

LINGUISTIC AND TRANSLATIONAL INSIGHTS OF ENGLISH METAPHORS USED IN BUSINESS TEXTS

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Abstract

Metaphors are more and more widely used in business-related texts seeking to simplify complex ideas, create more persuasive messages, and make communication more engaging. The main focus of the research is to explore the use of metaphors in business-related texts in English as the source language and their translation techniques into Lithuanian. Firstly, the article defines the metaphor from the theoretical point of view, while the practical part mainly focuses on the expressions found in the European Bank Economic Bulletins. Seventy-nine expressions translated from English into Lithuanian were analysed and compared using theoretical sources and descriptive, contrastive linguistic analysis. The analysis of the linguistic study revealed that when translating metaphors without equivalence, the translators tend to choose more general or neutral words.

Keywords: *Metaphors, translation techniques, translation, business-related texts*

INTRODUCTION

This study investigates metaphorical expressions in English-language business texts and their translation into Lithuanian. It focuses on identifying metaphors' types, functions, and frequency in both languages, specifically within the economic discourse. The research defines and analyses the use and translation of these expressions, aiming to uncover the prevailing translation strategies. The main research question concerns the typical methods employed in translating metaphorical expressions from English into Lithuanian. The study examines metaphorical language used in the *European Bank Economic Bulletins* from 2022 and 2023 and their corresponding Lithuanian translations published by the Bank of Lithuania. The **aim of the research** is to analyse the translation strategies applied to metaphorical expressions in English-to-Lithuanian translation within economic texts. The **Objectives:** 1. To define metaphorical language and outline its classification and translation from a theoretical perspective. 2. To analyse the use and translation of metaphorical expressions in selected *European Bank Economic Bulletins*. The **methodology** is based on theoretical analysis of metaphor and translation strategy literature to establish a conceptual framework, and descriptive and contrastive linguistic analysis of primary texts to identify and evaluate metaphorical expressions and their translations. The **theoretical analysis** is mainly based on the ideas expressed in the texts of Abdelaal (2019), Arcimavičienė (2009), Baker (2011), Cambridge Dictionary (2022), Charteris-Black (2000), Charteris-Black and Ennis (2001), Davidson (1978), Dobrzyńska, (1995), Golfam, Ghorbanpour and Mahdipour (2019), Hamilton (2016), Hasyim, Kuswarini and Kaharuddin (2020), Holden (2015), Isenberg (1963), Kövecses (2005), Lakoff and Johnson (1980), Levin (1982), Loewenberg (1975), Mohizar (2022), Newman (1998), Newmark (1986), Newmark (1988), Philip (2006), Rajapova (2021), Raupp (2022), Silaški (2011), Thayer-Bacon (2000), Vladarskienė (2020), Zhu (2022).

THEORETICAL OVERVIEW

Cambridge Dictionary (2022) refers to metaphors as “an expression that describes a person or object by making a reference to similar characteristics”. Different linguists have described metaphors in different ways. The Greek word *Metaphoria*, which means “to carry”, is where the English version of the word originates. Aristotle was the first to define a metaphor “a shift carrying over a word from its normal use to the new one” (Newman, 1998). Donald Davidson (1978) states that metaphor is unique not only because it requires creativity, but also because of its ability to enhance common ideas and thoughts with no additional specialised terminology or lexis beyond that of which most are aware of. Additionally, Newmark (1986) describes metaphor as any figurative expression, which can include personification, the application of a word or collocation to something it does not literally mean, the transferred sense of a physical term, etc. Metaphors can be one word or phrasal (a collocation, an idiom, a sentence, a proverb, an allegory, or a fully imaginative poem). Newmark (1986) also adds that the basic purpose of metaphor is to convey an object or quality more fully and concisely and in a more sophisticated way than would be done by using literal language. One way to look at it is as a simile. But the metaphor is more creative and artistic than the simile, as it makes a language more powerful. It pulls the reader towards the emotional expression and allows a better connection with the author. On the other hand, it is comparable to metonymy in that it removes the reader from reality and brings him closer to the metaphorical understanding, with one of the components (subject, picture, or sense) being implicit. Shaw (1972), described metaphor as a figure of speech that occurs when a word or phrase is used to refer to a concept, idea, or thing to which it does not literally apply to. A metaphor is an underlying comparison that creatively links one entity to another. It could be referred to as a literary trick by which an author transforms, or twists, the meaning of a word. But it would be unfair to make an assumption that metaphors are just that.

It is also often discussed in the scientific community that metaphors have a strong cultural and social basis. For example, assuming that metaphors represent and, in some circumstances, define the human experience, Kövecses (2005) proposes the theory that metaphors, both linguistic and conceptual, differ according to social categorisations such as gender, class, ethnicity, etc. The author makes the point that social and cultural divisions may result in a variety of metaphors due to people’s varied social and cultural experiences. According to Kövecses (2015), many of our metaphors differ primarily because of two reasons: first, our human experiences differ, and second, so do the cognitive preferences and thinking patterns we utilise to generate abstract thought. There are different human experiences through which such a variety of metaphors could be expressed. He lists the human body, the physical environment, the social components of the environment in which we act, the context of communication, our personal histories, and our worries and interests among them. In addition, cognitive linguistics often comes back to the idea that language mirrors thought. Thus, the idea is to analyse verbal metaphors in order to understand conceptual ones, which then can be used to understand how human thought works (Cameron & Low 1999). In addition, Tian-yi (2022) in their analysis of conceptual metaphors states that the fundamental cognitive pattern of humans is reflected in the use of metaphors, and it also helps people think more creatively and economically. Metaphors, therefore, cannot just be related to language but could impact all aspects of life. It is evident that metaphors have cognitive and social characteristics within them and are not simply literary devices.

As Levin (1982) mentions that Aristotle was one of the first ones that made attempt to categorise metaphors. He made the distinction between four types. First, is “transferred from genus to species” and the example that Levin (1982) mentions as given by Aristotle was:

- Here stands my ship

The second type is “transference from species to genus” with an example:

- Indeed ten thousand noble things Odysseus did.

Third, “transference from one species to another”, Aristotle’s given example:

- Drawing off his life with the bronze

Lastly, “Metaphor by analogy” an example being:

- Old age is to life as evening is to day; so he will call the evening day’s old age’... and old age he will call “the evening of life” or “life’s setting sun.

Which Levin (1982) admits stands out from the other three types with its complexity. Levin (1982) suggests that Aristotle’s theory takes the shape it does because of his need to explain the teaching function of metaphor and the impact it has on transmitting knowledge and acquisition. Nevertheless, such distinction is quite complicated and does not cover all basis as Aristotle looks at the metaphors as more of a game, something to liven the speech.

Over time metaphor classifications were expanded. Newmark (1988) proposed six categories, which are addressed further below. Dead Metaphors as Newmark (1988) says refer to metaphors that are so integrated into everyday speech that one barely recognises them as such. Typically, it refers to things such a common notions of space and time, the body, traits of ecological nature, and the various human functions. As an example, Newmark (1988) (p. 106) proposes words like space, field, bottom and other.

Although he mentions a particular dislike for this type of metaphors, he admits that sometimes they create cultural distance or overlapping and could be applied generally or in a broad sense. Stock metaphors also could include subjective characteristics. Admittedly, there are no global metaphors, but he believes that if different nations reach an equally satisfactory level of comfort in life, universal metaphors may be more prominent. Cliché is mentioned as being in between Dead and Stock metaphors. These metaphors are employed as a replacement for clear reasoning, frequently in an emotional way, but without regard for the actual facts as explained by Newmark (1988). Newmark (1988) mentions such examples as backwater and break through. Then there is the Adaptive metaphor which as its name suggests, takes the stock metaphor and adapts it to a new context. Newmark (1988) mentions examples like almost carrying coals to Newcastle and pouring Goldwater on the missiles. It is suggested that metaphors can be altered to varied degrees, but their meaning is usually apparent. Recent metaphors could also be referred to as slang and are called “*metaphorical neologism*” by the linguist. Newmark (1988) exemplifies it with such metaphors as fashionable (‘in*, ‘with it’, dans le vent) and good (‘groovy’, sensass; fab).

One of the most important characteristics of such metaphors is the ability to constantly reinvent themselves in language. Lastly, there are Original metaphors, which are formed by the writer and usually include the essence of a writer’s idea, character, and life. These metaphors are complicated and tend to have several interpretations. Newmark (1988) as an example mentions Wilfred Owen with *We wise who with a thought besmirch Blood over all our soul*. Which consequently requires proper comprehension of what the writer intends to convey since metaphors as such have not been employed before.

On the other hand, conceptual metaphors offer a different insight into metaphorical language as Rajapova (2021) states that such metaphors are used to grasp difficult concepts and provide perspective on more complex thoughts and patterns. Lakoff and Johnson (1980) differentiate three kinds of conceptual metaphors: structural, orientational, and ontological, and consider them as equal and distinct. Structural metaphors are considered to be the largest group of metaphors. It is described as trying to compare complicated and abstract experiences with simple and specific experiences. The most common example is : *Argument is war*.

This style of metaphor helps to convey strong feelings and emotions over certain subjects in life by creating strong imagery. In such an example is created by comparing the struggle of arguing with someone to going to war – fighting. Orientational metaphors are arranged in terms of space such as up-down, inside-outside, and so on. Because these types of metaphors are related to the orientation in space Lakoff and Johnson (1980) called them orientational and as an example, they chose the metaphor: *Happy is up, sad is down*. Such metaphors tend to be easy to comprehend since humans naturally attach negative connotations to something being down or low, whilst the opposite is true when reference is made to something being high up. Last but not least is the ontological metaphor, which can be described as the conceptualisation of experiences and feelings into more tangible and real objects. For example: *The mind is a machine*.

This type is a bit more complex since reference is only understood if there is experience or knowledge on that particular level relating to culture, profession, or personal experience. Since things like machinery can have a positive reference in certain contexts and a negative in others.

It is obvious that all of the conceptual metaphors stem from our physical, and social interactions with the world and help to put more meaning into different human experiences. But such metaphors can be difficult to grasp, particularly because of this reason. Since some concepts might be more prominent in one culture and will not exist in another. As Golfam, Ghorbanpour and Mahdipour (2019) concludes that areas of interlinguistic divergence in the case of conceptual metaphors may be related to people from different cultures' way of life. This can be traced back to everyday experiences and concepts in a particular language and culture.

As apparent, metaphors can be used in various domains, and most might associate them with literature and arts but it plays a significant role in the Business world too. Charteris-Black (2000) states that metaphors are essential when it comes to teaching economic vocabulary. According to Holden (2015), business language dates back to ancient times, with the idea that merchants at the time needed to use a business-like speech in order to make certain deals. Although today it is much more evolved and has a higher status in our society, the main idea of interpersonal communication to reach certain goals stays.

Metaphors in the business world, when it comes to the English language, tend to have a strong relation to war lexis, biology, machinery, colours, and even animals. It presents the reader or listener with strong imagery that is hard to forget, facilitates the ease of relatability, and attractiveness of the text. It is curious that business and war often use the same metaphors to illustrate certain situations. In addition, colours are often used in business discourse. Hamilton (2016) states that colour words are rich in metaphorical connotations, communicating far more than just visual messages. Mohizar (2022) describes colour symbolism as a common but significant part of human interaction, for example: *red tape*, *green light*, *blue-collar*. Such expressions in business texts give them liveliness and interest, makes it not as mundane and boring to read, and of course, also adds symbolic meaning to the text (Philip, 2006). Also, there are plenty of animal metaphors in business discourse. For example: *cash cow*, *rat race*, *snail mail*.

Metaphors in the Lithuanian language are not uncommon. Although for the most part, it has been acknowledged that the use of metaphorical language is reserved for fiction and not commonly employed in such situations as business, economy, or administrative texts. Vladarskienė (2020) in her analysis of administrative texts observed that the application of artistic metaphors in the Lithuanian language is limited. The author states that such a lack occurs due to figurative language being an unfavourable feature in texts that require more precision and clarity. Vladarskienė (2020) additionally, comments that metaphors are much more common in texts of publicistic nature. Nonetheless, the usage of business metaphors in the Lithuanian language is not completely non-existent. Especially when one talks about conceptual metaphors. So, conclusion could be made that rigidity and lack of certain conceptual metaphors in the Lithuanian business language has come from certain cultural and historical background. Translating metaphors can be very problematic, especially if one does not know their exact meaning. There is a long-standing issue with metaphors' specifically because sometimes there is no real equivalent to them. Most can agree that everything largely depends on the source language, target language and the metaphor itself. Dobrzyńska (1995) stated three viable strategies when it comes to dealing with metaphors. The translator could use a direct equivalent to the metaphor. Hence, Dobrzyńska (1995) adds that one could also look for metaphorical phrase that expresses a similar idea. Or finally, one could just replace metaphor with a paraphrase that has a roughly similar idea. That works in cases where metaphor is very hard or nearly impossible to translate. Newmark (1986) goes more in-depth and proposes seven different strategies. The first one is "same image is reproduced in TL" Newmark (1986, p.88). This strategy works when both metaphors are equal in meaning in both languages. It is often applied to one-word metaphors since it is much easier to find an equivalent to this type. The second strategy is when the "SL image can be replaced with a standard TL image" Newmark (1986, p.88). It is a bit trickier to do, but if there is a metaphor that conveys the same idea, even if it might have a different form, this is appropriate to do so. It is especially helpful when a metaphor has to be adapted for a very different culture. Next is when "The metaphor can be translated as a simile while retaining the image." Newmark (1986, p.88). This strategy is fairly self-explanatory and although metaphor partially loses its

appeal, sometimes this is the best option. The fourth way is “The metaphor can be translated as simile along with its sense” Newmark (1986, p.88). This approach is a compromise that blends communicative and semantic translations in order to appeal to both regular and specialist readers. It is important to remember that some metaphors in the target language may be lacking without the inclusion of a sensory element. Further Newmark (1986, p.88) mentions that “The metaphor can be converted into sense.” This approach may be used in any form of writing. It is usually favoured when the meaning of translation is too broad or conveys a different register. The meaning of metaphor needs to be examined carefully to carry out this method, otherwise, it can convey a different meaning than intended. One of the more drastic approaches that Newmark (1986) introduces would be a complete deletion of the metaphor. That only works if the use of metaphor is redundant and does not add the value that the original author intended to the text. Baker (2018) also has some strategies when it comes to translating metaphors, especially concerning non-equivalence. She mentions translation by the more general word which is among the most widely used methods when working with non-equivalence at the word level. The translator, according to her, frequently substitutes a more specialised word for the more generic or more recognisable one. For example, replacing the word *car* with a more general word *vehicle*. The idea stays the same, but the meaning becomes broader. Baker (2018) also describes translation by more neutral word, which consists of employing more neutral terms to soften the overly direct or overly harsh connotation of the word, or phrase in the target language. As it is quite obvious that words carry a certain weight in different languages. Baker (2018) gives an example of the word *famous*, which is quite neutral in the English language, but when translated to French *fameux*, has a negative connotation. Usage of this technique, of course, can be quite tricky, because it can make the text less expressive, and interesting. But Baker (2018) argues that adding a modifier is occasionally sufficient to maintain emotive artistic meaning. The third strategy, according to Baker (2018) is translating by cultural substitution. This translation strategy often appears in fiction or more creative writings. But could be seen in some business-related texts too. However, there are some hesitations in using this way of translating as it can greatly differ from the original version. Of course, because of the specificity of such metaphors, it could only be found in certain types of texts more related to publicistic, fictional styles. It could be concluded that cultural substitution may be used in other types and styles of texts. As Abdelaal, N. M. (2019) mentions that cultural references are always connected to circumstances that are distinctive to that culture, including things like geography, sociolinguistics, history, and many others. Usage of this strategy nevertheless will depend on several factors. The amount of freedom allowed to the translator by those who are overseeing the translation, what is the goal of the translation and the translator’s own assessment of whether or not it is desirable to hide the cultural specificity of the source text. The method entails swapping a culturally specific phrase or expression in the source language with an element of the target language that represents a comparable notion and hence has a similar impact on the target language audience. Next Baker (2018) introduces translation by using loan words. It is exemplified by leaving words such as *chic*, *Auf Wiedersehen* or *alfresco* in a translated text. Indeed, a particular challenge in translating arises from the usage of borrowed words in the target language, because such words are frequently utilised for their status value. However, when a word or phrase is often repeated in the target language, in hopes to keep the translation as close to the source language, it is useful to preserve some of the original allusions from the original work. This type of transfer is usually followed by an explanation, either at the bottom of the page or at the back of the book. Baker (2018) points out that sometimes a loan term is used, not because there is no equivalent in the target language, but simply because the borrowed word appears to be more appropriate. Paraphrasing is also one of the strategies used in translation. It is defined as an explanation of what the author meant in their writing. Usage of paraphrasing is one of the first and arguably simplest ways for a translator to do so. Baker (2018), states some advantages and disadvantages of this strategy. The benefit of using this strategy is that the meaning is very precise and it is possible to reach a high level of accuracy, and equivalency. Unfortunately, this strategy lengthens the text and in turn, can make the translated version disproportionately longer. Translation by omission is similar to Newmarks’ (1988) deletion, Baker (2018) refers to it as a removal of a word or phrase due to TL’s lexical patterns. She goes on to say that while this method may appear extreme, omitting a word or phrase does not damage translation in some situations. In fact, translators frequently choose not to translate a phrase or expression if its meaning is not crucial to the progression of the text and only proceeds to bore the reader with detailed descriptions. Lastly, Baker (2018) briefly

mentions translation by illustration. When a source language text alludes to a physical object that does not exist in the target language, the physical object might be illustrated to get a similar effect. Mostly this technique could be seen in advertisements or product packaging. It is, however rarely used in translation, because of its complexity.

METHODOLOGY AND DISCUSSION

In the practical part translation of metaphorical expressions in the Economic bulletin taken from the European Central Bank and Lithuanian Central Bank will be analysed. In total 79 metaphors translated from the English language to the Lithuanian language will be looked at. The main focus is to analyse the translation strategies used for such types of texts, specifically when it comes to metaphorical expressions. The main reason for using these particular texts is their relevance in the current socio-economic climate and the availability of the texts in both English and Lithuanian languages. These types of reports paint a picture of the current world's financial issues and inform the reader of how those issues affect every sector of human life. It is very valuable to be able to read and understand texts like that to be well-informed and make practical decisions in one's everyday life. Additionally, both versions are written by professionals and the Lithuanian central bank employed professional translators to deal with the task of translating the texts (the Lithuanian version has been translated by the "Okas Language Solutions" bureau) which allows learning and improvement of skills for starting translators.

For the analysis, Monas Baker's (2011) translation strategies will be used. As mentioned in the theoretical part of this paper, that will be a translation by more general word, translation by more neutral word, translation by cultural substitution, translation by using loan words, paraphrasing, translation by omission and translation by illustration. Translation by more general word is often considered the most common and appropriate way to translate one-word metaphors and metaphorical expressions that has no equivalence in the target language because the idea of expression stays the same. Translation by neutral word is also quite often used but tends to pose an issue of not conveying the same emotion. Cultural substitution is a great strategy that helps the readers to understand and familiarise themselves with text much easier but requires caution as it is up to the translator to make sure that both, concepts in the source language and target language match. Using loan words when translating is helpful with certain culture-specific concepts that are essentially non-translatable. It also can be used to attract the reader and make the text more foreign, and exotic. Paraphrasing is used when certain words or phrases from source text repeats too often and would sound unnatural in the target language. It can also be used as a way to explain certain concepts. The omission is one of the more drastic strategies, but it is appropriate in certain situations where translation might not add any value to the text and will just make it harder to read. Translation by illustration is often regarded as a good tool to avoid over-explaining the concept. As it is sometimes easier to show than to tell. But it will not be addressed in this analysis since, even if texts that are getting analysed do have charts and graphs, illustrations are not present in this particular genre. In addition, an equivalence that was mentioned by Dobrzyńska (1995) and multiple other linguists will be added as an example of ideal translation since it is important to acknowledge that equivalence is in most cases better than any other strategy.

After the analysis of my chosen reports and translations, it will be possible to see examples of these strategies and determine how they were performed. The number of examples correlates with the number frequency of such examples found. More frequently used strategies will have more examples and least used - less. In the last part of the practical analysis, comparisons between the strategies used will be made. In addition, conclusions as to why that particular approach in translating was used will be made in hopes to help translators that are attempting to translate similar genres of texts.

Translation by equivalence is not a simple direct translation and word or phrase has to reflect the exact same meaning and connotations in both, source and target texts. Additionally, any non-direct expression is much more culture-dependent and requires certain cognitive functions to be at play.

“These pressures are, however, expected to decline as commodity markets stabilise and growth weakens.” Bank, E. C. (2022b), (p.8) *“Tačiau tikimasi, kad šis spaudimas mažės, nes žaliavų rinkos stabilizuojasi, o augimas silpnėja.” Lietuvos Bankas (2022b), (p.8)*

“Does the tail wag the dog?” Bank, E. C. (2022b), (p.56). *“Ar uodega vizgina šunį?” Lietuvos Bankas (2022b), (p.59).*

In these examples, metaphorical expressions have matched in both the source language and target language, so the translator took advantage and translated using equivalence. It is observed that equivalence here matches not only in meaning but in form too, which in turn makes translation appear very precise. To add, it is worth noting that such cases are few and far between, but still could be found.

Translation by a more general word or what one may call superordinate is very often used by professional translators. As Baker (2018) states, it works very well in most cases and in various different languages. this way of translating metaphorical expressions is often employed in economy and business-related texts. During the analysis, it quickly became apparent that this way of translating is crucial to make the text easier to comprehend for the reader, since some of the more specific expressions, although could be translated directly, would sound extremely unnatural to native Lithuanian readers. For example:

“The annual growth rate of loans to NFCs accelerated to 7.7% in July, from 6.9% in June and 6.0% in May (Chart 23, panel a).” Bank, E. C. (2022b), (p.37) *“Paskolų ne finansų įmonėms metinis augimo tempas liepos mėn. padidėjo iki 7,7 % (birželio mėn. buvo 6,9 %, o gegužės mėn. – 6,0 %) (žr. 23 pav. a grafiką).” Lietuvos Bankas (2022b), (p.39)*

Translating by using the more neutral word can be very effective if the translator needs to avoid the certain connotation that specific words can have in the target language. For instance, if the word had a strong negative undertone in the target language it could be replaced by something less harsh. This can be observed in the given example below. The word “hit” could be considered a very harsh, unsophisticated word in the target language, which is why it is being replaced by a less offensive, polite version.

“Second, some sectors have been hit by severe supply shortages, particularly of semiconductors, with supply struggling to accommodate the surge in demand for electronic products and equipment, and in the automotive sector, which is gradually recovering after a sharp drop in output in 2020.” Bank, E. C. (2022e), (p.51) *“Antra, kai kurie sektoriai buvo stipriai paveikti didelių pasiūlos trūkumų, visų pirma puslaidininkių, kurių pasiūla sunkiai patenkina padidėjusią elektroninių gaminių ir įrangos paklausą, ir automobilių sektoriuje, kuris, 2020 m. labai sumažėjus gamybos apimčiai, pamažu atsigauja.” Lietuvos Bankas (2022e), (p.51)*

Translation by using loan words. This strategy can be encountered particularly in financial texts, which could be magazine publications or books geared toward lay readers. Besides eliminating the need to explain or rephrase certain foreign terms it also adds a layer of interest to the reader and makes the text more appealing. Since the usage of foreign vocabulary is particularly fashionable amongst young people. Often it is conveniently employed when using certain terminology. For example:

“Redemptions coming due in the PEPP portfolio are being reinvested flexibly, with a view to countering risks to the monetary policy transmission mechanism related to the pandemic.” Bank, E. C. (2022b), (p.7) *“Sumos, gautos iš pagal SPPP įsigytų vertybinių popierių išpirkimo, suėjus jų išpirkimo terminui, reinvestuojamos lanksčiai, siekiant apsisaugoti nuo su pandemija susijusios rizikos pinigų politikos perdavimo mechanizmui.” Lietuvos Bankas (2022b), (p.7)*

The word “mechanism” is an old loan word originating from the Greek language, although, in a business context, it is largely employed by the English language. Hence, it is used in this context in the Lithuanian language too, even if it is slightly unusual but gives the translation a slightly modern, international feel.

Paraphrasing is one of the most precise ways to deal with non-equivalence. Since everything can be explained in great detail, proving the reader with clarity. The main concern that many translators expressed with this strategy is that it is, indeed, very easy to lose the style and conciseness of the text. That is especially obvious if paraphrasing is used too often. In this example instead of directly translating the word “ceiling” the translator chose to rephrase the word and just explain what is meant by the author. Since it is short and straight to the point, such translation does not pose any issues.

*“Instead, **the ceiling** will temporarily remain at the lower of either the Eurosystem’s deposit facility rate or the euro short-term rate (€STR), also under a positive deposit facility rate.” Bank, E. C. (2022b), (p.7)*

*“Vietoj to **viršutinė riba** laikinai tebebus lygi mažesnei iš šių dviejų verčių: Eurosistemos indėlių galimybės palūkanų normai arba euro trumpalaikio skolinimosi palūkanų normai (€STR), taip pat esant teigiamai indėlių galimybės palūkanų normai.” Lietuvos Bankas (2022b) (p.7)*

Omission as mentioned before is quite a drastic strategy to use. Many might initially find employment of it dishonest and deceitful since there is a certain level of risk in removing original words and phrases from translated text. Nevertheless, this strategy is very useful and tends to be applicable in situations where no other solution can be found and the word in the source language has no strong significance on the text overall.

*“Lending **flows** to firms have declined, after increasing strongly in the last quarter of 2021.” Bank, E. C. (2022b), (p.12).”*

“Skolinimas įmonėms, sparčiai didėjęs 2021 m. paskutinį ketvirtį, sumažėjo.” Lietuvos Bankas (2022b), (p.12).

In this example, the word “flows” has been eliminated. In effect, the meaning of the sentence does not change with the removal of this word and keeps the text from getting too complicated. As usage of such word in the Lithuanian language, in a business context is not feasible. Nevertheless, the omission is not used very often as translation should be as close to the original as possible and in most business-related texts authors do not put unnecessary information that could be excluded without significant alteration to the meaning.

After conducting the research, 79 examples have been found. These examples have been grouped according to the translation strategy employed by the translator. The most frequent technique employed had been “Translation by the more general word” which has been used in 28 out of 79 examples. Thereafter follows the usage of equivalence which has been used 18 times out of 79. “Translation by a more neutral word” has been used 14 out of 79 times in total, similarly to “paraphrasing” which has been employed 13 times out of 79. “Loanwords” and “omission” has been used significantly less, only 3 times. In comparison, a strategy such as “cultural substitution” has not been found. One could assume that it is so due to the nature of the texts analysed. Since it is related to Europe as all most authors are aware of cultural inconsistencies and may be avoidant in the usage of such specific items in their writing.

In addition in the following analysis it was identified that in total 50 out of 79 expressions did not keep metaphorical meaning after the translation from English to Lithuanian. That is more than half of the metaphorical expressions lost their metaphorical concept. Moreover, 22 of those expressions were when “translation by the more general word” has been applied, 9 when “paraphrasing” has been employed, and 10 out of those 50 metaphorical expressions that did not maintain their meaning were translated by the strategy of “translation by the more neutral word”. Unsurprisingly, all use of “omission” lost metaphorical meaning too. As well as in 2 instances of usage of “loanwords”. From the following analysis, it is evident that there is a correlation between the frequency of translation strategies used and the retention of metaphorical expression in the translated text. As it is clear that usage of strategies such as “Translation by the more general word” and “Translation by the more neutral word” more often than

not result in the loss of such expression. It is, however, important to determine whether there is a stronger need to keep metaphorical meaning or make the text more concise, and lenient. Evidently, when speaking about the business text in the Lithuanian language clarity and formality goes above all else. Hence the usage of the aforementioned strategies is not unforeseen.

Overall, analysis shows that there is a significant preference for more generic and neutral words when translating European economic bulletins from the English language into the Lithuanian language. Additionally, the frequency of particular techniques used, such as translation by more general and neutral words, demonstrates intentionality on a translator's part. Additionally, it shows that the Lithuanian business language has a strong preference for more neutral, broader and less emotive expressions. In such sense, the translator has to pick expressions that are in a similar semantic field and easy to comprehend.

CONCLUSIONS

The analysis of metaphorical expressions in the *European Economic Bulletins* confirms their prevalence in contemporary business language. Due to their figurative nature, metaphors pose significant challenges in translation. Metaphors, which establish connections between conceptually unrelated elements, are generally classified as either linguistic or conceptual. More nuanced typologies further distinguish metaphors as dead, stock, cliché, adaptive, recent, or original. Conceptual metaphors are commonly divided into structural, orientational, and ontological categories. In English business discourse—particularly in publications such as *The Economist*—metaphorical expressions are pervasive, often drawing from semantic domains such as warfare, biology, and machinery to enhance both clarity and reader engagement. Conversely, Lithuanian business language exhibits a more restrained use of metaphor, likely due to a greater emphasis on precision and objectivity in formal economic communication. Nonetheless, conceptual metaphors related to health and personhood are more frequently encountered, while those associated with construction are comparatively rare. The translation of metaphorical language is inherently complex and context-sensitive. A range of strategies is employed, including the use of direct equivalents, generalisation, paraphrasing, loanwords, omission, and illustration. The appropriate choice of strategy is determined by the type of metaphor and the communicative purpose of the text. The empirical analysis of 79 metaphorical instances revealed that translating by a more general word was the most frequently applied strategy, the other one was equivalence, particularly in cases where metaphorical expressions occurred at the lexical level. Generalisation and paraphrasing were also common, while loanwords were used selectively. Cultural substitution did not appear in the data, suggesting a limited role for culturally bound metaphors in the source material. While generalisation can aid in textual clarity, excessive reliance on this strategy risks diminishing the figurative richness of the original. Therefore, translators must carefully evaluate the necessity of preserving metaphorical meaning versus ensuring semantic transparency, particularly in texts where clarity and functional accuracy are extremely important.

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