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**MODULATION OF ENGLISH CONCEPTUAL METAPHOR VIA VIETNAMESE TRANSLATION OF METAPHORIC EXPRESSIONS IN ECONOMIC DISCOURSE**

***(Sự điều biến của ẩn dụ ý niệm tiếng Anh qua bản dịch***

***tiếng Việt các biểu thức ẩn dụ trong diễn ngôn kinh tế)***

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

The emergence of Conceptual Metaphor Theory (CMT) has revolutionized the field of metaphor study by demonstrating that metaphors are a fundamental cognitive tool present in everyday communication, even in professional discourse. This has led to research on metaphors in specialized documents, including economic discourse.

This study is carried out because the researcher has been inspired by the research gap and personal curiosity of the possible modulation patterns of conceptual metaphor as the outcome of the translation process. By examining such modulation, it is possible to understand how economic events and matters conceptualized in the pair of languages. Additionally, research can provide material for translation practices, ensuring seamless communication across cultures, particularly in professional fields like economics.

1.2 Objectives of the Study

The current study aims to know how Vietnamese translation signifíes the modulation of the English conceptual metaphors generated in economic discourse. This general aim can be attained after three following objectives are fulfilled. They include (1) understanding the uses of metaphors in economic discourse; (2) generalizing the popular translation procedures used in translating metaphors from English into Vietnamese and (3) generalizing the modulation (if any) to conceptual metaphors in economic discourse during translation.

1.3 Research Questions

The current study seeks to answer two main research questions:

***1. What conceptual metaphors are identified in English economic discourse?***

***2. How does the Vietnamese translation of metaphoric expressions signify the modulation of English conceptual metaphor generated in economic discourse?***

1.4 Scope of the Study

The current study centers on investigating the modulation of metaphoric expressions that lead to the modulation of English conceptual metaphors in Vietnamese translation in economic discourse. In economic texts, metaphoric expressions may describe various topics, but only those directly mentioning economic issues are examined. Materials were gathered from 2019 to 2022, covering the Covid-19 outbreak, a period of significant global economic fluctuations, enriching the data for the study and incorporating up-to-date information on the global economy.

1.5 Significance of the Study

In terms of theoretical significance, this new approach enhances the understanding of metaphor modulation in translation, aligning with calls for integrated models and a cognitive linguistic perspective. This hybrid research also provides insights into specialized economic knowledge, terminology, and metaphors, contributing to Contrastive Linguistics and offering resources for metaphor scholars.

Methodological contribution of this study lies in the exploitation of the adapted model of metaphor translation and modulation, employing tools to determine metaphoricity and establish conceptual domains and metaphors. The triangulation of MIP by Pragglejaz (2007), Kittay and Lehrer’s (1981) Semantic theory, and Open English WordNet ensures a meticulous and reliable analysis of conceptual metaphors, reducing reliance on intuition.

Practically, through this study aims to enhance understanding of how the two cultures conceptualize economic events and popularize specialized knowledge through metaphors. This benefits translation practitioners and contributes to translation studies by highlighting the significance of metaphors in economic discourse

1.6 Research Methods

Regarding methodology, this study uses a sequential mixed method approach, with qualitative analysis preceding quantitative analysis. The qualitative analysis examines the metaphoricity of metaphor candidates, translation procedures based on CMT, and compares source and target texts to investigate the modulation of conceptual metaphors during translation. Translation procedures and modulation patterns are categorized and coded within the analytical framework. The quantitative method identifies the frequencies of metaphor occurrences and translation procedures, playing a minor role in counting these occurrences. The analysis results provide implications for metaphor study and translation.

1.7 Structure of the Thesis

This thesis is divided into six chapters.

The first chapter covers the study's background, objectives, questions, contributions, methods, structure, and key concepts.

Chapter Two reviews metaphor theories and translation models, identifying research gaps.

Chapter Three outlines the data, data collection, and analysis procedures, presenting an adapted framework from Kovecses’ (2003) and Vinay and Darbelnet’s (1995) modulation model.

Chapter Four answers the first research question by analyzing the translation of metaphoric expressions and establishing conceptual metaphors in WB and ADB reports, discussing findings in relation to the research question and framework.

Chapter Five addresses the second question, showing how Vietnamese translations modulate the identified conceptual metaphors and presenting statistical information on modulation patterns.

Chapter Six summarizes the study, draws conclusions, discusses findings and implications, acknowledges limitations, and suggests avenues for further research.

1.8 Working Definitions

**Modulation**, as defined by Vinay and Darbelnet (1995),refers to a variation of the form of the message, obtained by a change in the point of view.

**Conceptual metaphor**: According to Kövecses (2010) metaphor is defined as understanding one conceptual domain in terms of another conceptual domain

**Metaphoric expression**, according to Kövecses (2010), are words or other linguistic expressions that come from the language or terminology of the more concrete conceptual domain.

Economic discourse: Richardt (2003) characterizes economic discourse as a specialized professional domain of knowledge. It incorporates a variety of terminologies that include metaphorical expressions and borrowings from everyday language.

CHAPTER 2

 LITERATURE REVIEW

Chapter 2 offers a critical review of literature on aspects of metaphor, metaphor translation and modulation and previous related studies.

2.1 Conceptual Metaphor Theory

2.1.1 Conceptual Metaphor versus Metaphoric expression

**Definition**

 **Kövecses (2010)**: "Metaphor is defined as understanding one conceptual domain in terms of another conceptual domain.

Metaphoric linguistic expressions are “*words or other linguistic expressions that come from the language or terminology of the more concrete conceptual domain*”

2.1.2 Approaches to Metaphor

Approaches to metaphor analysis include cognitive linguistic, pragmatic criteria, and contextual perspectives, focusing on embodied experiences, contextual factors, and cultural variations.

****Lakoff and Johnson (1980**)**: Their pioneering conceptual metaphor approach faced criticism for being uncontextualized and intuitive. Later approaches, such as Goatly's (1997), argue that metaphors arise from embodied experiences. Goatly emphasizes bodily experiences in shaping metaphor understanding, aligning with views from Croft and Cruse (2004), Kövecses (2010), and Lakoff and Johnson (1980)

****Charteris-Black (2004)****: He adopts a linguistic, pragmatic, and cognitive approach, extensively researching metaphors in politics, sport, religion, and economics. He identifies three basic source domains in economic metaphors: HUMAN, NATURAL DISASTERS, and MOVEMENTS, with ten conceptual metaphors like "MARKET TRADING IS PHYSICAL CONFLICT" and "DOWNWARD MARKET CHANGES ARE DISASTERS." While his approach contributes significantly to metaphor studies. it is criticized for subjectivity and inconsistency in metaphor identification.

****Kövecses (2003, 2005, 2010, 2020)****: Kövecses developed a multilevel approach focusing on conceptual metaphors' origins, universality, and variability across cultures, suggesting that shared human embodiment and experience contribute to metaphor universality, with variations due to cultural differences and language structures. Kövecses identifies challenges in metaphor translation, such as cultural differences and finding suitable equivalents.

2.1.3 Metaphor Classification

This study uses Kövecses’ (2010) classification to analyze the modulation of conceptual metaphors in translation. Kövecses categorizes conceptual metaphors into three types: ontological, structural, and orientational.

****Structural-ontological metaphors****: These metaphors conceptualize complex and abstract experiences through simpler, more concrete ones, using conceptual mappings. They shape individuals' worldviews and actions.

Orientational metaphor: Metaphor involves the organization of a system of concept spatial relationships such as up/down, on/off, front/ back and they relate basic human spatial orientations. They can also be referred to as coherence metaphors (Kövecses, 2010).

2.2 Economic Discourse

2.2.1 Features of Economic Discourse

Economic discourse, a specialized language, uses terminology and metaphors to explain complex economic phenomena.It caters to audiences with varying levels of economic knowledge (experts, semi-experts, laypersons) through written communication (press releases, articles) aimed at popularizing economic situations and insights.

2.2.2 Conceptual Metaphors and Metaphoric Expressions of Economy in Economic Discourse

Conceptual metaphors in economic discourse can be defined as understanding economic matters and events in terms of noneconomic matters.

Economic matters are concerned with finance, allocation of funds, fiscal matters, markets, economic crises, inflation, etc.. . . while noneconomic matters may involve better-known domains such as war, plants, machines, disease, etc., and natural phenomena like floods, fluids, storms, etc.

Metaphoric expression in economic discourse can be defined as *words or other linguistic expressions that come from the concrete conceptual domain of economics.* Thus, economic metaphors are often related to topics such as inflation, financial allocations, current economic status within communities, capital funds, stocks, and more.

2.2.3 Functions of Metaphor

Metaphors are important in economic discourse for two reasons:

**Rhetoric:** They make economic ideas more vivid and persuasive, using familiar concepts to explain complex ones.

**Cognition:** They help economists think about abstract economic concepts by using metaphors from everyday experiences.

2.3 Metaphor Translation and Modulation

2.3.1 The Controversy of Metaphor Translation

There are three main views on translating metaphors:

**Untranslatable:** Some argue unique metaphors can't be translated without losing meaning.

**Translatable:** Others believe metaphors can be translated, though there might be some meaning shift.

**In-between**: metaphor translation depends on culture, function, and structure within the text, implying that metaphors may not always be fully translatable.

2.3.2 Some Approaches to Metaphor Translation

*2.3.2.1* *Prescriptive approach to* *metaphor translation*

The prescriptive approach to metaphor translation offers a set of rules for translators. These rules include keeping the metaphor (if possible), replacing it with a similar metaphor, or explaining the metaphor in a different way. This approach is helpful but may not account for the creativity and context of the original metaphor.

*2.3.2.2* *Descriptive approach to* *metaphor translation*

The descriptive approach to metaphor translation focuses on understanding the context and meaning of the metaphor,rather than imposing strict rules. This approach considers historical and cultural factors, and aims to convey the intended meaning in the target language. It acknowledges there's no single "correct" way to translate a metaphor, and that some strategies like omitting the metaphor altogether might be necessary.

*2.3.2.3 Metaphor Translation from the Perspective of Cognitive Linguistics*

Research on metaphor translation from a cognitive perspective is emerging. Scholars like Al-Harrasi (2001) propose new procedures for translation based on conceptual metaphors. Schäffner (2004) analyzes the challenges cultural differences pose in metaphor translation. Schäffner and Shuttleworth (2013) recommend corpus-based approaches to study common translation tendencies. These studies offer valuable insights into the field.

2.3.3 Kövecses’ Model of Metaphor Translation

*Adapted model of metaphor translation from* Kövecses' (2003)

1. CM 🡪 Same CM

- a metaphor 🡪 a same metaphoric expression of the same CM

- a metaphor 🡪 a different metaphoric expression of the same CM

2. CM 🡪 Different CM

3. CM 🡪 non metaphor

2.3.4 Vinay and Darbelnet’s Model of Message Modulation

model of messages modulation, they propose a taxonomy of different type based on the operation of nature of the mental operations, including

*(1) Abstract for concrete and vice versa*;

 (2) *Explicative modulation*;

 (3) *The part for whole;*

*(4) One part for another*;

 (5) *Reversal of terms*;

 (6) *Negation of the opposite*;

*(7) Active to passive and vice versa*;

*(8) Space for time*;

 (9) *Exchange of intervals for limits* (in space and time).

(10) *Change of symbol (fixed and novel metaphor)*

They further categorize modulation into fixed and free modulation, wherein fixed modulations in the message takes place when the expression is shared between languages at both lexical level and messages, explaining free modulation may become fixed thanks to frequent uses.

***2.3.5 Adaptation of Kövecses’ translation procedures and Vinay and Darbelnet’s modulation patterns for the research aims***

The set of criteria used in analyzing procedure of metaphor translation in this study.

(1) If the image is preserved in TT, the ST expression is kept unchanged in terms of meaning, form, and part of speech, M.M is assigned to a translation procedure. This code signifies a ST metaphor is translated into the same expression of the same conceptual metaphor in the TT.

(2) If the image is preserved in TT, the ST expression experiences slight modulation For example, in terms of part of speech, active into passive or vice versa, M.dM is assigned to a translation procedure.

(3) If the image is replaced by a different image in the TT, M.M’ is assigned to the translation procedure since it involves the changes of or symbol.

(4) If the image is deleted and no new image is found in TT, M.nM is assigned to the translation procedure. The translation aims to explain the meaning of the ST metaphor.

Table 2.3

Translation procedures and the corresponding codes

|  |  |
| --- | --- |
| **Procedure** | **Codes of the procedure** |
| 1. **CM 🡪 Same CM**1.1. M 🡪 same metaphoric expression of the same CM  | M.M  |
| 1.2. M 🡪 different metaphoric expression of the same CM | M.dM |
| 2. **CM**  **🡪 Different CM**  | M.M’ |
| 3. **CM**  **🡪 Non-Metaphor** | M.nM |

*2.3.5.2* *The Criteria for Determining Modulation Patterns and the Modulation Codes*

(1) If the translation procedure is M.M or M.dM, the modulation pattern assigned is Fixed Modulation (FiMo).

(2) If the translation procedure is M.M’, there are three possibilities of symbol conversions in TT.

- The ST symbol is replaced by a completely new symbol of a different domain, the C.S is assigned. This is because the ST conceptual metaphor is changed into a new one with new conceptual domain.

- The more concrete ST symbol is replaced by a more abstract symbol, C.A code is assigned and

- The more abstract ST symbol is replaced by a more concrete symbol, A.C code is assigned in target text.

(3) If the translation procedure is M.nM, explicative modulation (ExMo) is assigned.

The following table show the modulation patterns and their codes

Table 2.4

The adapted model of modulation patterns and the corresponding codes

|  |  |
| --- | --- |
| **Modulation pattern** | **Codes of the pattern** |
| *1 Fixed modulation* | FiMo |
| 2. *Change of symbol* | C.S |
| *3. Abstract into Concrete* | A.C |
| *4.* C*oncrete into Abstract* | C.A |
| *5.*  *Explicative modulation* | ExMo |

2.4 Motivations for Combining the Cognitive Linguistic Model of Metaphor Translation and Modulation Model

Firstly, Kövecses’ cognitive approach provides insights into metaphor translation, categorizing conceptual metaphors into hierarchical levels such as superordinate, basic, and subordinate. This framework facilitates understanding of how metaphoric expressions modulate and transform in translations, impacting interpretations within the target texts.

Secondly, the study utilizes Metaphor Identification Procedure (MIP) as a reliable tool to identify metaphorical language systematically, enhancing the analytical process.

Lastly, integrating cognitive and traditional modulation approaches validates the analysis of metaphor translation, exploring how translation influences the modulation of conceptual metaphors in Vietnamese texts.

2.5. Previous Studies

2.5.1 Previous Studies on Metaphors in Economic Discourse

Most investigations into metaphors in economic discourse are either corpus-based or comparative studies. Some are both corpus-based and comparative. For example, those of Cesiri and Colaci (2011), Charteris-Black and Ennis ( 2001b), Chow ( 2010), and Rojo López and Orts Llopis (2010)

2.5.2. Previous Studies on Metaphor Translation in Economic Discourse

Some (Li, 2016; Olivera, 1998) use descriptive translation approach, some (Fuertes Olivera and Sánchez, 2002; Olivera and Sacristán, 2001; Silaški, 2014) combine descriptive translation and corpus approach while some (Chung, 2012) investigate metaphor translation experimentally.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter represents the methodology and methods of data collection and analysis applied to this study.

3.1 Research Paradigm

Adopting the interpretive paradigm, this research emphasizes contextual relevance and the construction of meaning, following Guba and Lincoln's (1994), approach that emphasizes the use of human intelligence as a key instrument.

***3.1.1 Subjectivist Epistemology***

The paradigm is characterized with a subjectivist epistemology, positing that no objective reality exists independently of human perception and interpretation.

***3.1.2 Relative Ontology***

The tenet of relative ontology sheds light on the current investigation of modulation of conceptual metaphor via translation of metaphoric expressions in economic discourse in three matters: the classification of conceptual metaphors and the establishment of conceptual domains; translation procedure and modulation pattern. the characteristics of economic discourse.

3.2 Research Design

This study is intended to address the two research questions one after another. The first research question, "*What conceptual metaphors are identified in English economic discourse*?" the second question “*How does modulation in metaphoric expressions signify modulation in conceptual metaphors between English and Vietnamese economic discourse?*”,

3.3 Research Methods

The current study adopts exploratory research, employing a sequential mixed methods approach, where qualitative analysis precedes quantitative analysis. The quantitative is supplementary to the former to attain the research's goals and increase the study's validity (Cresswell, 2014).

3.3.1 Qualitative Analysis

Qualitative analysis in this interpretive study involves determining the metaphoricity of candidate units, which requires identifying literal versus metaphoric meanings through tools like *MIP* and reference to resources like the *Open English WordNet,* *Vtudien* and *Oxford economics dictionary*.

3.3.2 Quantitative Analysis

Quantitative analysis serves to assess language norms, determine the frequency of economic metaphors, and identify prevalent translation procedures, therefore most frequent modulation patterns in both source and target texts.

3.3.3 Analytical Framework

 

3.4. Data Collection

Parallel corpora are critical to translation studies. The current study examines a small corpus, which according to Aston (1997) (as cited in Connor & Upton, 2004) is typical in specialized genre, like economic discourse.

3.5. Tools

a set of tools, which include MIP by Pragglejazz Group (2007); Semantic theory of metaphor by Kittay and Lehrer (1981); Open English WordNet, an online version, Oxford Economics dictionary, version for mobile phone; Vtudien, also an online version, are brought into service. These tools are visited and revisited frequently in the analytical process.

3.6 Data Analysis

 The data analytical procedure is adapted from Braun and Clarke's (2006) six-step thematic analysis. In this study one more step is added for the validity is member-check.

3.6.1 Step 1: Familiarizing myself with the data

 The process of making myself familiar to the data get started with the process of organizing the collected articles.

3.6.2 Step 2: Generalizing initial codes

Coding data is important to qualitative research (Paltridge & Phakiti, 2015; Saldana, 2016) since it enables the researcher to sort and categorize coded data based on shared characteristics.

3.6.2.1 Analysis of Metaphors in the Source Texts

This section of the chapter aims to answer the first research question of the thesis. *What economic metaphors are found in English economic discourse?*

3.6.2.2 Analysis of the metaphoricity of Vietnamese equivalents

This part aims to review how the English metaphoric expressions are translated into Vietnamese and metaphoricity of the Vietnamese equivalents

3.6.2.3 Identifying Translation Procedures using Kövecses’ model of translation

After the corresponding conceptual metaphor of a metaphoric expression has been determined, the procedure of metaphor translation is identified.

3.6.3 Step 3: Searching for themes

After identifying linguistic metaphors, their corresponding CMs and their equivalents in STs and TTs in the press releases from WB and ADB, all the identified metaphoric expressions in each article are transferred into a table having the same tagging as the original article.

3.6.4 Step 4: Reviewing Themes

In this step, the conceptual metaphor occurrences and corresponding metaphor translation procedures are transferred to a theme-based table.

3.6.5 Step 5: Defining and naming modulation pattern

 In this step, all the identified ST conceptual metaphors and their mirrors in the TTs are grouped by theme to determine the possible changes to the conceptual metaphors in the TTs.

CHAPTER 4

METAPHORS IN ECONOMIC SOURCE TEXT

4.1. The distribution of the Identified Metaphors

The most common metaphors come from living things, movement, and spatial orientation. These metaphors are used to understand economic events and phenomena.

4.2 Living Organism Metaphors

The domain of organism is among the most three prominent identified in the data,

4.2.1 Organism Metaphors

*4.2.1.1 ECONOMIES ARE GROWING ORGANISMS*

The prevalence of organism conceptual metaphor underscores a deep-seated tendency to understand complex economic systems through the familiar lens of life and growth.

*4.2.1.2 BUSINESS SECTORS ARE GROWING ORGANISMS*

Though BUSINESS SECTORS ARE GROWING ORGANISMS also utilizes the domain of organism to depict businesses, important components of an economy, the number of expressions channeling through this conceptual metaphor is quite limited, only 19.

*4.2.1.3 INFLATION IS A DANGEROUS ENTITY*

In the field of economic inflation is one of the economic wide variables studied in Macroeconomics. It is an economic state in which purchasing power of money decreases but prices of goods and services increase

4.2.2 Human Conceptual Metaphors

Human is a dominant domain that is used in economic discourse to describe economic events and activities. The data records four conceptual metaphors which are expressed by 159 expressions utilizing the domain.

*4.2.2.1 ECONOMIC CHANGES ARE HUMAN EXPERIENCES*

This conceptual metaphor contributes 134 expressions to the overall human conceptual metaphors identified in the data, making up of about 6.9%.

*4.2.2.2 ECONOMIC EXCHANGES ARE HUMAN DEMAND*

Only 22 metaphoric expressions of the conceptual metaphor are identified, accounting for about 1.5% of the total metaphoric expressions in the investigated data.

*4.1.2.3 FINANCIAL INSTITUTIONS ARE HUMAN*

Like businesses which are compared to organisms, financial institutions are described in terms of more specific domain of organisms, human being.

4.2.3 Plant Metaphors

Of the two lowest in terms of frequency, plant domain witnesses two conceptual metaphors BOND INTEREST IS PRODUCE and TRADING IS A GROWING PLANT, recording 14 metaphoric expressions.

4.2.4 Animal Metaphors

Being the least frequent domain among the domains describing living things, image of animal is utilized in only seven expressions, representing three conceptual metaphors EXPENDITURES ARE ANIMALS, ECONOMIC GROWTH IS ANIMAL and AGGRESSIVE MONETARY TIGHTENING IS SAVAGE ANIMAL.

4.3 Movement Metaphors

The moving conceptual metaphor is the most prominent conceptual metaphor detected in the data, generating seven conceptual keys with 51 sub conceptual metaphors that are expressed by 245 metaphorical expressions, and accounting for approximately 18.0% of the total metaphorical expressions identified in the data under study.

4.3.1 Forward Movement Metaphors

Among the sub-conceptual metaphors which underpin the overarching conceptual metaphor ECONOMIC CHANGES ARE WAYS OF MOVEMENT, ECONOMIC CHANGES ARE FORWARD MOVEMENT appears with highest frequency with 135 expressions.

4.3.2 Upward Movement Metaphors

ECONOMIC CHANGES ARE UPWARD MOVEMENT is the second most prevalent with 62 expressions identified in the data, which can be subdivided into DEVELOPING ECONOMY IS ENTITY, MORE ECONOMIC UNCERTAINTY IS UPWARD MOVEMENT, HIGHER PRICE IS UPWARD MOVEMENT, IMPROVING ECONOMIC GROWTH IS UPWARD MOVEMENT, and MASSIVE DEBT IS UPWARD MOVEMENT IMPROVING ECONOMY IS A JUMPING ANIMAL.

4.3.3 On-Road Movement Metaphors

This metaphor depicts the changes of economy as a journey on road. The conceptual metaphor ECONOMIC CHANGES ARE WAYS OF ON-ROAD MOVEMENT makes up of 21 expressions, constituting 7,5% among the moving linguistic metaphor identified in the data.

4.3.4 Backward, Downward and Swing Movement Metaphors

The three last key moving conceptual metaphors that are identified in the data include ECONOMIC CHANGES ARE SWING MOVEMENT, ECONOMIC CHANGES ARE BACKWARD MOVEMENT and NEGATIVE ECONOMIC CHANGES ARE DOWNWARD MOVEMENT.

4.4. Natural Phenomena Metaphors

4.4.1 Nautical Phenomena conceptual metaphors

The investigated data records the same number of expressions as meteorological conceptual metaphors, only 48, accounting for only about 14.0 %. The metaphoric expressions channel in three conceptual metaphors MONEY IS FLOWS LIQUID, MASSIVE DEBTS ARE SEA WAVES, TRADES ARE FLOWS OF LIQUID, POOR ECONOMIC STATE IS FLUID and POOR ECONOMIC STATE IS BEING DAMPENED WITH WATER.

*4.4.1.1 MONEY IS FLOWS LIQUID and TRADES ARE FLOWS OF LIQUID*

 The next natural phenomenon conceptual metaphor is ECONOMIC ACTIVITIES ARE FLOWS OF LIQUID, which accounts for 36 metaphoric expressions.

*4.4.1.2 POOR ECONOMIC STATE IS BEING DAMPENED WITH WATER*

The conceptual metaphor consists of six expressions, using different form of “dampen” to describe the negative economic situation.

*4.4.1.3 MASSIVE DEBTS ARE SEA WAVES*

The metaphors provide insightful perspectives on debt accumulation, the unstable nature of economic circumstances, and the negative impact of restricted trade and declining tourism on economic outlook.

4.4.2 Meteorological Phenomena Metaphors

The investigated data records 29 metaphoric expressions (about 2.1%) representing four conceptual metaphors in which the properties of meteorological phenomena such as wind, air pressure, cloud are mapped onto target domain of economics.

*4.4.2.1 Air Pressure Metaphors*

This group of conceptual metaphors in the data can be further divided into ECONOMIC DOWNTURNS ARE AIR PRESSURE, INFLATION IS AIR PRESSURE and DEFICIT ECONOMIES ARE INFLATED BALLS.

*4.4.2.2 Weather Metaphors*

This collection of conceptual metaphors is recorded with only limited quantity, nine expressions. Nevertheless, they paint up vivid images through which economic problems can be conceptualized in economic discourse.

*4.4.2.3. Nuclear Metaphor*

Despite their low frequency and limited number, the expressions denoting VERY BAD ECONOMIC SITUATION ARE NUCLEAR DISASTER portray a dim economic picture.

4.4.3 Geologic Phenomena Conceptual Metaphors

Classified into the collection of ontological conceptual metaphors, this group records 21 expressions tunnelling in three major conceptual metaphor ECONOMIC PROBLEMS ARE EARTHQUAKES, FINANCIAL PROBLEMS ARE EARTHQUAKES and HUMAN CAPITAL DETERIORATION IS SOIL EROSION.

4.4.4 Container Conceptual Metaphors

The third prevalent in series of structural conceptual metaphors are those of container. This group consist of five conceptual metaphors with 51 expressions, which conceptualize the economic activities and institutions and economy itself as container, including ECONOMY IS A CONTAINER, POVERTY IS A CONTAINER, MARKET IS A CONTAINER, ECONOMIC ACTIVITIES ARE CONTAINERS, and FINANCIAL INSTITUTIONS ARE CONTAINERS.

*4.4.4.1 ECONOMY IS A CONTAINER and MARKET IS A CONTAINER*

The container metaphors are versatile and extends across various economic contexts. Whether applied to macroeconomic concepts like the issues of poverty to micro concepts such as supply chain, financial institutions, the container metaphor proves adaptable, allowing for a nuanced understanding of complex economic phenomena.

*4.4.4.2 FINANCIAL INSTITUTIONS ARE CONTAINER*

The conceptual metaphor accounts for 4 expressions, using such lexical terms as channel, capacity to portray financial institutions.

*4.4.4.3 POVERTY IS A CONTAINER*

Similarly, the image of container is also utilized in conceptualizing poverty. Conceptual metaphor POVERTY IS A CONTAINER finds its ways in seven linguistic expressions.

4.4.5 Color Metaphors

The color image is the most prevalent of mixed metaphors identified in the data. It relates to two conceptual metaphors GOOD IS GREEN and BAD IS BROWN with 25 and one expressions respectively.

4.4.6 Resource Conceptual Metaphors

Resource conceptual metaphors are identified in the data appear mostly in the expressions and collocations related to human which is described as economic resource for example labor market, human capital, capital outcome, human capital gain.

4.4.7 Burden Conceptual Metaphors

This section examines metaphoric expressions using the image of burden to shape economic events and entities. The data records three major conceptual metaphors including ECONOMIC UNCERTAINTIES ARE BURDENS, POOR ECONOMIC GROWTH IS A BURDEN and WAR IS A BURDEN with only ten expressions.

4.4.8 Light Conceptual Metaphors

Light conceptual metaphor is among those that appear with low frequency, only 5 expressions are recorded in the data. These instances channel in two conceptual metaphors GOOD IS BRIGHT and POOR ECONOMIC STATE IS DIMMING LIGHT.

4.5 Social phenomena Metaphors

4.5.1 War Conceptual Metaphors

The warfare metaphors are among the most prominent of the structural metaphors detected in the investigated data. With 94 war metaphoric expressions, accounting for about 6.5% of all the data collected, they generate seven conceptual metaphors in the STs.

*4.5.1.1 MACRO-ECONOMIC ISSUES ARE WARS*

This conceptual metaphor of war highlights economic changes that have negative effects on the economy in an attempt to fight against the attack of Covid-19 and economic crisis all over the world such as supply disruption and efforts by businesses and governments to recover from impact of economic downturns.

*4.5.1.2 MICRO-ECONOMIC ISSUES ARE WARS*

While general economic issues such as employment, economic crisis are depicted by conceptual metaphor addressing the wide variables in an economy, more specific matters like individuals’ decision making and allocation of capital and financial aids find their ways in linguistic manifestations of two conceptual metaphors DOING BUSINESS IS A WAR and FINANCIAL ALLOCATION IS WAR identified in the data with 42 expressions.

4.5.2 Machine Conceptual Metaphors

Machine conceptual metaphors are among the structural that are identified in the data with 39 expressions, accounting for approximately 2.7%. In this study, machine conceptual metaphors are divided into ECONOMY IS A MACHINE, MARKET IS A MACHINE and BUSINESSES ARE MACHINES based on the lexical field and the target domains are used. These three conceptual keys are further divided into sub-conceptual metaphors ECONOMY IS A VEHICLE, ECONOMY IS A MACHINE, ECONOMIC ACTIVITIES ARE PARTS OF MACHINE, INTERRELATED ECONOMIC ACITIVITIES ARE CHAINS, which can be even further divided into ECONOMIES ARE PLANES, ECONOMIES ARE SHIPS.

*4.5.2.1 ECONOMY IS A VEHICLE*

Both conceptual metaphors using market and economy as target domains are examined due to the limited number of conceptual metaphors concerning market. The data reveals a striking prevalence of machine as an imagery in economic discourse, **suggesting a deep-seated tendency to conceptualize complex economic systems through the familiar lens of machinery.**

*4.5.2.2 BUSINESSES ARE VEHICLES/ MACHINE*

Similar to economy, businesses are also depicted in terms of vehicle through the use of such lexical terms as “*driving force, operate, anchor, foundering, engine*”.

*4.5.2.3 ECONOMIC ACTIVITIES ARE PARTS OF MACHINE*

While economies can be perceived as machines, economic activities are able to be conceptualized parts of those machines. This systematic understanding is evident in the data collected. As components of economies, the activities can be understood in terms of several things. For example, “*driver*”, “*engine*”, and “*fuel*”.

*4.5.2.3 MARTKET/ ECONOMY IS A MACHINE*

In the data, the term market and economy are sometimes used interchangeably. However, in the following excerpts, market refers to a specific area of trading. Meanwhile, economy is a broader term.

4.5.3 Building Conceptual Metaphors

Building is among the structural conceptual metaphors with low frequency but it reveals the way economy, along with its components like institutions and activities are shaped in the light of building. Only 17 expressions related to three conceptual metaphors ECONOMY IS BUILDING, INVESTING HUMAN CAPITAL IS BUILDING, and FINANCIAL POLICY IS BUILDING are identified in the data.

4.5.4 Play conceptual metaphors

Like building conceptual metaphors, metaphors concerning play are used with low frequency in the investigated data, only 15 expressions. The major conceptual metaphor identified here is ECONOMY IS A PLAY, which come along with such vocabulary as *scenario, backdrop, baseline, role, play a role.*

4.5.5 Key Metaphors

**The overarching conceptual metaphor** IMPORTANT IS KEY/ CORE, which **maps the role of key as an important device to a house or a building onto target domains.**

4.5.6 Gift Metaphor

Though theFINANCIAL AIDS ARE GIFT is recorded with 7 expressions in the whole data, it reflects a nuanced way by which funding activities are conceptualized.

4.5.7 Medical Treatment Metaphors

Using medical vocabulary such as “relief” in depicting, the medical treatment metaphors map the attribute of medical aid as a solution to healing and encouraging recovery onto economic measure in promoting economic growth.

4.6 Orientational Metaphors

4.6.1 Up Metaphors

This section provides information about a collection of conceptual metaphors which depict an increasing trend in economic events. They include both positive and negative increases in a variety of economic activities. The lexical source for this group contains:*add, high, higher-than-expected, heighten,* *increase*, *intensify,* *grow (up), growth, tick up, raise, revise up, rise*, *pick up,*and *upgrade.*

*4.6.1.1 IMPROVING ECONOMIC GROWTH IS UP*

This conceptual metaphor makes up of about 3.5%, with 48 instances. It is also of the two conceptual metaphors describe positive up trends in the investigated data.

*4.6.1.2 MORE MONEY IS UP*

MORE MONEY IS UP is among the three most prominent orientational conceptual metaphor which express both positive and negative economic trends including the inflow of remittances into an economy, rising bond yield, more financial support, interest rate and higher price.

*4.6.1.3 MORE SERIOUS ECONOMIC UNCERTAINTY IS UP*

This conceptual metaphor is the most frequent identified in the data. It is reflected by a collection of metaphoric expressions revealing the uncertainty of economies, for example inflation, economic certainty, unstable economic policy, trade tension and related risks.

*4.6.1.4 Some other Up Metaphors*

The employment of "up" expressing other economic situations and events is also recorded. The conceptual metaphors include MORE DEBT IS UP, MORE SERIOUS POVERTY IS UP, MORE SERIOUS TRADE CONFLICT IS UP, MORE SERIOUS TRADE CONFLICT IS DEEPER and MORE MONEY IS BIGGER.

4.6.2 Down Metaphors

The second most spatial orientation prevalent conceptual metaphor is LESS IS DOWN with 105 instances, approximately 7.6 % of the total number of metaphoric expressions identified.

*4.6.2.1 POOR ECONOMIC GROWTH IS DOWN*

Like IMPROVING ECONOMIC GROWTH IS DOWN, a conceptual metaphor with an opposite trend, POOR ECONOMIC GROWTH IS DOWN stands out with 56 expressions identified.

*4.6.2.2 LESS MONEY IS DOWN*

Ranking second in collection of conceptual metaphors belonging to LESS IS DOWN, LESS MONEY IS DOWN accounts for 30 instances, approximately 2.0%. This conceptual metaphor in the data depicts not only poor economic situations including money inflow into an economy, bond yield, people’s income, liquidity, public funding but also other positive trends like low price, service cost.

*4.3.2.3 LESS SERIOUS ECONOMIC CERTAINTY IS DOWN*

Only 18 expressions of this conceptual metaphors are recorded. As its name suggests the conceptual metaphor channels a collection of expressions indicating brighter economic situations when global crisis becomes less serious.

*4.3.2.4 Other Down Metaphors*

The rest conceptual metaphors belonging to LESS IS DOWN, POOR RESOURCE ALLOCATION IS DOWN and POOR MARKET SECTOR GROWTH IS DOWN IN WATER. Only one expression of each type is identified however they reflect distinct conceptualization of economic situation.

4.6.3 Softness and Contraction Metaphors

The data record some new domains in economic discourse which are not yet mentioned by Kovecses (2010) and Lakoff and Johnson (1980). Economics is typical with continuous fluctuations of all kinds from general economic growth to financial allocation.

 *4.6.3.1 LESS IS SOFT*

LESS IS SOFT in the data is a conceptual metaphor consisting of POOR ECONOMIC GROWTH IS BEING SOFT and LESS SERIOUS ECONOMIC SITUATION IS BEING SOFT. While the former metaphor depicts a negative shift in economic growth, the latter portrays an improvement in economic situation. Interestingly, though these metaphors describe the contradictory changes in economic state, they employ the same domain of softness.

*4.6.3.2 LESS IS CONTRACTION/ SMALLER*

While LESS IS DOWN is quite popular and widely observed in the data and in other studies, LESS IS CONTRACTION/ SMALLER appears with lower frequency. The key conceptual metaphor comprises three sub conceptual metaphors POOR ECONOMIC GROWTH IS GETTING SMALLER/ CONTRACTED, POOR FINANCIAL CAPACITY IS SMALLER/ CONTRACTED, POOR MARKET GROWTH IS SMALLER/ CONTRACTED and POOR FINANCIAL CAPACITY IS SMALLER PHYSICAL ROOM.

4.7. Findings

4.7.1 The Prevalence of Metaphors in the Source Texts

The ST conceptual metaphors identified include structural, ontological, orientational, and other familiar cognitive bases that aid the systematic comprehension of the abstract and specialized target economic domains. In terms of frequency, the ontological are the predominant category, followed by structural conceptual metaphors. Orientational conceptual metaphors come third and mixed metaphors are ranked forth, with the least prominent metaphor being the orientational category.

4.7.2 The identified conceptual domains

The results of the analytical process reveal the mappings of each source domain onto different target domains. As shown in the table, 21 sub-conceptual domains have been identified, each used to describe various economic target domains.

4.7.2.1 The Identified Source Domains

As can be seen from the table, the 21 source domains including Organism, Human, Plant, Animal, movement, Nautical Phenomena, Meteorological phenomena, Geologic Phenomena, Container, Color, Resource, Burden, Light, War, Machine, Building, Play, Key, Gift, Medical treatment, and Orientational.

The following figure shows the source domains identified in the data.

Figure 4.1

The identified source domains



4.7.2.2 The Identified Target Domains

The data record 28 sub-target domains, categorized under economic changes, economic problems, economic issues, economic activities, and economy/economic entities, illustrating the diversity of economic concepts.

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*4.7.2.3 Versatility of Mapping*

The figure shows that the number of target domains identified is 7 target domains more than the identified source domains in the data, suggesting the overlap of source domains employed to describe the economic concepts.

*4.7.2.4 Sophisticated Cognitive Processes*

The employment of 21 diverse source conceptual domains in describing 28 different economic domains highlights the sophisticated cognitive processes involved in economic perception. The use of metaphorical mappings allows individuals to understand abstract economic concepts by relating them to more concrete and familiar domains of experience.

4.7.2.5 The Discursive Functions of Metaphor in the Economic Discourse

The analysis underscores the vital role of conceptual metaphors in economic discourse, demonstrating their efficacy in simplifying complex economic concepts for general audiences.

CHAPTER 5

THE MODULATION OF ENGLISH METAPHORIC EXPRESSIONS AND CONCEPTUAL METAPHORS IN VIETNAMESE TRANSLATION

5.1 Metaphor into the Same Metaphor and Fixed Modulation

This translation technique involves producing similar metaphoric representations of ST metaphors in the TT. It includes literal renderings of ST metaphorical expressions and the rendering of ST metaphorical expressions into different TT metaphorical expressions that belongs the same conceptual metaphor as the ST one.

Table 5.1 reveals that M.M translation procedure dominates the other translation techniques identified in the data and is prevalent across various conceptual domains used in economic discourse

Table 5.1

The distribution of M.M, M.dM and Fixed modulation in the TTs

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Source Conceptual****Domains** | **No of CMs** | **No of Metaphorical****Expressions** M.M/M.dM | M.M | M.dM | FiMo |
| 1 |  Living organism | Organism | 03 | 277 | 239 | 38 | 277 |
| Human | 03 | 148 | 134 | 14 | 148 |
|  |  |  |
| 2 |  Movement | Forward Movement | 08 | 63 | 45 | 18 | 63 |
| Upward Movement | 02 | 44 | 42 | 02 | 44 |
| On-Road Movement | 02 | 03 | 01 | 02 | 03 |
| Backward Movement | 01 | 03 | 02 | 01 | 03 |
| Downward Movement | 01 | 01 | 01 | - | 01 |
|  |  |  |
| 3 |  Naturalphenomena | Nautical Phenomena | 03 | 33 | 15 | 18 | 33 |
| Meteorological phenomena | 02 | 20 | 20 | - | 20 |
| Geologic Phenomena | 03 | 20 | 19 | 01 | 20 |
| Container | 04 | 36 | 13 | 23 | 36 |
| Color | 02 | 26 | 25 | 01 | 26 |
| Resource | 01 | 22 | 22 | - | 22 |
| Burden | 01 | 04 | 03 | 01 | 04 |
| Light | 01 | 01 | 01 | - | 01 |
|  |  |  |
| 4 | Social phenomena | War | 07 | 69 | 65 | 04 | 69 |
| Machine | 04 | 25 | 24 | 01 | 25 |
| Play | 01 | 15 | 10 | 05 | 15 |
| Building | 03 | 11 | 11 | - | 11 |
| Key | 01 | 09 | 07 | 02 | 09 |
| Gift | 01 | 07 | 07 | - | 07 |
| Medical treatment | 01 | 01 | - | 01 | 01 |
|  |  |  |
| 5 |  Spatial | Orientational | Up  | 6 | 124 | 112 | 12 | 124 |
| Down  | 3 | 99 | 87 | 12 | 99 |
| **Total** |  | **23** | **67** | **1061** | **905** | **156** | **1061** |

5.1.1 Living Organism Metaphors

5.1.1.1 Organism Metaphors

This organism metaphor records 277 ST metaphoric expressions experiencing M.M and M.dM procedure. The data shows that 239 of these metaphoric expressions are translated into the TTs with equivalent metaphoric expressions while only 38 expressions are rendered into Vietnamese, becoming different expressions of the organism conceptual metaphors.

5.1.1.2 Human Conceptual Metaphor

**The vast majority of human conceptual metaphors translated from English to Vietnamese maintain their underlying meaning. This is evident in the high frequency of M.M and M.dM translation procedures. Out of 145 identified expressions of human conceptual metaphors, a whopping 131 are translated directly, while only 14 undergo minor adjustments that preserve the core meaning.**

*5.1.1.3 Discussion of Fixed Modulation of Organism and Human metaphors*

The analysis of metaphor translation in the data on the overarching organism, human metaphor and their sub-conceptual metaphors, reveals a nuanced interplay of linguistic choices, cultural considerations, and the preservation of metaphorical richness. The predominant use of M.M and M.dM procedures, which align with FiMo by Vinay and Darbelnet (1995), underscores the commitment to maintaining the core metaphorical concepts across the languages.

5.1.2 Movement Metaphors

Movement conceptual metaphors are recorded with 114 expressions rendered directly while only 37 expressions are transferred with M.dM. This reveals that high number of ST metaphoric expressions of movement conceptual metaphors are kept intact or slightly different in TT.

*5.1.2.1 ECONOMIC CHANGES ARE WAYS OF FORWARD MOVEMENT*

The data records sub-conceptual metaphor of the overarching conceptual metaphor ECONOMIC CHANGES ARE WAYS OF FORWARD MOVEMENT. In these conceptual metaphors, economic changes are understood in terms of forward movement. Among them, POOR ECONOMIC GROWTH IS SLOW MOVEMENT ranks first with 37 expressions of direct translation or minor shift. IMPROVING ECONOMIC GROWTH IS FORWARD MOVEMENT and POOR ECONOMIC SECTOR GROWTH IS SLOW FORWARD MOVEMENT, FINANCIAL CONDITION CHANGES ARE WAYS OF MOVEMENT, POVERTY ERADICATION IS AN ESCAPE come second and third with 17 and 2 expressions respectively. Other sub conceptual metaphors undergo M.M or M.dM with modest number.

*5.1.2.2 ECONOMIC CHANGES ARE WAYS OF UPWARD MOVEMENT*

This group of metaphors includeDEVELOPING ECONOMY IS A MOVING-UP OBJECT and HIGHER PRICE IS UPWARD MOVEMENT

*5.1.2.3 ECONOMIC CHANGES ARE WAYS OF ON-ROAD MOVEMENT*

Rank forth in terms of the quantity of the identified metaphoric expressions related to ECONOMIC CHANGES ARE WAYS OF MOVEMENT, the number of linguistic manifestations of ECONOMIC CHANGES ARE WAYS OF ON-ROAD MOVEMENT which are recorded to experience M.M is 3. Only 1 expression is rendered directly and 2 experience M.dM procedure.

*5.1.2.4 ECONOMIC CHANGES ARE WAYS OF BACKWARD MOVEMENT*

ECONOMIC CHANGES ARE WAYS OF BACKWARD MOVEMENT is documented with 19 expressions but only 3 expressions of conceptual metaphor IMPROVING ECONOMIC GROWTH IS BACKWARD MOVEMENT are rendered directly from English into Vietnamese. All these three examples use “return” to express the improvement of economic situation.

*5.1.2.5 POOR ECONOMIC CHANGES ARE WAYS DOWNWARD MOVEMENT*

Though only 13 manifestations of the conceptual metaphor are identified, only one expression is translated using M.M.

*5.1.2.6 Discussion of Fixed Modulation of Movement Metaphors*

Movement metaphors are of the third most ubiquitous in economic field since almost all economic reports centers on portraying the changes in economies as ways of moving.

**The primary quality of moving metaphors in economic discourse is their inherent fluidity and directionality.** These qualities are universal and mapped on to such expressions as “economic progress, trade flow”.

Two other properties of moving that are shared across languages are momentum and speed, which often occur at the same time when a movement start

Another property of moving that is also shared and can be mapped onto economic changes is unpredictability of moving.

**These mappings of moving conceptual metaphors according to Charister-Black (2004) are universal across languages. This may explain** for the ubiquity of M.M or M.dD procedures used in rendering moving metaphoric expressions from English economic texts into Vietnamese. Many expressions find their ways to the counterparts in TT, aligning with FiMo. The high **frequency of FiMo further confirm the preservation of messages and how both cultures conceptualize economic fluctuations and business operations through the lens of ECONOMIC CHANGES ARE WAYS OF MOVEMENT.**

5.1.3 Natural Phenomena Metaphors

5.1.3.1 Nautical Phenomena Metaphors

The number of the identified linguistic manifestations of ECONOMIC ACTIVITES ARE FLOWS OF LIQUID undergoing M.M and M.dM is 33. They showcase nuanced ST conceptual metaphors and their mirrors in TT. Out of the all the cases experiencing FiMo, 15 expressions are translated using M.M while a slightly higher figure undergo M.dM. Consider the following analysis.

*5.1.3.3 Discussion of Fixed Modulation of Nautical Phenomena Conceptual Metaphors*

In the analysis of metaphor translation of MONEY IS FLOWING LIQUID, MASSIVE DEBTS ARE SEA WAVES and TRADES ARE FLOWS OF LIQUID, it is revealed that using M.M and M.dM procedures is more frequently used. The use of and M.M and M.dM or FiMo pattern in translation ensures that the metaphors are retained in the TT while accommodating linguistic variations between the source and target languages. This allows for smooth communication of complex economic concepts across different linguistic contexts.

5.1.3.3 Meteorological Phenomena Conceptual Metaphors

This group of metaphors accounts for 20 expressions undergoing M.M. No M.dM is recorded. The expressions belong to conceptual metaphor ECONOMIC PROBLEMS ARE AIR PRESSURE which is further divided into three sub conceptual metaphors concerning the economic problems they depict. They include INFLATION IS AIR PRESSURE, ﻿UNSUSTAINABLE ECONOMY IS A BUBBLE and ECONOMIC DOWNTURNS ARE AIR PRESSURE.

*5.1.3.4 Discussion of Fixed Modulation of Meteorological Phenomena Conceptual Metaphors*

In the analysis of metaphor translation procedures for the conceptual metaphors ECONOMIC PROBLEMS ARE AIR PRESSURE and ECONOMIC PROBLEMS ARE SEVERE WEATHER, it is notable that FiMo patterns play a prevalent role in maintaining the integrity of the metaphorical expressions across languages. The consistent use of Metaphor into the same Metaphor procedure underscores the reliance on FiMo for retaining the metaphor in the TL. This suggests a shared conceptualization of economic problems and crises across the cultures, where economic fluctuations are metaphorically likened to atmospheric pressures and severe weather conditions.

5.1.3.5 Geologic Phenomena Conceptual Metaphors

The data showcases the translation of metaphoric expressions underpinned by conceptual metaphorsECONOMIC PROBLEMS ARE EARTHQUAKES, FINANCIAL PROBLEMS ARE EARTHQUAKES, and HUMAN CAPITAL DETERIORATION IS SOIL EROSION, which are presented by 20 expressions, 19 of which are rendered directly from English into Vietnamese.

*5.1.3.6 Discussion of Fixed Modulation of Geological Phenomena Conceptual Metaphors*

The prevalence of FiMo patterns in the data analysis show that the pattern of modulation plays a crucial role in maintaining the integrity of conceptual metaphors across languages. In the translation process, the preservation of expressions in the target text aligns with FiMo patterns showcases of the globally shared expressions of earthquake conceptual metaphor with consistent meanings in the pair of languages.

5.1.3.7 Container Metaphors

Ranking fifth in terms of frequency and quantity, container conceptual metaphors are recorded with 51 expressions of five sub-types. These are ECONOMY IS A CONTAINER, POVERTY IS A CONTAINER, MARKET IS A CONTAINER, ECONOMIC ACTIVITIES ARE CONTAINERS and FINANCIAL INSTITUTIONS ARE CONTAINER.

*5.1.3.8 Discussion of Fixed Modulation of Container Metaphors*

The preservation of container metaphors, as observed in the analysis, involves the use of metaphorical mappings from container domain onto economic issues like poverty, economic activities and economy itself. The shared qualities of container such as capacity, ability to put something in control, abilities to contain, trap something or keep something stay in a certain direction are mapped onto economic entities or issues. This is perhaps the basis for preservation of the message and meaning in TT and FiMo in TT.

*5.1.3.9 Discussion of Fixed Modulation of Color Conceptual Metaphors*

The results of the analysis of metaphor translation procedures using Kövecses' model highlight the significant percentage of the preservation of conceptual metaphors is very high, conveying the connotations associated with the original metaphors.

5.1.3.10 Resource Metaphors

The data records only one conceptual metaphor which describes human as a kind of resource for economic development, HUMAN IS ECONOMIC RESOURCE. Interestingly, all of the 22 expressions identified are rendered directly into Vietnamese, implying a high degree of shared conceptualization of human as valuable resource on which economies can depend, invest and make communities prosperous.

*5.1.3.11 Discussion of Fixed modulation of Resource Conceptual Metaphor*

From the results of the study, it can be seen that the prevalence of FiMo pattern is evident through the consistent use of M.M procedures. The direct translation of metaphorical expressions such as "human capital" into "vốn con người" in Vietnamese indicates a fixed modulation pattern, where globally shared expressions with the same meaning across languages are employed to retain the metaphorical link between human and economic resource.

5.1.3.12 Burden Metaphors

Analytical result reveals that among 7 expressions of ECONOMIC UNCERTAINTY IS A BURDEN, 4 expressions experience FiMo. Specifically, 3 undergo M.M and only 1 is transferred into Vietnamese, using M.dM.

*5.1.3.13 Discussion of Fixed Modulation of Burden Metaphors*

In the analysis of metaphor translation for the shared conceptual metaphor ECONOMIC UNCERTAINTY IS A BURDEN between English and Vietnamese, the frequent application of M.M, and M.dM is in alignment with FiMo, which indicate the share of the conceptual metaphor in both languages. The utilization of FiMo reinforces the universality of the metaphor across languages and facilitating effective communication of economic concepts.

5.1.3.14 Light Metaphors

The data is identified with only one expression of light linguistic metaphor which is directly translated into Vietnamese, remaining the same both at the lexical and concept in the TT.

*5.1.3.15**Discussion of Fixed Modulation of Light Metaphors*

The application of M.M procedure in the translation of light metaphor demonstrates that the conceptual metaphor GOOD IS BRIGHT is shared between English and Vietnamese. The FiMo pattern is applied here to maintain the positive connotations of brightness in both languages. By retaining the metaphorical use of "brighter" and its Vietnamese equivalent "sáng sủa," the translation preserves the optimistic imagery associated with light.

5.1.4 Social Phenomena Metaphors

5.1.4.1 War Metaphors

War metaphors are represented in the ST by metaphorical expressions relating to two overarching conceptual metaphors. The data shows that the number of expressions experiencing M.M procedure overwhelm that of M.dM, 66 expressions for M.M and 4 for M.dM respectively. Nevertheless, these translation procedures also exemplify fixed modulation pattern.

*5.1.4.2 Discussion of Fixed Modulation of War Metaphors*

War metaphors are common in economic discourse. The universal characteristics of war are mapped onto economic issues, forming the basis for the preservation of most metaphoric expressions, therefore FiMo in TTs.

The first characteristic of war that are often shared between languages is conflict and struggle. The metaphorical representations of economic issues as wars, therefore, often involves terms and expressions associated with conflict of and struggle for benefits and profits in economic realm.

Another feature of war that are employed in describing economic issues is goals and objectives. Wars are characterized by defined goals and objectives.

5.1.4.3 Machine Metaphors

Tha data presents general information of the identified conceptual metaphors using image of machine to understand economy and economic activities. The data records seven machine conceptual metaphors including ECONOMY IS A VEHICLE, ECONOMY IS A MACHINE, ECONOMIC ACTIVITIES ARE PARTS OF MACHINE, MARKET IS A MACHINE, TERRELATED ECONOMIC ACITIVITIES ARE CHAINS, BUSINESS IS A MACHINE, BUSINESSES ARE VEHICLES.

*5.1.4.4 Discussion of Fixed Modulation of Machine Conceptual Metaphors*

The findings of data present the cases when economy and business are conceptualized either as machine or vehicle. These metaphors highlight certain universal features of machines and vehicles that are mapped onto economic entities. Machines are typically associated with functionality, operation, and interconnected parts working together to achieve a common goal.

5.1.4.5 Play Metaphors

Data showcases only one conceptual metaphor conceptualizing economy as play. Interestingly, 13 out of its entailments are kept the same in TT. Only 2 experience slight modulation.

*5.1.4.6 Discussion of Fixed Modulation of Play Conceptual Metaphor*

In the analysis of metaphor translation regarding the conceptual metaphor ECONOMY IS A PLAY the prevalence of the FiMo pattern is evident in the maintenance of metaphorical associations across languages. The choice of expressions in the target text shows that the metaphorical connections between economic concepts and theatrical elements are effectively shared, facilitating cross-cultural understanding.

5.1.4.7 Building Conceptual Metaphors

Building conceptual metaphor in the data is expressed by many expressions, 11 of which are translated directly. This figure shows that there is a certain degree of overlap in conceptualizing economy and economic activities as building between the languages.

*5.1.4.8 Discussion about Fixed Modulation of Building Conceptual Metaphors*

The prevalence of the FiMo pattern in metaphor translation is evident, particularly in instances where M.M and M.dM procedures are employed. In these cases, metaphorical expressions portraying the economy as a building are faithfully translated into Vietnamese without altering their meaning, reflecting the similarity in the way the two culture conceptualize economic activities.

5.1.4.9 Key, Gift and Medical treatment Metaphors

While key conceptual metaphor mount to 9 expressions, gift and medical treatment accounts for 7 and one expression respectively. These expressions are mainly transferred faithfully in TTs except for FINANCIAL POLICIES ARE MEDICAL TREATMENT which records 1 manifestation undergoing M.dM.

*5.1.4.10 Discussion of Fixed Modulation of Key, Gifts, and Medical Treatment Conceptual Metaphors*

In the analysis of metaphor translation, the use of M.M and M.dM, which align with FiMo pattern, play a crucial role in maintaining the integrity of the metaphorical framework across languages. This pattern ensures that the metaphor, when shared between the source and target texts, is preserved without significant alterations, thus facilitating effective communication of complex ideas and maintaining the coherence of the message. This consistency in metaphorical expression enhances cross-cultural understanding and enables readers to grasp the intended message without ambiguity

5.1.5 Orientational Conceptual Metaphors

*5.1.5.1 Up Metaphors*

MORE IS UP is a basic conceptual metaphor which can be divided into different sub-conceptual metaphors. It is worth noting that more here does not mean good or positive since the metaphoric expressions describe a variety of economic events, situations, both negative and positive.

*5.1.5.2 Down Metaphors*

Like MORE IS UP, LESS IS DOWN is overarching conceptual metaphors which can have sub-conceptual metaphors. It can be seen from the table, 99 expressions of LESS IS DOWN undergo M.M and M.dM procedures, among which M.M accounts for 87 times while M.dM makes up of only 12 times.

*5.1.5.3 Discussion of Fixed Modulation of Orientational Metaphors*

Orientational metaphors are of the most ubiquitous in economic field since almost all economic reports centers on portraying the up-and-down in economies. In the orientational conceptual metaphors, the properties of spatial domain are mapped onto economic fluctuation.

**The primary characteristic of up-down metaphors in economic discourse is their inherent directionality.**

Besides, up and down often relate to intensity, which are mapped onto seriousness of **economic phenomena.**

in the discourse of economics, the mappings of "Up" and "Down" on economic fluctuations is not always linear. Up metaphors do not always mean positive and vice versa. It depends on whether the metaphors are describing positive or negative economic events.

5.2 Metaphor into a Different Metaphor

This translation procedure, in this study known as M.M’ replaces conceptual metaphors in the ST with different ones in the TT. This choice can be driven by cultural differences between the two languages, driving the employment of alternative metaphors that resonate better with the TT audience.

Table 5.24

The distribution of M.M’ and corresponding modulation pattern of the identified conceptual metaphors in the TTs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Source Conceptual****Domains** | **No of CMs****(ST)** | **No of CMs****(ST)** | No of metaphorical expressionsexperiencing M.M’ | Modulation Patterns |
| C.S | C. A  | A.C  |
| 1 |  Movement | Forward Movement | 07 | 07 | 58 | 54 | - | 04 |
| Upward Movement | 05 | 08 | 19 | 02 | 11 | 06 |
| Backward Movement | 02 | 04 | 14 | 13 | - | 01 |
| Downward Movement | 01 | 03 | 11 | 01 | 09 | 01 |
| On-Road Movement | 04 | 05 | 08 | 01 | 07 | - |
| Swing Movement | 01 | 01 | 01 | - | 01 | - |
| Upward and Downward Movement | 01 | 01 | 01 | - | 01 | - |
|  |
| 2 |  Naturalphenomena | Container | 03 | 03 | 10 | 10 | - | - |
| Nautical Phenomena | 02 | 03 | 06 | 06 | - | - |
| Burden | 03 | 04 | 04 | 04 | - | - |
| Light | 01 | 01 | 03 | 03 | - | - |
| Geologic Phenomena | 01 | 01 | 01 | - | 01 | - |
|  |
| 3 |  Living organism | Animal | 02 | 03 | 05 | 05 | - | - |
| Organism | 01 | 01 | 01 | - | - | 01 |
| Plant | 01 | 01 | 01 | - | 01 | - |
|  |  |  |  |  |  |  |  |  |
| 4 | Social phenomena | Machine | 03 | 03 | 07 | 03 | 04 | - |
| Building | 01 | 01 | 01 | 01 | - | - |
|  |
| 5 |  Spatial | Orientational | Down  | 06 | 07 | 25 | 24 | 01 | - |
| Up  | 04 | 05 | 05 | 04 | - | 01 |
| **Total** |  | **19** | **49** | **62** | **181** | **131** | **36** | **14** |

5.2.1 Movement Metaphors

This group of metaphor witnesses a wide number of metaphoric expressions undergo M.M’ procedure during the translation process, 105 linguistic manifestations of moving conceptual metaphors. Therefore, modulation patterns are observed with 79 cases of C.S, 19 cases of C.A, and 07 cases of A.C.

*5.2.1.1 Modulation of Forward Movement Metaphors*

The data records three main movement domains used to understand economic changes: moving forward, moving horizontally, and slow movement.

*5.2.1.2 Modulation of Upward Movement Metaphors*

The data reveals the application of M.M’ procedure in rendering metaphoric expressions deriving from the overarching conceptual metaphor ECONOMIC CHANGES ARE UPWARD MOVEMENT. Strikingly, of 19 expressions that are transferred into different metaphors in the TTs, only 2 are observed to experience C.S modulation pattern where an image in the ST is replaced by a completely new image in the TT. Meanwhile, 6 cases are evident to alter into different metaphors, showcasing the employment of A.C pattern.

*5.2.1.3 Modulation of Downward Movement Metaphors*

Analytical results show information about a group of downward movement metaphors experiencing M.M’ procedure in translation, which accordingly lead to a modulation of their counterparts in Vietnamese. Among the modulation patterns, C.A mounts to 9 expressions while C.S and A.C accounts for only 2 cases.

*5.2.1.4 Modulation of On-Road* *Movement Metaphors*

The data records four ST conceptual metaphorECONOMIC GROWTH IS MOVEMENT BY CAR, ECONOMIC GROWTH IS MOVEMENT BY RAIL, FINANCIAL CONDITION CHANGES ARE ON-ROAD MOVEMENT, and POOR BUSINESS COMPETITIVENESS IS MOVEMENT ON A BUMPY ROAD undergo M.M’. In this group, there is one case of C.S, 8 cases of C.A while no instance of A.C is recorded.

*5.2.1.5 Modulation of Backward and Swing Movement Metaphors*

Analytical process reveals information about a group of moving conceptual metaphors experiencing M.M’ procedure in translation, which accordingly lead to a modulation of their counterparts in Vietnamese. Among the modulation patterns, C.S mounts to 13 expressions while C.A and A.C accounts for 2 and 1 case respectively.

*5.2.1.5 Discussion of the Modulation of Movement Conceptual Metaphor in the Target Texts*

The dissimilarity in the utility of different domains and mappings in depicting economic changes are the driving force for the employment of different symbol, and new metaphors, and therefore the modulation of conceptual metaphors in the TT.

5.2.2 Natural Phenomena Metaphors

5.2.2.1 Container Conceptual Metaphor

The data records 10 instances of ECONOMY IS A CONTAINER, MARKET IS A CONTAINER, and FINANCIAL INSTITUTIONS ARE CONTAINERS undergo M.M’, resulting in modulation of such conceptual metaphors in the TT as ECONOMY IS AN ENTITY, MARKET IS A PHYSICAL SURFACE, and FINANCIAL INSTITUTIONS ARE ENTITIES respectively. Notably, all ten expressions experience the change of symbol.

*5.2.2.2 Discussion of the Modulation of Container Metaphors in the Target Texts*

While English metaphors rely only on the conceptual domain of container with ability to control and keep things in to describe economic entities Vietnamese employs the domains of entity and surface.

5.2.2.3 Nautical Metaphors

As can be seen from Table 5.33 Within the Nautical Phenomena category, fascinating modulations occur. Six expressions from two related metaphors POOR ECONOMIC STATE IS BEING DAMPENED IN WATER and POOR ECONOMIC STATE IS FLUID undergo the M.M' procedure in translation. This process transforms them into three distinct conceptual metaphors in the target texts: POOR ECONOMIC STATE IS DOWN, POOR ECONOMIC STATE IS STATE OF OVERCAST WEATHER, and POOR ECONOMIC STATE IS POOR STATE OF HEALTH. Interestingly, all of the six instances experience C.S patterns.

*5.2.2.4 Discussion of the Modulation of Nautical Metaphors in the Target Texts*

The data evidence that when English nautical phenomena metaphors are rendered into Vietnamese, all cases undergo the change of symbols. This is derived from the differences in the employment of distinct conceptual domains in perceiving economic issues.

5.2.2.5 Burden Conceptual Metaphor

Only 4 entailments of three conceptual metaphorsECONOMIC UNCERTAINTY IS A BURDEN, POOR ECONOMIC GROWTH IS A BURDEN, and WAR IS A BURDEN are observed to change into new metaphors in the TTs, using C.S pattern.

*5.2.2.6 Discussion of the Modulation of Burden Metaphors in the Target Texts*

English relies on only burden in describing economic problems. Contrarily, Vietnamese employs a range of domains for depicting the same issues as in English. The typical attributes of burdens like hindrance, weight and difficulty are mapped onto negative economic fluctuations, signifying obstacles and difficulties an economy may encounter.

5.2.2.7 Light Conceptual Metaphor

Only 3 expressions of POOR ECONOMIC STATE IS DIMMING LIGHT are observed and this translation approach has modulated the original into a new conceptual metaphor in the TT, POOR ECONOMIC STATE IS OVERCAST WEATHER CONDITION.

*5.2.2.8 Discussion of the Modulation of Light Metaphor in the Target Texts*

The English dimming light domain is used to depict the poor economic situation. In this case, it is the attribute of poor visibility of weak light that is made use of in expressing the uncertain development of an economy. On the other hand, Vietnamese language employs overcast weather condition, which is also characterized with poor vision due to darkness. The different choices of domain in expressing the same economic issue have led to the employment of C.S modulation in this case.

5.2.2.9 Earthquake Metaphors

Earthquake, which belongs to the overarching conceptual domain of Natural phenomena, is recorded only one expression undergoing M.M’ procedure, aligning with C.A pattern of modulation.

*5.2.2.10* *Discussion of the Modulation of* *Earthquake Metaphors* *in the Target Texts*

The metaphor ECONOMIC PROBLEMS ARE EARTHQUAKES uses geologic phenomena to represent economic problem. The Vietnamese translation, however, shifts this metaphor to ECONOMIC PROBLEMS ARE PSYCHOLOGICAL BREAKDOWNS, focusing on psychological stress rather than physical tremors. This modulation involves a change of symbol from geologic events to psychological experiences, reflecting a cultural and contextual adaptation that emphasizes the emotional and mental impacts of economic challenges.

5.2.3 Living Organism Metaphors

5.2.3.1 Modulation of Animal Metaphors

The analytical process records 2 conceptual metaphors whose five corresponding expressions undergo M.M’ procedure, resulting in the formation of new conceptual metaphors in the TTs. Noticeably, all of the expressions experience C.S modulation pattern. This indicates that animals are perceived from different angles in distinct cultures.

*5.2.3.2 Discussion of the Modulation of Animal Metaphor in the Target Texts*

There are differences in the employment of source conceptual domains and mappings between the English and Vietnamese in conceptualizing economic state and the shift of economy to a brighter state.

5.2.3.3 Modulation of Organism and Plant Metaphors

Among the least frequent conceptual metaphors, Plant Conceptual Metaphor is witnessed to have two expressions experiencing M.M’, leading to the modulation of the ST into another conceptual metaphor in the TT.

*5.2.3.4 Discussion of the Modulation of Plant, Organism Metaphors in the Target Texts*

This collection of conceptual metaphors records the differences in the employment of domains in conceptualizing business sectors between the languages. while English uses plant with attributes of sprouting and burgeoning for describing the development of trading activities, Vietnamese utilizes more general, abstract domain of organism to depict the same economic event.

5.2.4 Social Phenomena Metaphor

5.2.4.1 Modulation of Machine Metaphor

The data records 7 metaphoric expressions of 3 different conceptual metaphor, ECONOMY IS A VEHICLE, ECONOMY IS A MACHINE, ECONOMIC ACTIVITIES ARE PARTS OF MACHINE, undergoing M.M’, which leads to the modulation of them into 3 distinct conceptual metaphors in the TTs.

*5.2.4.2 Discussion of the Modulation of Machine Metaphors in the Target Texts*

While English utilizes only machine conceptual domain to portray economy, Vietnamese uses two domains of entity and physical force for describing economic activities and efficiency. Though sharing the same domains, the two language use different attributes of machine to describe economic activities.

5.2.4.3 Building Metaphors

Among the least frequent conceptual metaphors, building Metaphor is witnessed to have one expression experiencing M.M’, leading to the modulation of the ST into another conceptual metaphor in the TT. The following is the excerpt.

*5.2.4.4 Discussion of the Modulation of Building Metaphor in the Target Text*

Though both English and Vietnamese describe economic performance. Each language uses different conceptual domains, resulting in the change of symbol in translation. This reveals the diverse perspective the each language use to perceive economy.

5.2.5 Orientational Metaphors

*5.2.5.1 MORE IS UP*

As can be observed from thedata, 3 out of 4 expressions are translated into Vietnamese using M.M’, which results in C.S modulation pattern in the TTs. Only one case is observed to experience A.C pattern. They are the linguistic expressions stemming from MORE DEBT IS UP, MORE MONEY IS UP, and MORE MONEY IS BIGGER. The prevalence of C.S modulation pattern suggest the subtle differences in the ways the two culture perceive the economic situations.

*5.2.2.2* *LESS IS DOWN*

Analyzing translations using the M.M' procedure reveals how 27 metaphorical expressions related to poor economic performance shift in Vietnamese. POOR ECONOMIC GROWTH IS GETTING SMALLER dominates with 16 instances, followed by POOR ECONOMIC GROWTH IS BEING SOFT with 6 instances. Interestingly, POOR FINANCIAL CAPACITY IS SMALLER PHYSICAL ROOM appears twice, while POOR MARKET GROWTH IS DOWN IN WATER and POOR RESOURCE ALLOCATION IS DOWN each occur once.

Strikingly, this group exhibits only two modulation patterns: C.S. with 27 cases and C.A with only one. This suggests a strong tendency in Vietnamese translations to use completely symbols these metaphors, potentially reflecting cultural differences in how economic challenges are conceptualized. The following are some instances.

*5.2.5.3 Discussion of the Modulation of Orientational Metaphors in the Target Texts*

Both English and Vietnamese share the domains of up, down, big in conceptualizing economic fluctuations. Along with these, each incorporates more distinct domains, signifying the nuances in the conceptualization of economic changes. Specifically, while English uses extra domains as softness, down in the water, depth, the Vietnamese utilizes additional counterpart domains as movement, nautical condition. It is worth mentioning that in the majority of cases, the pair of languages share the same orientational patterns of conceptualizing economic changes. However, in some individual cases when orientational metaphoric expressions are converted into different metaphors in the TL, the mappings showcase striking differences, resulting in the formation of new metaphors in the TTs.

5.3 Metaphor into Non-Metaphor

Table 5.52 delves into M.nM translation procedure, aligning with EM modulation pattern. It reveals 41 conceptual metaphors recorded in the data with 122 expressions. Strikingly, social phenomena metaphors dominate the scene, with 36 expressions, showcasing their prevalence in conveying economic concepts. The living organism metaphors rank the second with 31 expressions.

Table 5.52

The distribution of M.nM and corresponding modulation of conceptual metaphors in the target texts

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Source Conceptual****Domains** | **No of CMs** | **No of Metaphorical****Expressions** M.nM | ExMo |
| 1 | Social phenomena | War | 05 | 23 | 23 |
| Machine | 03 | 05 | 05 |
| Building | 01 | 04 | 04 |
| Key | 01 | 01 | 01 |
| Medical treatment | 01 | 03 | 03 |
|  |
| 2 |  Living organism | Plant | 01 | 13 | 13 |
| Human | 03 | 11 | 11 |
| Organism | 02 | 05 | 05 |
| Animal | 02 | 02 | 02 |
|  |
| 3 |  Naturalphenomena | Liquid and Water | 02 | 11 | 11 |
| Container | 02 | 05 | 05 |
| Weather | 01 | 05 | 05 |
| Nuclear Disaster | 01 | 04 | 04 |
| Burden | 02 | 02 | 02 |
| Earthquake | 01 | 01 | 01 |
| Light | 01 | 01 | 01 |
|  |
| 4 |  Movement Movement | Forward Movement | 04 | 08 | 08 |
| On-Road Movement | 01 | 06 | 06 |
| Backward Movement | 01 | 02 | 02 |
| Downward Movement | 01 | 01 | 01 |
| Swing Movement | 02 | 02 | 02 |
|  |
| 5 |  Spatial | Up  | 2 | 05 | 05 |
| Down  | 1 | 02 | 02 |
| **Total** |  | **23** | **41** | **122** | **122** |

5.3.1 Social phenomena Metaphors

5.3.1.1 War Metaphors

The data shows that 23 expressions of these conceptual metaphors are translated into non-metaphoric expressions in the TTs. This aligns with ExMo modulation pattern, aiming at explaining and clarifying.

5.3.1.2 Machine Metaphors

Five expressions of three conceptual metaphorsECONOMIES ARE VEHICLES, BUSINESSES ARE VEHICLES and ECONOMIC ACTIVITIES ARE PARTS OF A MACHINE undergo non-metaphoric rendition.

5.3.1.3 Building, Key, and Medical Treatment Metaphors

ECONOMY IS A BUILDING, FINANCIAL POLICIES ARE MEDICAL TREATMENT, and PRODUCTION INNOVATION IS KEY TO ECONOMY contribute 78 expressions undergoing M.nM. The procedure targets explaining the sense of the metaphoric images, aligning ExMo pattern.

5.3.2 Living Organism Metaphors

5.3.2.1 Plant Metaphors

The data records 15 expressions of the same conceptual metaphor BOND INTEREST IS PRODUCE undergoing M.nM procedure, aligning with ExMo wherein the ST metaphor is modulated into a non-metaphoric expression.

5.3.2.2 Human Metaphors

The data shows three human conceptual metaphors which underpin 12 expressions experiencing M.nM. The translation procedure coincides with ExMo pattern since both involve explanation and clarifying.

5.3.2.3 Organism Metaphors

5 instances expressing BUSINESS SECTORS ARE GROWING ORGANISMS and INFLATION IS A DANGEROUS ENTITY are evidentin the data to undergo M.nM procedure. The translation approach aims to explain to rendering the metaphoric expression into sense, aligning with ExMo modulation pattern.

5.3.2.4 Animal Metaphors

AGGRESSIVE MONETARY TIGHTENING IS SAVAGE ANIMAL is recorded with 2 expressions, undergoing M.nM in the data

5.3.3 Natural phenomena Metaphors

This group includes 6 conceptual metaphors of liquid, weather, nuclear disaster, earthquake, and light.

5.3.3.1 Liquid metaphors

This group of metaphor account for 10 expression undergoing M.nM, showing the gap between the languages in view money. Money is not always depicted as liquid in Vietnamese.

5.3.3.2 Container Conceptual Metaphors

Only two conceptual metaphors ECONOMY IS A CONTAINER and POVERTY IS A CONTAINER are recorded to have five entailments experiencing M.nM translation procedure.

5.3.3.3 Weather and Nuclear Disaster Metaphors

As it is shown in the Table 5.59, M.nM translation procedure is evident through two conceptual metaphor ECONOMIC CRISES ARE SEVERE WEATHER and ECONOMIC PROBLEMS ARE NUCLEAR DISASTER. The number of expressions recorded is 9.

5.3.3.4 Burden, Light and Earthquake Conceptual Metaphors

ECONOMIC UNCERTAINTY IS A BURDEN, and POOR ECONOMIC GROWTH IS A BURDEN are recorded to contribute 2 expressions, while BAD ECONOMIC STATE IS DIMMING LIGHT and FINANCIAL PROBLEMS ARE EARTHQUAKES account for one each.

5.3.4 Movement Metaphors

5.3.4.1 Forward Movement Metaphors

Nine forward movement linguistic metaphors of four conceptual metaphors are recorded to be translated into Vietnamese non-metaphorically. **Among four movement conceptual metaphors, POOR ECONOMIC GROWTH IS SLOW MOVEMENT mounts to 5 expressions, while** FINANCIAL CONDITION CHANGES ARE WAYS OF MOVEMENT **snags second place with two.**

*5.3.4.2 On- Road Movement and Movement Metaphors*

The data showcases of on-road movement conceptual metaphors depicting economic situation as kind of on-road movement. Six metaphoric expressions are rendered non-metaphorically in the TTs.

*5.3.4.3 Backward, Swing movement and Downward Movement Metaphors*

The data records five expression representing four conceptual metaphorsPOOR ECONOMIC GROWTH IS BACKWARD MOVEMENT, POOR ECONOMIC GROWTH IS DOWNWARD MOVEMENT, PRICE FLUCTUATION IS SWING MOVEMENT, and FINANCIAL CONDITION CHANGES ARE SWING MOVEMENT, undergo non-metaphoric translation.

5.3.5 Orientational Conceptual Metaphors

7 expressions of three orientational conceptual metaphors are observed to be translated non-metaphorically.

5.4 Findings and Discussions

The aim of this section is two-fold: first, to revisit, and readdress the research questionswith in-depth discussion about the study’s findings in relation to the findings of the previous studies and the theoretical framework. The second aim is to elaborate the findings of the current thesis, and discuss their implications for future research.

5.4.1 Revisiting the First Research Question

This thesis identifies conceptual metaphors in English economic discourse, analyzing 1365 expressions across WB and ADB press releases. It finds 116 metaphors representing economic performance, changes, and problems, using domains like war, movement, and nature. The study confirms metaphors as essential tools for conveying complex economic concepts, aligning with previous research.

5.4.2 Revisiting the Second Research Questions

## *5.4.2.1 The preservation of the ST conceptual metaphors in Vietnamese and M.M and M.dM*

FiMo, or fixed modulation, patterns often overlap with direct metaphor translation (M.M). FiMo reflects consistent use of specific metaphors across languages, supporting universal metaphor translation theories. This study shows that English economic metaphors are typically preserved in Vietnamese, particularly war metaphors, which map conflict and goals onto economic issues. For instance, phrases like "struggling with" and "goals" translate directly, maintaining conceptual integrity. The widespread use of FiMo highlights shared economic conceptualizations, influenced by foundational economic theories from English-speaking economists. This consistency ensures clarity and familiarity within the economic community, solidifying metaphors as standard expressions in both languages.

The prevalence of metaphor preservation in Vietnamese economic texts, through M.M, M.dM, and FiMo patterns, highlights their communicative power and cultural significance. Metaphors like "boom-and-bust cycles" and "cash flow" are retained for clarity and engagement. This approach bridges cultural gaps, as seen with "human capital" translating to "vốn nhân lực" or "vốn con người." Preserving metaphors ensures conceptual coherence, influencing the audience's perception of economic issues. For instance, metaphors like "supply chain" and "debt wave" help Vietnamese readers visualize economic concepts similarly to English audiences, enhancing understanding and maintaining the original message's impact.

## *5.4.2.2 The Changes of Concept Modulation Pattern of the ST conceptual metaphors in Vietnamese*

Vietnamese translations of English economic metaphors exhibit nuanced modulation, with 48 conceptual metaphors in the source text (ST) converted into 63 in the target texts (TT). This suggests a greater use of metaphors in Vietnamese to express economic events. Additionally, Vietnamese employs a wider range of conceptual domains. Vietnamese often uses more abstract domains than English, but also modulates abstract English concepts into more concrete Vietnamese terms. This dynamic modulation reflects cultural and linguistic nuances, highlighting the adaptability of conceptual metaphors in translation.

## The modulations of the English Metaphors in Vietnamese Economic Texts

Metaphor modulation in Vietnamese translations is influenced by variations in conceptual metaphors between languages, driven by different experiences, preferences, and styles (Kövecses, 2010b). This leads to subtle or significant differences in describing economic events. For instance, English uses specific movement metaphors like "swing" for economic shifts, while Vietnamese uses more general movement concepts. Cultural familiarity also plays a role; metaphors are sometimes adapted to be more relatable to Vietnamese readers, as seen with "softness" in economic growth metaphors changing to "down" or "movement." Animal metaphors illustrate cultural nuances, highlighting differences in how economic phenomena are understood and described.

*5.4.2.3 Metaphor into Non-Metaphor and Explicative Modulation*

The study reveals that Vietnamese translations of English economic metaphors often convert metaphors into non-metaphorical expressions (M.nM) to ensure clear communication. This less frequent yet pragmatic approach, used in 133 instances, prioritizes clarity and comprehension. Translators may choose non-metaphoric renditions to avoid confusion or misinterpretation, especially when metaphors aren't culturally familiar. For example, "Uneven recovery paths" becomes clearer without the road metaphor. Similarly, war metaphors like "more scarred by the crisis" are translated non-metaphorically to maintain a neutral tone. Adhering to conventional economic terms ensures accuracy and effective communication, highlighting the importance of clarity in translations.

5.5 Reflecting on the findings in relation to the theoretical framework

The findings of the research support Lakoff and Johnson's theory of conceptual metaphor and aligns with Klamer, Leonard, and McCloskey's findings on the prevalence of metaphors in economic discourse. It confirms that metaphors are common in both English and Vietnamese, with a tendency for more extensive metaphor use in Vietnamese. The study validates Kövecses's model of metaphor translation, emphasizing metaphor preservation, conversion to sense, and new metaphors in the target language. It also supports Vinay and Darbelnet's view on symbolic changes in translation, highlighting the translatability of metaphors across cultures. Translation procedures aim to be reader-friendly, adapting metaphors to be familiar and accepted in Vietnamese culture.

CHAPTER 6

 **CONCLUSIONS**

6.1 Insights of the Study

The study examines how conceptual metaphors are modulated in translations between English and Vietnamese, particularly in economics. It highlights how changes in metaphorical images affect Vietnamese readers' understanding of economic concepts and shows that paraphrasing metaphors can obscure the original conceptualizations from the source texts.

6.2 Limitation of the study

This study explored how metaphors change meaning during translation from English to Vietnamese economic reports.While the approach is new, limitations include a lack of similar studies and time-consuming data analysis. Further research is needed to confirm the findings

6.3 Implications

*6.3.1 Implications for Theory*

This study supports using combined models (Kövecses & Vinay-Darbelnet) to analyze metaphor translation, offering evidence for their effectiveness.

6.3.2 Implications for Research

This research opens doors for future research. It suggests exploring why translators choose specific strategies and how audiences interpret the translated metaphors. Additionally, it paves the way for investigating the connection between metaphors and memory, and how cultural differences affect metaphor translation in economics.

6.3.3 Implications for practice

The findings of this research highlight the importance of text analysis for translators. By understanding the metaphors used and cultural contexts, translators can choose the best approach to convey the intended meaning in the target language, even if the metaphors themselves are modified.

CONCLUSION

This study examined how metaphors about economic events change during translation between English and Vietnamese.It combined established models to show how these changes might affect how readers understand the translated text. Three main ways metaphors were modified were identified. The study highlights the need for translators to analyze text carefully to understand cultural differences and choose the best way to translate metaphors while keeping their core meaning. This research opens doors to a better understanding of metaphor translation in economics and beyond, promoting clear communication across cultures

LIST OF PUBLISHED STUDIES

**1.**Quan Thi Hoang Anh, (2021). A potential framework for translating metaphoric

expressions in economic discourse from English to Vietnamese. *10/2021 International Graduate Research Symposium*, Vietnam National University Press, Hanoi.

2. Quan Thi Hoang Anh, (2022). Metaphors in economic discourse and translating

metaphoric expressions from English into Vietnamese, *10/2022 International Graduate Research Symposium*.Vietnam National University Press, Hanoi

3. Quan Thi Hoang Anh, (2023). Modulation of Conceptual Metaphor “Economic

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