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## **METAPHOR TRANSLATION IN INTERCULTURAL DIALOGUE: EVIDENCE FROM ENGLISH-LANGUAGE ANALYTICAL DISCOURSE**

Within the framework of global integration processes, intercultural communication emerges as a key mechanism for the exchange of information, knowledge, and cultural values among diverse linguistic communities. In this context, translation acts not only as a linguistic but also as a cultural mediator, ensuring the adequate transfer of meaning and sense. One of the most challenging aspects of translation is rendering metaphorical units, since they carry not only linguistic but also cultural information.

According to the cognitive theory of metaphor developed by G. Lakoff and M. Johnson, metaphor is not merely a stylistic device but a fundamental mechanism of thinking through which people conceptualize abstract notions via more concrete experiences (Lakoff & Johnson, 1980). Thus, metaphor reflects the specificity of conceptualizing reality within a particular culture. It implies that in translating metaphors, it is necessary to consider not only their lexical form but also the underlying conceptual structures.

English-language analytical discourse, particularly in modern journalistic publications, is characterized by the extensive use of metaphorical expressions. These perform several important functions: cognitive (facilitating the understanding of complex phenomena), pragmatic (influencing the audience), and stylistic (enhancing expressiveness and imagery). As E. Semino points out, metaphors in discourse play a key role in structuring information and shaping interpretations of events (Semino, 2008). For instance, economic processes are often described in terms of natural phenomena (*economic storms, financial turbulence*), military domains (*trade wars,*

*political battlefields*), or mechanical systems (*the engine of growth*), making abstract concepts more accessible to readers.

The translation of metaphors in the context of intercultural dialogue requires consideration of several factors, including cultural specificity, communicative purpose, and the target audience's background knowledge. One of the main challenges is that metaphors are often based on culturally determined associations that may be absent or significantly different in the target language. In such cases, the translator must choose between preserving the metaphorical form and conveying its meaning.

According to the classification of translation techniques proposed by L. Molina and A. H. Albir, various strategies can be applied when rendering metaphors, including loan translation (*calque*), modulation, concretization, generalization, and descriptive translation (Molina & Albir, 2002). For example, a *calque* is appropriate when the metaphor is universal or has an equivalent in the target culture. However, culturally specific metaphors may require modulation or descriptive translation in order to achieve adequacy.

An important aspect of metaphor translation is preserving the original's stylistic effect. As P. Newmark notes, metaphors can be translated in several ways: by reproducing the same image, replacing it with an equivalent metaphor, or explaining its meaning. The choice of strategy depends on the metaphor's function in the text (Newmark, 1988). In journalistic discourse, particularly in analytical articles, maintaining imagery is crucial, as it significantly enhances the text's persuasive impact.

Moreover, metaphor translation serves as an important tool of intercultural dialogue. Through metaphors, not only facts but also evaluations, ideological positions, and cultural perceptions are conveyed. Therefore, the translator serves as an interpreter, adapting these meanings to another cultural context. M. Baker emphasizes that translation is a process of decision-making in which the translator constantly balances between accuracy and naturalness (Baker, 2018).

In English-language analytical articles, particular attention should be paid to metaphors describing economic and political processes. Such metaphors often carry evaluative connotations and can shape the reader's perception of information. For instance, expressions like *economic collapse*, *market crash*, or *political storm* not only inform but also influence attitudes toward events. When translating such units, it is important to preserve their expressiveness while adhering to the norms of the target language.

Thus, the translation of metaphors in the context of intercultural dialogue is a complex and multidimensional process that requires a high level of linguistic, cultural, and professional competence from the translator. Metaphor functions not only as a means of linguistic expression but also as a tool for cognition and interpretation of reality. Its adequate rendering contributes to effective intercultural communication and a deeper understanding of the text.

In conclusion, the analysis of the translation of metaphorical expressions in English-language analytical articles demonstrates the necessity of a comprehensive approach that combines linguistic, cognitive, and cultural perspectives. The translator must not only reproduce the content of the original but also convey its imagery and cultural meanings, thus ensuring a genuine dialogue between cultures.

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