ties to the source domain. Election campaign is hardly conceptualized as a business deal in Korea though. Thus, it took a long time for the translators to come up with an equivalent expression in Korean. From this example, we can surmise that strong metaphors which do not have equivalent conceptual metaphors in Korean have a great hampering effect on translating procedure.

(4) *"in a race that has stretched far longer than anyone expected"*

	Conceptual progress	Translated version
Participant 1	굉장히 오랫동안 결정이 되지 않고 경선이 이루어지고 있는데... → 이렇게 오래갈 것이라고 예측하지 못했던 경선 → 미루어지다 → (최종) 이번 경선이 이렇게 오래 지속된다고는 아무도 예측하지 못했다.	primary has been going on for a long time without a conclusion → the primary which was not expected to go on for that long → get postponed → (Final) Nobody expected this primary was going to continue for that long.
Participant 2	모든 사람들이 예상했던 것보다 훨씬 장기화된 경선에서 → (최종) 사람들의 예상보다 훨씬 더 장기화된 민주화경선에서..	In the primary which has been prolonged far longer than expected → (Final) In the Democratic primary which has been prolonged far longer than expected..

"A race that has stretched far longer than anyone expected" involves simultaneous mapping. That is, an ELECTION IS A RACE metaphor and a RACE IS A PHYSICAL ENTITY (which can be stretched) metaphor. As Lakoff explained, simultaneous mapping does not impose any additional processing load, since conceptual mappings involve fixed correspondences between domains<sup>6)</sup>, not any algorithmic processes (203). For this expression, the participants did not mention any stretching of a physical entity. Instead, they just gave a non-metaphoric expression, "the primary has been prolonged far longer than expected<sup>7)</sup>." If translators chose to use the same metaphor in Korean, they could have said "a race which was stretched far longer than expected(예상보다 길게 늘려진 경선)." From this example, we can see that conceptualizing a race as a physical entity to be stretched is not a common metaphor in Korean.

6) This is schema-like knowledge stored in long term memory (Bowdle & Gentner 193).

7) Participant 1 gave one metaphoric expression, "go on for a long time(오래가다)," which is a common motion metaphor in Korean. However, he moved on immediately to a literal expression, "get postponed."

(5) "Obama's *campaign* knows that..."

	Conceptual progress	Translated version
Participant 1	오바마의 참모... → 오바마의 선거진영 → 선거캠프 → 선거유세버스 → 선거를 돕는 모든 보좌관같은 사람들... → 오바마선거 진영은 잘 알고있다. → (최종) 오바마 선거진영은 주목하고 있다.	Obama's assistants → Obama's election war camp → election camp → a vehicle used for election campaign → all those who assist Obama in his campaign → Obama's election war camp knows well → (Final) Obama's election war camp pays attention to....
Participant 2	오바마 진영에서는 → (최종) 오바마진영은... 알고있다.	Obama's war camp → (Final) Obama's war camp knows that ...

In this expression, the word "campaign" is a metonym<sup>8)</sup> for the people in Obama's election camp. While translating, Participant 1 considered various aspects of Obama's election such as assistants and campaign vehicles before coming up with the equivalent of Obama's "election war camp," while Participant 2 went directly to the equivalent expression of "election war camp." What is interesting about this translation is that none of the translators hesitated much to come up with the word "election war camp(선거진영)," maybe because ELECTION IS A WAR is a dominant metaphor in Korean political discourses (Lim, 1997). Since metonymy involves mapping within a domain, metaphorical strengths have little relevance here.

(6) "Two wins would probably *knock Hillary Clinton out of the race*"

8) Metonymy refers to two entities associated with each other in a domain. Examples include part-to-whole association (e.g. I noticed several faces today.) and attribute-for-entity association (e.g. He's a size ten.) (Croft & Cruse 217)

	Conceptual progress	Translated version
Participant 1	두 개의 예비선거에서 승리를 하게 되면 클린턴과의 승부를 확정지을 수 있다 → 클린턴을 knock out of하니까 knock하는 느낌.. 밀치다 → 클린턴과의 승부를 확정지을 수 있다. → (최종) 화요일 두 곳의 예비선거에서 승리를 하면 힐러리 클린턴과의 승부를 확정지을 수 있다.	If he wins two primaries, he will be able to confirm a victory against Clinton → knock Clinton out of...knock...push aside → Can confirm a victory against Clinton → (Final) If he wins two primaries on Tuesday, he will be able to confirm a victory against Hillary Clinton.
Participant 2	화요일에 두 차례 승리를 거두면 힐러리 클린턴을 경선에서 밀어낼 수 있다 → 예비선거에서 두 차례 이길 경우 힐러리 클린턴과의 경선을 승리로 마무리지을 수 있다. → knock her out of the race...승리로 마무리짓다. → 승리의 췌기를 박을 수 있다. → (최종) 힐러리 클린턴과의 경선을 승리로 마무리지을 수 있다.	If he wins two victories on Tuesday, he will be able to push Clinton aside in the race → If he wins two primaries, he will be able to finalize the primary with a victory against Hillary Clinton → knock her out of the race...finalize the process with a victory... → will be able to drive a wedge of victory into the primary → (Final) He will be able to win the primary against Hillary Clinton

The expression 'knock Hillary out of the race' is an ELECTION IS A SPORTS GAME metaphor. However, "knock someone out" is more closely related to a boxing match or other forms of fighting in a ring rather than a race. During the TAP procedure, the expression "knock (the opponent) out of" seemed to have sustained impacts on the translators' thinking process. Participant 1 shifted from "knock out of..." to "push aside..." and then to "confirm a victory..." and Participant 2 shifted from "push aside..." to "finalize the primary with a victory...", "knock out of a race...", and "drive a wedge between..." His final decision was "win the primary..." From this, we can see that the source domain of a fighting match had a strong impact on the translating process. "Knock the opponent out", however, is not such a common metaphoric expression in Korean. Briefly, this conceptual metaphor is a strong one which helped the translators become mindful of the source domain. Unfamiliarity with the metaphor in the target culture, however, led the

translators to choose a non-metaphoric expression in Korean such as "to confirm a victory" or "to win the primary" rather than choosing the same metaphor.

(7) "He has enjoyed a large lead in North Carolina"

	Conceptual progress	Translated version
Participant 1	노스캐롤라이나 경선에서 큰 차이의 승리를 거두었지만.. → 큰 차이의 승리를 거두었다 → 큰 폭의 승리를 거두었다 → 지지도 면에서 앞서간다 → (최종) 지지도 면에서 크게 앞서고 있다.	He reaped a big victory in the North Carolina primary → He reaped a victory with a big margin → He reaped a victory with a large margin → He was ahead in the approval ratings → (Final) He was far ahead in the approval ratings.
Participant 2	클린턴을 큰 폭으로 따돌렸다 → 큰 폭으로 앞섰다. → (최종) 오바마는 노스캐롤라이나에서는 클린턴에게 큰 폭으로 앞섰으나..	He passed ahead of Clinton ahead with a big margin → He was ahead with a big margin → (Final) He was ahead of Clinton with a big margin in North Carolina

"Enjoy a large lead" is an ELECTION CAMPAIGN IS A RACE metaphor. When you beat a person in a competition, it is like you are ahead of your competitor in a race. You run ahead of him. This metaphor is a common one in Korean, too. Therefore, the participants did not seem to have much of a problem coming up with the equivalent expression, "ahead of the opponent(앞서가다)". Participant 1 started with a different metaphoric expression "reaped a big victory." Then, he moved on to the same metaphoric expression "was ahead..." Participant 2 started with the same conceptual metaphoric expression "passed ahead of the opponent..." Then, he moved on to a similar expression, "was ahead..." From this, we can see that this metaphor is a strong one as both participants elicited the source domain easily. Familiarity of the metaphor in the target culture also helped the translators come up with the equivalent expression "was ahead" without a problem.

(8) "Some polls have suggested that..."



	Conceptual progress	Translated version
Participant 1	아마 여론조사를 했던 것 같아요... → (최종) 일부 여론조사에 따르면...	They seem to have conducted opinion polls... → (Final) According to some opinion polls...
Participant 2	일부 여론조사에서는 ..로 나타났다 → (최종) 일부 여론조사에 따르면...	It was shown in some public opinion polls... → (Final) According to some opinion polls

Polls are not animate entities, thus they cannot suggest anything. Therefore, this is an example of a personification<sup>9)</sup>. In this metaphor, events (opinion polls) are understood in terms of actions (answers) by some agents (respondents). Clearly, this is an EVENTS ARE ACTIONS metaphor (Lakoff 218). If it had been a strong metaphor, the translators might have considered the source domain, which is the respondents answering questions. However, the participants did not seem to evoke the image of the people answering the questions. Instead, they immediately came up with the stock expression in Korean, "여론조사에 따르면 (according to some opinion polls...)" Therefore, it can be concluded that this metaphor is a weak but familiar one for both participants.

(9) "The race is tightening"

	Conceptual progress	Translated version
Participant 1	간격이 좁아지고 있다 → 경선이 박빙의 양상을 보인다 → (최종) 민주당 경선이 박빙의 양상을 보이지만...	The gap is narrowing down → The race is like thin ice → (Final) The Democratic race demonstrated an aspect of thin ice...
Participant 2	(일부 여론조사에서는) 그 차이가 좁혀지고 있다는 것이 (나타났다) → (최종) (일부 여론조사에 따르면) 그 차이가 좁혀지고 있어서...	the difference is getting narrower → (Final) the difference is getting narrower.

9) A personification is a figure of speech that gives an inanimate object human traits and qualities. Lakoff explained, as part of conceptual metaphor, most cases of personification fit a single pattern of conceptual mapping, that is, events are understood in terms of actions by an agent (217).

The expression "the race is tightening" includes simultaneous mapping between the ELECTION IS A RACE metaphor and the NUMERIC DIFFERENCES ARE SPACE metaphor. In the second metaphor, the source domain is a space which can get smaller. The source domain seemed to affect the translating process for both participants when they said "the gap" and "...is narrowing down..." Participant 1 started with "a space getting narrower," and then he shifted to a Korean metaphoric expression "The race demonstrated an aspect of thin ice." In the meantime, Participant 2 did not mention the word "race." Instead, he just said "(according to opinion polls), the difference (between the approval ratings of the two candidates) is getting narrower." It seems he did not include the first ELECTION CAMPAIGN IS A RACE metaphor. Instead, he just utilized the second metaphor when he remarked "the difference is getting narrower." From this we can see that both translators knew the direct translation of the original sentence "the race is tightening" which requires simultaneous mapping would not work in Korean. Consequently, Participant 1 chose to use the first metaphor "race", while rephrasing the second metaphor to make a coherent sentence. In contrast, Participant 2 omitted the first metaphor, and just translated the second metaphor. From these translations, we can say that race did not exert such great strength as a source domain for the participants, while "a space getting narrower" did. With regard to familiarity, both metaphors, conceptualization of an election campaign as a race and numeric differences as a space are common ones in Korean. It is just that the two metaphors scarcely occur at the same time.

## 6. General Discussion

In this paper, translating process of a short text containing nine metaphoric expressions is investigated by TAP procedure. It is designed to investigate how much relevance metaphorical strengths as well as familiarity in target language

have on the translating process. The following is a table summarizing the strengths of and familiarity with the nine metaphoric expressions and their final translations.

No	Types of metaphor	Metaphorical strength	Familiarity in the target language	Final translation
1	<i>rock concert-sized crowds</i> (image metaphor)	strong	familiar	same metaphor
2	<i>record-breaking fund raising</i> (NUMBERS ARE A PHYSICAL ENTITY metaphor)	weak	unfamiliar	non-metaphoric expression
3	<i>close the deal with voters</i> (ELECTION IS A BUSINESS DEAL metaphor)	strong	unfamiliar	non-metaphoric/different metaphor
4	<i>in a race stretched far longer than expected</i> (ELECTION IS A RACE/ RACE IS A PHYSICAL ENTITY simultaneous mapping)	weak	unfamiliar	non-metaphoric expression
5	<i>Obama's campaign knows that..</i> (Metonym)	inapplicable	unfamiliar	different metaphor
6	<i>Two wins would knock Hillary out of the race</i> (ELECTION IS A SPORTS GAME metaphor)	strong	unfamiliar	non-metaphoric expression
7	<i>He enjoyed a large lead...</i> (ELECTION IS A RACE metaphor)	strong	familiar	same metaphor
8	<i>Some polls suggested that...</i> (Personification)	weak	unfamiliar	non-metaphoric expression
9	<i>Race is tightening...</i> (ELECTION IS RACE/ NUMERIC DIFFERENCE IS A SPACE simultaneous mapping)	strong	unfamiliar	different metaphor

As can be seen in the table above, (1), (3), (6), (7), (8) and (9) are strong metaphors, which have strong ties to the source domains. When participants translated these expressions, the source domain had lingering effects on their

thinking process. In particular, expressions (3), (6), and (9) are novel metaphors which have strong effects on the translating process. For example, when translating expression (3), Participant 2 uttered business-related expressions such as "business deal," and "business procedure." He also used the norm of a business deal that "two partners doing business on an equal footing" as the guideline to select the final translation. When translating expression (6), the participants thought about such related words as "knock out of," "push aside," and "drive a wedge into." For expression (9), such space-related expressions as "narrowing down" and "getting narrower" are activated. Briefly, when metaphoric expressions are active or novel, they have metaphorical strengths, and have strong effects on the thinking process in translators. One factor worth noting, however, is that whether the metaphor has strength or not had little relevance with the final translation. As can be seen in the table above, the participants selected varied translations for strong metaphors. For example, among the strong metaphors, (1) and (7) were translated into the same metaphors, (3) and (9) in different metaphors, and (6) in non-metaphoric expression.

What was more relevant to the final translations appeared to be the familiarity of the metaphor in the target language. When translating expressions (1) and (7), for example, which were familiar concepts in the target language, the participants selected the same metaphors without hesitation, while unfamiliar metaphors were translated in varied and more prolonged ways. From these observations, following conclusions could be drawn; metaphorical strength has sustained effects on the thinking processes of translators; strong but unfamiliar conceptual metaphors have the largest hampering effects on translating process; however, the ultimate decision in translation is reached mostly according to the familiarity of the conceptual domains in the target language. This is in line with the suggestion by Tirkkonen-Condit (15) that different conceptual domains cause more verbalization as well as more tentative variant production while utilizing TAP procedure.

Another interesting observation worth noting in this paper is that, as Lakoff suggested, simultaneous mapping, or the cases where more than one metaphor occur together in one sentence, does not impose any extra processing load. Simultaneous mapping took place in expressions (4) and (9). For translating these expressions, participants just came up with non-metaphoric or different metaphoric expressions. Since the simultaneous mappings observed in (4) and (9) were not familiar ones in Korean<sup>10</sup>, they just opted for omitting one of the conceptual maps.

Surely, it is not easy to generalize these arguments here as a translation norm concerning metaphor translation mostly because of the insufficient data. Thus, more extensive research would be necessary to present a more generalized argument. Another limitation of this paper is that it did not take specific measures to control individual variation except for the questionnaire conducted before the TAP procedure. One element, however, which could lend credibility to the conclusion was that the translators had very similar backgrounds as PhD students of the GSIT, and professional translators with years' of working experience. Besides, both of them had Korean as their dominant language, and were familiar with political rhetorics in Korean as well as in the U.S. The two participants demonstrated very similar patterns in their thinking process, which made it easier for the author to draw a certain conclusion.

Despite such limitations, this paper has significance in that it is one of the few attempts to investigate the process of translation, especially for such a major linguistic phenomenon as metaphors. As Lakoff suggested, since metaphors comprise an important part in everyday utterances, clarifying the

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10) This observation is based on the intuitions of the author. As stated by Gibbs (135), despite controversies over too-much reliance upon researchers' intuitions about systematic patterns of language as a way of delving into the structure of human thought, intuition-based analysis is still widely-used empirical evidence, especially in the field of cognitive linguistics.

procedure for translating metaphors would have significant implications for translation studies. It will also be useful as a base material for translation education. For example, students can be encouraged to study strong but unfamiliar metaphors since they are the ones which pose the greatest difficulties during translation. As for future investigation, such related concepts as schema, frame, or blending utilized during metaphor translation can be investigated further to achieve a better understanding of translating process.

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[Abstract]

### The Effects of Strengths and Familiarity of Metaphors on the Translating Process

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Conceptual metaphors refer to a dominant linguistic phenomenon during which utterances are formulated by mapping one conceptual domain onto another. For example, the expression "Look how far we've come" comes from the mapping between the LIFE domain and the JOURNEY domain. Since conceptual metaphors are such a dominant part of our everyday language use, a number of researchers have talked about translation strategies for metaphors. Few researchers, however, have approached this issue from process-oriented perspectives. This paper aims to investigate how translators' thinking processes evolve while they translate metaphors. Metaphorical strengths as well as familiarity of the conceptual domains in the target language were used as the major tools for the investigation. The observations from this investigation were that metaphorical strengths had definite roles in guiding translators' thinking process, and strong but unfamiliar metaphors had the largest hampering effects on translating process. The final decision in selecting translation equivalents, however, was mostly determined by the familiarity with the conceptual domains in the target language rather than the metaphorical strengths.

▶ Key Words: conceptual metaphor, metaphorical strength, familiarity, cross-domain mapping, think-aloud protocol



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