

MODULATION OF MOVING CONCEPTUAL METAPHORS IN VIETNAMESE TRANSLATION IN ECONOMIC DISCOURSE

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Abstract: The emergence of Cognitive Linguistics (CL) and the introduction of Conceptual Metaphor Theory (CMT) by Lakoff and Johnson (1980) have provided a novel lens through which metaphor translation can be examined. The persistent concern of translation practice remains the effective transmission of meaning and messages. To achieve this objective, modulation may be needed to effectively communicate the intended information. This sequential mixed method study investigates the translation of metaphoric expressions rooted in the conceptual metaphor “ECONOMIC CHANGES ARE WAYS OF MOVING” in English and Vietnamese economic press releases. The findings reveal that a significant number of metaphoric expressions are retained in translation with minimal alterations, suggesting a high degree of cross-linguistic conceptual coherence concerning economic changes. However, occasional modifications are observed, highlighting the potential influence of modulations on the conceptualization of economic events and the underlying conceptual metaphors within the Vietnamese economic context. This study contributes to providing insights into the dynamic interplay between language and conceptualization in the translation of economic news.

Keywords: translation, modulation, economic discourse, conceptual metaphor, metaphoric expressions

1. Introduction

The examination of metaphor has always been a significant topic in language studies as scholars (Aristotle in Butcher, 1998; Kövecses, 2020; Lakoff & Johnson, 1980; Peter Newmark, 1998; Richards, 1936; Toury, 2012) from diverse fields of Rhetoric, Linguistics, and Translation Studies have shown an enduring interest in metaphor and its uses. The development of metaphor theories exhibits an evolution rooting in Aristotle's comparison and substitution theory of metaphor (Wheatley, 1962), and progressing to interaction theory (Black, 1955), the conceptual theory of metaphor (Lakoff & Johnson, 1980), the critical metaphor analysis (Charteris-Black, 2004) and the extended theory of metaphor (Kövecses, 2020).

While metaphors can be general in nature, they can also be influenced by specificity of the discourse in which they dwell. In highly abstract domains such as economics, metaphors are prevalent and are defined as understanding economic issues and events in terms of non-economic issues (Klamer & Leonard, 2010; D. McCloskey, 1998; Richardt, 2003).

In translation studies, metaphor has always been a pivotal problem. There is a division among translation theorists about the translatability of metaphor from one language into

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another. This study follows the stance that metaphors can be translated with a degree of linguistic inequivalence. This view suggests that the process of metaphor translation may involve modulation, which according to Vinay and Darbelnet (1995) means “change of viewpoint and category”.

The conceptual metaphor “ECONOMIC CHANGES ARE WAYS OF MOVING” is among the most common conceptual metaphors used to describe economic changes in the discourse. The use of moving conceptual metaphors in economic discourse shape our conceptualization of types of changes that take place in an economy (Charteris-Black, 2004, p. 159).

2. Objectives

With the aim of exploring how the translation of economic news releases from English to Vietnamese affects the understanding of conceptual metaphor “ECONOMIC CHANGES ARE WAYS OF MOVING”, this paper targets to address the three research questions:

(1) What moving metaphors can be identified in economic discourse?

This involves systematically identifying and categorizing metaphoric expressions aligned with the chosen conceptual metaphor in English economic discourse.

(2) What translation procedures are used in rendering metaphoric expressions?

To address this question, it is necessary to investigate the translation strategies and procedures used to render moving metaphoric expressions from English to Vietnamese, offering insights into cross-linguistic transfer and potential modifications.

(3) To what extent does Vietnamese translation modulate conceptual metaphor “ECONOMIC CHANGES ARE WAYS OF MOVING” generated in English economic discourse?

The answer to this question helps to assess how Vietnamese translations influence the conceptualization of economic events in the Vietnamese texts.

3. Literature Review

3.1. *Metaphors in Economic Discourse*

According to Bowker and Pearson (2003), specialized language, or Language for Special Purposes (LSP) is characterized as distinct language used in specialized fields with unique rules, content comprehensible to a limited audience, and rich in terminologies. Specialized language, such as that in economics, exhibits specific lexical and pragmatic features, differing from both general language and sociolects. In the same vein, Cabré (1992) outlines criteria for defining special language, illustrating that economic discourse involves diverse participants, economic-related situations, varied discursive functions, and primarily employs written communication. Accordingly, economic texts can be categorized into expert-expert and expert-layman communication, emphasizing that layman may have a certain level of economic understanding. This study focuses on the press-releases which, according to Richardt (2003) are written for a lay audience by experts in the field.

While economic discourse is often assumed to be devoid of metaphors, works by Klamer and Leonard (2010), Kövecses (2010), McCloskey (1998) and many others demonstrate the prevalence of metaphoric expressions in this discourse. Even Kövecses (2010) and Richardt (2003) highlight economic transactions and money as prominent sources of metaphors in this

domain. According to McCloskey (1998), metaphors, deeply embedded in scientific reasoning and expert knowledge representations, are not mere ornamentation but an integral part of economic reasoning and thinking. McCloskey further argues that metaphors in economics, particularly those comparing economic and noneconomic matters, constitute a vital aspect of economic vocabulary. Therefore, this paper adopts McCloskey's (1998) view of economic metaphor, in which economic metaphors is defined as understanding economic issues in terms of noneconomic domains. Economic issues and events are concerned with finance, allocation of funds, fiscal matters, market, economic crisis, inflation while non-economic matters may concern better known domains to users such as movement, war, building, plant, machine, animal, and natural phenomena like flowing liquid, storm.

3.2. Metaphor Translation

Before delving into the discussion of metaphor in translation, it is important to note that throughout this paper, the terms “metaphor” and “metaphoric expression” are used interchangeably. Additionally, the term “conceptual metaphor” serves as an overarching term, encompassing various entailments. As such, metaphor translation in this context refers to the translation of metaphoric expressions.

The translation of metaphor has long been a central concern in translation studies, with scholars holding diverse views. Some argue that metaphor poses no significant translation challenges, while others contend that it is inherently untranslatable, particularly in poetry and culture-specific contexts. A middle-ground perspective suggests that metaphors are translatable but may exhibit varying degrees of interlinguistic inequivalence.

Key contributors to these debates include Nida (1964), Reiss (2014), Dagut (1976, 1987), van den Broeck (1981), Newmark (1988), and Toury (1995). Those advocating the untranslatability of metaphor, such as Nida and Dagut, propose that translating metaphors results in the emergence of new metaphors. On the contrary, proponents of full translatability, like Reiss (2000) and Mason (1982), argue for a universal school of metaphor, positing that metaphors are omnipresent and translatable across all languages.

A third perspective, supported by scholars like Beekman and Callow (1975), Newmark (1988), Toury (1995), and Schäffner (2004), suggests that metaphor is partially or conditionally translatable, acknowledging a potential shift in meaning during translation. Snell-hornby (1995) adopts an in-between approach, asserting that the translation of metaphor depends on cultural factors, as well as the function and structure of the metaphor within the text.

Further discussion of metaphor's translatability can be found in Newmark (1988), who argues that many conventionalized metaphors, especially those considered “dead” can be translated without alteration. In agreement with Newmark (1988) about translatability of metaphors, Kövecses (2003) adds that the universality of metaphors stems from shared bodily experiences, making certain metaphors cross-language translatable without losing their meaning or impact. However, non-universal metaphors pose a greater challenge due to their inherent ambiguity, requiring shared knowledge among interlocutors. To address this, strategies such as rendering a metaphoric expression into the same metaphorical expression in target text or a metaphor into another can be employed to preserve the metaphor's image or impactful effects. Schäffner (2004) emphasizes that translatability extends beyond individual metaphorical expressions, becoming linked to conceptual systems in both the source and target cultures.

In the context of economic language, it is worth considering the implications of these

theoretical stances during the process of analyzing metaphor translation. Economic discourse often relies on metaphorical expressions to convey complex economic ideas. Moreover, it introduces additional layers of complexity as metaphors in this domain are closely tied to specific community, or economics-related nuances. Translation of metaphoric expressions may lead to the modulation of conceptual metaphors, therefore of conceptual systems (Schäffner, 2004), in order to get the message conveyed.

4. Methodology

4.1. Data Collection

This study investigates small corpus, which according to Aston (1997) (in Connor & Upton, 2004) is typical in specialized genre, like this current research. A collection of economic news releases and their authentic translations are gathered, exploring the employed procedures and patterns of modulation in rendering metaphors. To achieve this, online reports published by the World Bank (WB) and Asian Development Bank (ADB) between 2019 and 2022, available in both English and Vietnamese, are electronically collected from their websites. To ensure data quality, only reports meeting our specific criteria are included: (1) publication within the aforementioned timeframe for freshness, (2) availability in both languages, and (3) clearly stated authorship and publication details to distinguish translations from single-author works. WB and ADB reports typically preface both the original and translated versions with author and publication details. For example, if a report is written by a WB expert and published by WB in Washington, its Vietnamese counterpart would retain these same details. This distinct authorship fosters analysis of linguistic variation – examining how languages handle economic metaphors and reflecting underlying cultural differences.

Table 1

General Information About the Small Corpus

	Source Texts		Target Text	
Time span	2019 - 2022			
	English		Vietnamese	
Articles	WB: 20	ADB: 24	WB: 20	ADB: 24
Total length	11.512 words	13.726 words	18.258 words	21.391 words
Number of Source Text (ST) moving conceptual metaphors and their (Target Text) TT equivalences	35		49	
Average length of a text	574 words		901 words	
Total pages	81.2 pages		90.2 pages	

Table 1 provides an overview of the data collected. The total number of the collected journals is 44 and the length of the texts varies considerably. The average length of each English article is approximately 574 words and the length of the Vietnamese equivalent text is often over 300 - word- longer than the its English version, about 901 words each. The number of identified conceptual metaphors indicates that metaphors are pervasive in each text. Additionally, it is important to note that each conceptual metaphor can be expressed by multiple

metaphorical expressions, which may occur with varying frequency and quantity in each text. This is partly due to the amount of information and the number of wish-to-convey messages that each report is intended to. One more interesting thing is that when the linguistic manifestations of ST conceptual metaphors are rendered into Vietnamese, they can be modulated into metaphoric expressions of several different conceptual metaphors. Thus, the number of the TT conceptual metaphors overwhelms their ST corresponding ones. For example, 4 expressions underlying conceptual metaphor POOR ECONOMIC GROWTH IS MOVING DOWN in English are rendered into four different metaphoric expressions of four dissimilar conceptual metaphors POOR ECONOMIC GROWTH IS MOVING DOWN, POOR ECONOMIC GROWTH IS MOVING BACK, POOR ECONOMIC GROWTH IS SLIDING DOWN A SLOPE and POOR ECONOMIC GROWTH IS DOWN. This leads to the formation of more conceptual metaphors in the Vietnamese texts.

4.2. Analytical Framework

Methodologically, the current study adopts an exploratory sequential mixed methods approach, with qualitative analysis preceding quantitative analysis. The quantitative is supplementary to the qualitative analysis, helping to achieve the research goals and increasing the study's validity (Creswell, 2014). The utilization of both modes of analysis in the research is of great importance in achieving the study's aims.

In this study, the qualitative analysis focuses on the meanings and metaphoricity of words and phrases in the data, utilizing tools such as *MIP (Metaphor Identification Procedure)* by Pragglejaz Group (2007), *Vtudien*, *Open English Wordnet*, *Oxford Economics dictionary*, Kittay and Lehrer's (1981) *Semantic Theory of Metaphor*. First, the process of identifying linguistic metaphors in source texts is done by following MIP closely, with recurrent references to the two dictionaries *Open English wordnet* and *the Oxford Dictionary of Economics*. Secondly, once metaphoricity of a candidate expression is confirmed, the keywords of the metaphoric expression are assigned to appropriate conceptual domains utilizing Kittay and Lehrer's (1981) theory and *Open English wordnet*. The similar process is applied to determine the metaphoricity of the Vietnamese counterparts of the identified metaphoric expressions in the ST. However, in this stage, *Vtudien* is used instead.

The quantitative analysis centers on the frequency of conceptual metaphors, translation procedure occurrences and modulations happening to the identified conceptual metaphors in the data.

To analyze translation procedures of metaphor and to figure out the modulation of conceptual metaphor in translation, this research uses an adapted analytical framework from Kövecses (2003) and Vinay and Darbelnet (1995).

In Kövecses's (2003) study, he identifies five possibilities for the expression of the same figurative meaning in two languages, which can be simplified as follows:

(1) Different word forms, same literal meaning, same figurative meaning: The two languages use the same linguistic expressions to express the same figurative meaning.

(2) Different word forms, different literal meaning, same figurative meaning: The two languages use different linguistic expressions to express the same figurative meaning, but the expressions are based on the same conceptual metaphor.

(3) Different word forms, different literal meaning, different figurative meaning: The two languages use different linguistic expressions to express the same figurative meaning, and the expressions are based on different conceptual metaphors.

(4) Different word forms, different literal meaning, different figurative meaning: No metaphor: The two languages use different linguistic expressions to convey the same meaning, and there is no metaphor involved.

(5) Different word forms, different literal meanings, same figurative meaning: The two languages use different linguistic expressions to express the same figurative meaning, but one of the expressions is based on a conceptual metaphor and the other is not.

Among the given five possibilities, possibility (4) falls outside the scope of this paper as it involves no formation of metaphor. Additionally, Kövecses (2003) highlights the presence of shared conceptual metaphors and their overlapping expressions across languages, which implies that such metaphors can be rendered faithfully during translation. From the four possibilities (1), (2), (3) and (5), it is possible to synthesize the translation procedures and their corresponding codes in Figure 1.

Figure 1

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.MD
2. CM → Different CM	M.M'
3. CM → Non-Metaphor	M.NM

As regards the issues of metaphor translation in translation studies, advocates of the translatability of metaphor acknowledge that in metaphor translation there are certain degrees of modulation not only at the level lexical but also in terms of message. Consequently, modulation can happen to both meaning and forms. It is defined:

Modulation is a variation of the form of the message, obtained by a change in the point of view. (Vinay & Darbelnet, 1995, p. 36)

According to the French scholars, modulation, which is motivated by the “different modes of thinking”, reflects the differences in the way the same situation is conceptualized in two languages. They also contend that the modulations enable a Source Language (SL) expression to remain at the conceptual level while its equivalent in the Target Language (TL) stays more concrete. This helps to obtain naturalness in the target text (Putranti, 2018). In their work, they propose eleven modulation patterns, encompassing the shift from *abstract for concrete and vice versa; explicative modulation; the part for whole; one part for another; reversal of terms; negation of the opposite; active to passive and vice versa; space for time; and exchange of intervals for limits* (in space and time).

In the context of metaphor translation, Vinay and Darbelnet’s (1995) focus primarily on changing symbols. This suggests that metaphor translation often involves transforming one metaphor into a different one in the Target Text (TT), revolving around alterations in symbols or imagery. Such alteration, however, is not discussed in depth. In the same book, Vinay and Darbelnet’s (1995) also mention that message can be modulated from abstract to concrete and vice versa. Therefore, in metaphor translation, the image can be altered from a more abstract in Source Text (ST) to a more concrete one in TT and vice versa. For example, “*a re-escalation*

of trade tensions” [WB20.01.08.EX11] draws up an image of something moving up in general. Nevertheless, its Vietnamese version “*căng thẳng thương mại tái leo thang*” evokes a more concrete image of moving up with a device. Or in another example, the expression “*further interest rate hikes are likely*” [ADB22.09.14EX08] describes an increase in interest rate as a journey on the road while its Vietnamese translation “*sẽ có những đợt gia tăng lãi suất mới*” simply depicts such changes as an increase in interest rate. Accordingly, there are several possibilities of symbol conversions in TT: When a ST symbol, which is more abstract, is altered into a more concrete image in target text, it is coded as A.C; when a ST symbol, which is more concrete, is transferred into a more abstract image in target text, the code used is C.A; finally, when a ST symbol is changed into a completely new symbol in target text, the code is C.S.

Obviously, that a metaphor is rendered into a different metaphor is not always a case. A metaphor can be rendered either into the same metaphor, into another metaphor or non-metaphorically in TT, which have been proved by works of many scholars including Newmark (1988), Kövecses (2003) and Toury (1995). Furthermore, Vinay and Darbelnet’s (1995) also give a discussion about fixed modulations in the message, which in their opinion takes place when the expression is shared between languages, “both at the lexical level and for whole messages” (p.154). Consequently, if a metaphor is universal, its translation tends to be a fixed expression in TT. This view aligns with Kövecses’ (2003) and D. McCloskey (1998), D. N. McCloskey (1995)’s view about universal metaphors. In this study, fixed modulation is included as a modulatory pattern wherein a metaphor is preserved in the target texts.

Another modulation that Vinay and Darbelnet (1995) mention in their work is explicative modulation (E.M), which, according to them, serves to explain and clarify in TT when a nuanced expression is required to translate into a TT. Therefore, in this study, explicative modulation is added in analyzing metaphor modulation in translation. This aligns with situations wherein a metaphor is rendered non metaphorically in TT. The utilizations of E.M, A.C, C.A and C.S, therefore, make Vinay and Darbelnet’s (1995) models of modulation of metaphor in translation more complete and can examine modulation of metaphor in translation more thoroughly.

To address the final research question, this study proposes an adapted taxonomy of modulation based on Vinay and Darbelnet (1995) and corresponding codes as in Figure 2.

Figure 2

Modulation Patterns and Corresponding Codes

Patterns of modulation	Corresponding codes
Fixed modulation	F.M
Abstract for Concrete	A.C
Concrete for Abstract	C.A
Change of symbol	C.S
Explicative modulation	E.M

As regard process of analysis, after the data collection, metaphor identification is carried out in the STs, using MIP in combination with the *Open English Wordnet*. Once the metaphoric expression is identified in the ST, its equivalent is then sorted out in the TT for metaphoricity identification. After that, these expressions, both in English and Vietnamese are analyzed, using Kövecses’ (2003) model of metaphor translation. The alteration of metaphors in translation is

then triangulated using Vinay and Darbelnet's (1995) adapted model of modulation. In the triangulation, the identified procedures of translation are then examined and matched with the patterns of modulation in Figure 2. Specifically, M.M and M.MD are triangulated with F.M because M.M and M.MD involve the retainment of metaphor in TL. Similarly, M.M' is compared with A.C, C.A and C.S for it involves the adjustment of image in translation. For instance, when the ST conceptual metaphor POOR ECONOMIC GROWTH IS MOVING DOWN is altered into POOR ECONOMIC GROWTH IS MOVING BACK, there is a formation of a completely new image in TT. In this case, the modulation pattern is C.S. However, when it is turned into POOR ECONOMIC GROWTH IS SLIDING DOWN A SLOPE, the image of moving down a slope is more concrete and specific. The modulation pattern in this case is A.C. Contrarily, when it is modulated into POOR ECONOMIC GROWTH IS DOWN, the decided pattern is C.A. This is because the ST domain of moving down depicts more clearly the manner of event while the related domain of down is more generic. The orientational conceptual metaphor in the TT does not describe specifically how the event occurs. Meanwhile, M.NM is paired with E.M for they both serve to clarify and explain in TL. This pairing and matching process will help to work out whether there are any differences in the conceptualization of economic events in TL.

The instances (4.1), (4.2) and (4.3) below demonstrate the application of analytical framework after they are determined to be metaphoric using MIP.

(4.1):

“**Remittance flows** are expected to fall across all World Bank Group regions”

(Dự báo dòng kiều hối chảy vào tất cả các khu vực của Nhóm Ngân hàng Thế giới đều sẽ giảm xuống) [WB20.04.22EX05]

Excerpt (4.1) exemplifies MONEY IS FLOWING LIQUID. In this case, “Remittance flows” in the TT are rendered as “dòng kiều hối chảy vào” with addition of “chảy vào”. The additional phrase enhances the naturalness of the Vietnamese expression to Vietnamese readers. Nevertheless, it adds no new information or changes the message of the ST. Following Kövecses' (2003) model of metaphor translation, this scenario signifies the utilization of the M.MD procedure, where the conceptual metaphor remains consistent between the ST and TT. Triangulating with modulation patterns, it becomes evident that in this case, M.MD denotes quite a faithful representation with only a slight alteration of the message, confirming a shared metaphorical understanding between the languages. Therefore, the modulation pattern here is F.M:

(4.2):

“Lower Global Demand **Pulls Down** Developing Asia's Growth Prospects”

(Nhu cầu giảm sút toàn cầu kéo lùi triển vọng tăng trưởng của châu Á đang phát triển) [ADB19.04.03EX00]

In (4.2) the expression “Pulls Down Developing Asia's Growth Prospects” is the linguistic expression of conceptual metaphor POOR ECONOMIC GROWTH IS MOVING DOWNWARD. Nevertheless, its Vietnamese version, “kéo lùi triển vọng tăng trưởng của châu Á đang phát triển” aligns with a distinct conceptual metaphor, POOR ECONOMIC GROWTH IS MOVING BACKWARD. According to Kövecses' (2003) model of metaphor translation, this represents a case of M.M' procedure, signifying the transfer of the source text (ST) metaphor into a different target text (TT) metaphor, both linguistically and conceptually. Extending the analysis with Vinay and Darbelnet's (1997) modulation patterns, a comparison

of the identified conceptual metaphors indicates that MOVING DOWNWARD and MOVING BACKWARD evoke different concepts or images, conveying distinct messages. Therefore, the modulation pattern employed here is identified as C.S, where the new image is seamlessly integrated into the target text.

(4.3):

“Policies aimed at softening the blow of **global food price swings** can have unintended consequences if implemented by many governments in uncoordinated fashion.”

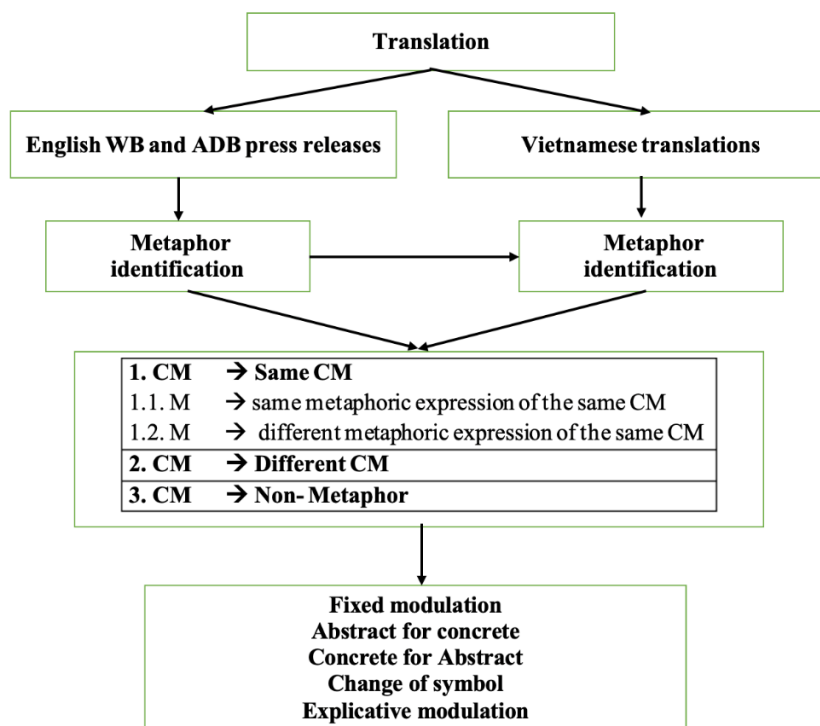
*(Các chính sách nhằm mục đích kìm hãm **biến động giá lương thực** có thể mang lại những hậu quả không mong muốn nếu các quốc gia không có sự phối hợp thực hiện.) [WB19.01.18EX22]*

Moving to (4.3), the expression “global food price swings” presents PRICE FLUCTUATION IS SWING MOVING. However, the ST phrase is rendered non-metaphorically into Vietnamese as “biến động giá lương thực”, without retaining the swinging image. This means the ST metaphor undergoes M.NM procedure. This aligns with category E.M in the framework, which indicates a meaning-oriented translation approach.

Figure 3 illustrates the adapted analytical framework and how the triangulation will be used.

Figure 3

Analytical Framework



5. Findings

This part of the study provides information to answer the three research questions. Section 5.1 supplies a bird’s eye view about the moving conceptual metaphors and the corresponding conceptual mappings. Meanwhile sections 5.2 and 5.3 give accounts of the

translation procedures and modulation pattern utilized in the data.

5.1. Economic Changes Are Ways of Moving

In this study, conceptual metaphors are divided based on Charister-Black's (2004) classification, in which overarching conceptual metaphor is called conceptual key and conceptual metaphor. The results of the analytical process reveal that moving conceptual metaphor can be subdivided into conceptual keys and basic conceptual metaphors. Each conceptual key is a set of basic conceptual metaphors. Specifically, ECONOMIC CHANGES ARE WAYS OF MOVING can be subcategorized into such key concepts as ECONOMIC CHANGES ARE MOVING UPWARD, ECONOMIC CHANGES ARE MOVING DOWNWARD, ECONOMIC CHANGES ARE MOVING BACKWARD, ECONOMIC CHANGES ARE MOVING FORWARD, ECONOMIC CHANGES ARE FLOWS OF LIQUID, ECONOMIC CHANGES ARE WAYS OF MOVING ON ROAD, ECONOMIC CHANGES ARE SWING MOVING. These conceptual keys can have more specific conceptual metaphors. For example, the last conceptual key can be represented by PRICE FLUCTUATION IS SWING MOVING, POVERTY ERADICATION IS AN ESCAPE, POOR ECONOMIC RECOVERY IS SLOW MOVING. These conceptual metaphors are manifested by 273 expressions.

5.1.1. Economic Changes Are Moving Forward

Among the conceptual keys which underpin the overarching conceptual metaphor ECONOMIC CHANGES ARE WAYS OF MOVING, ECONOMIC CHANGES ARE MOVING FORWARD appears with the highest frequency with 123 expressions of 10 basic English conceptual metaphors. Such conceptual metaphors, along with their translation procedures and modulation patterns can be found in Table 2, wherein the ST conceptual metaphors and their TT equivalents are given. These conceptual metaphors describe three major trends of economic changes, including improving changes, negative changes and neutral changes. Typically, positive changes are conceptualized moving forward while negative changes are described as either slow moving or stagnant. Neutral changes are portrayed simply as movement. The most prevalent conceptual metaphor is POOR ECONOMIC GROWTH IS SLOW MOVING with 66 expressions identified in ST, which leaves the second and third frequent conceptual metaphor IMPROVING ECONOMIC GROWTH IS MOVING FORWARD and IMPROVING ECONOMIC GROWTH IS MOVING HORIZONTALLY far behind with only 21 and 14 expressions respectively. The other popular conceptual metaphors identified include POOR ECONOMIC SECTOR GROWTH IS SLOW MOVING, FINANCIAL CONDITION CHANGES ARE MOVING, DEVELOPING HUMAN CAPITAL IS MOVING FORWARD, POVERTY ERADICATION IS AN ESCAPE, SOLVING ECONOMIC PROBLEMS IS MOVING FORWARD, LESS SERIOUS INFLATION IS SLOW MOVING, and ENACTING ECONOMIC POLICIES IS FOLLOWING PHYSICAL THING, which appear with low frequency and minimum quantity.

Table 2 reveals the most common target domains referenced in the data. These domains focus on negative aspects like poor economic growth, positive aspects like improving economic growth and sector-specific growth, and economic management concerns like changes in financial conditions, inflation rates, human capital development, poverty eradication, problem-solving, and policy enactment

Additionally, the data highlights interesting cross-linguistic differences in how English and Vietnamese conceptualize economic change through source domains. In English, physical

movement metaphors dominate, with references to “moving forward”, “moving horizontally”, “slow moving”, “escaping”, and “following”. Along with the movement patterns in the STs, Vietnamese, however, utilizes additional domains to describe economic change. These include orientational domains like “up” and “down”, growing organism, and road-based movement.

The lexical items which are seen in this group of metaphors often depict movement in general. For instance: growth momentum (đà tăng trưởng), slow down (chững lại), ease (chậm chạp), a faster pace (tốc độ nhanh hơn), and accelerate (tăng tốc).

The illustrations of the conceptual metaphors can be found in the following examples:

(5.1):

“the war in Ukraine is weighing on **growth momentum**”

(chiến tranh tại Ukraine lại tạo thêm áp lực **cho đà tăng trưởng**) [WB22.04.04EX06]

(5.2):

“Developing Asia will maintain **strong but moderating growth**”

(Khu vực châu Á đang phát triển sẽ vẫn duy trì **đà tăng trưởng mạnh mẽ dù có giảm nhẹ**) [ADB19.07.18EX01]

(5.3):

“Measures to protect peri-urban cropland and develop short supply chain marketing channels can sustain a critical source of fresh produce to cities, contributing to urban productivity, resilience, and **circular economies**”

(Bảo vệ đất trồng trọt ven đô và phát triển các kênh tiếp thị của chuỗi cung ứng ngắn mà có thể đảm bảo nguồn cung thực phẩm tươi sống cho các thành phố, góp phần tăng năng suất đô thị và khả năng phục hồi, đồng thời thúc đẩy nền **kinh tế tuần hoàn**.) [WB21.03.03EX12]

Table 2

General Information About Types of ECONOMIC CHANGES ARE MOVING FORWARD and Patterns of Modulation

Key concept	Conceptual metaphors		Number of Expressions	Metaphors Translation Procedure	Modulation pattern
ECONOMIC CHANGES ARE MOVING FORWARD	POOR ECONOMIC GROWTH IS SLOW MOVING	POOR ECONOMIC GROWTH IS SLOW MOVING	66	M.M (x23)	F.M (x37)
				M.MD(x14)	
		POOR ECONOMIC GROWTH IS DOWN		M.M' (x29)	C.S (x29)
	IMPROVING ECONOMIC GROWTH IS MOVING FORWARD	IMPROVING ECONOMIC GROWTH IS MOVING FORWARD	21	M.M (x15)	F.M (x17)
				M.MD (x2)	
		ECONOMY IS A GROWING ORGANISM		M.M' (x3)	C.S (x3)
	IMPROVING ECONOMIC				

		GROWTH IS UP			
		NON-M		M.NM (x1)	E.M (x1)
	IMPROVING ECONOMIC GROWTH IS MOVING HORIZONTALLY	IMPROVING ECONOMIC GROWTH IS MOVING HORIZONTALLY	14	M.MD(x1)	F.M (x1)
		IMPROVING ECONOMIC GROWTH IS UP		M.M' (x12)	C.S (x12)
		NON-M		M.NM (x1)	E.M (x1)
	POOR ECONOMIC SECTOR GROWTH IS SLOW MOVING	POOR ECONOMIC SECTOR GROWTH IS SLOW MOVING	9	M.MD (x2)	F.M (x2)
		POOR ECONOMIC SECTOR GROWTH IS DOWN		M.M' (x7)	C.S (x7)
	FINANCIAL CONDITION CHANGES ARE WAYS OF MOVING	FINANCIAL CONDITION CHANGES ARE MOVING	5	M.M (x3)	F.M(x3)
		NON-M		M.NM (2)	E.M (2)
	DEVELOPING HUMAN CAPITAL IS MOVING FORWARD	DEVELOPING HUMAN CAPITAL IS MOVING FORWARD	3	M.M (x1)	F.M (x1)
		DEVELOPING HUMAN CAPITAL IS MOVING FORWARD ON ROAD		M.M' (x2)	A.C (x2)
	POVERTY ERADICATION IS AN ESCAPE	POVERTY ERADICATION IS AN ESCAPE	2	M.M (x2)	F.M (x2)
	SOLVING ECONOMIC PROBLEMS IS MOVING FORWARD	SOLVING ECONOMIC PROBLEMS IS MOVING FORWARD ON ROAD	1	M.M' (x1)	A.C (x1)
	LESS SERIOUS INFLATION IS SLOW MOVING	LESS SERIOUS INFLATION IS DOWN	1	M.M' (x1)	C.S (x1)
	ENACTING ECONOMIC POLICIES IS FOLLOWING PHYSICAL THINGS	ENACTING ECONOMIC POLICIES IS FOLLOWING PHYSICAL THINGS	1	M.M (x1)	F.M (x1)
Total	10	16	123	M.M (x 45) M.MD (x19)	F.M (x64)

				M.M' (x 55)	C.S (x52)
					A.C (x3)
				M.NM (x4)	E.M (x4)

Examples (5.1), (5.2), and (5.3) convey different facets of economic fluctuations. In (5.1), the expression "growth momentum" utilizes the image of "momentum" to depict economic growth as moving forward. It exemplifies conceptual metaphor IMPROVING ECONOMIC GROWTH IS MOVING FORWARD. On the other hand, (5.2), an instance of POOR ECONOMIC GROWTH IS SLOW MOVING, articulates economic activity slowing down, employing the metaphorical concept of a slow pace of movement. Here, economic performance is metaphorically represented as a deceleration or modest movement. Moving to (5.3), the expression "circular economies" illustrates neutral changes as movements in general. In this example, the physical concept of a moving object with sustained moving force is mapped onto economic progress. This metaphorical mapping highlights the desired trajectory of economic growth – continuous, dynamic, and progressing.

5.1.2. Economic Changes are Moving Upward

ECONOMIC CHANGES ARE MOVING UPWARD is the second most prevalent conceptual metaphor with 64 expressions identified in the data, which can be subdivided into DEVELOPING ECONOMY IS A MOVING-UP OBJECT, MORE ECONOMIC UNCERTAINTY IS WAYS OF MOVING UP, HIGHER PRICE IS MOVING UP, MASSIVE DEBT IS MOVING UP, IMPROVING ECONOMIC GROWTH IS MOVING UP, and IMPROVING ECONOMY IS A JUMPING ANIMAL. Using the image of “moving up” to describe different economic issues such as economic uncertainties, improving economic growth, debt and higher price, these conceptual metaphors reflect a nuanced conceptualization of events. The detailed information about ECONOMIC CHANGES ARE MOVING UPWARD can be seen in Table 3.

The table highlights how the "moving up" pattern portrays rising economic issues. Interestingly, while English uses "moving up" solely to represent diverse target domains like development, uncertainty, price hikes, growth, and debt, Vietnamese employs broader expressions including "up and down", "escape", "upstanding object" and "ladder climbing". These additional domains and moving patterns inject nuance into describing economic changes, shaping diverse perspectives on economic events.

(5.4):

“determinants of sovereign local currency bond issuance in **emerging markets**.”

(các yếu tố quyết định việc phát hành trái phiếu quốc tế chính phủ bằng đồng nội tệ ở các thị trường mới nổi.) [ADB22.03.25EX16]

(5.5):

“supply disruptions continue **to push up** food and fuel prices”

(sự gián đoạn nguồn cung tiếp tục **đẩy giá thực phẩm và nhiên liệu lên cao**) [ADB22.09.21EX19]

(5.6):

“There is also the risk of renewed **escalation in trade tensions** between the United States and the People’s Republic of China.”

(có nguy cơ về **sự leo thang mới trong căng thẳng thương mại** giữa Hoa Kỳ và Cộng

hòa Nhân dân Trung Hoa) [ADB20.06.18EX10]

The metaphorical use of expressions indicating moving up in the examples signifies progress or growth in economic contexts. Economic changes are conceptualized as dynamic processes with a directional aspect. The metaphors underscore that economic changes are not static, instead they are perceived as movement herein the upward direction implies a positive connotation, suggesting progress, growth, or improvement. However, moving up is not always attached with positive meaning. The message depends on the economic event it depicts. While (5.4) describes new successful markets as a moving-up object, example (5.5) portrays the prices' being pushed up as a result of supply disruption. The shortage of supply has blown the price of food up. It conveys a sense of urgency or intensity in the upward movement. (5.6) describes a negative economic situation since it gives an account of the escalating trade tension between two big economies in the world, China and America. It visualizes something in upward trajectory.

Table 3

General Information About Types of ECONOMIC CHANGES ARE MOVING UPWARD and Patterns of Modulation

Key concept	Conceptual metaphors		Number of Expressions	Metaphors Translation Procedure	Modulation pattern
ECONOMIC CHANGES ARE MOVING UPWARD	DEVELOPING ECONOMY IS A MOVING-UP OBJECT	DEVELOPING ECONOMY IS A MOVING-UP OBJECT	43	M.M (x41)	F.M (x42)
				M.MD (x1)	
		DEVELOPING ECONOMY IS AN UPSTANDING OBJECT		M.M' (x1)	C.S (x1)
	MORE ECONOMIC UNCERTAINTIES ARE WAYS OF MOVING UP	MORE ECONOMIC UNCERTAINTIES ARE UP	11	M.M' (x11)	C.A (x6)
		MORE ECONOMIC UNCERTAINTIES ARE MOVING UP ON A LADDER			A.C (x5)
	HIGHER PRICE IS MOVING UP	HIGHER PRICE IS MOVING UP	4	M.M (x2)	F.M (x2)
		HIGHER PRICE IS UP		M.M' (x2)	C.A (x2)
	IMPROVING ECONOMIC GROWTH IS MOVING UP	IMPROVING ECONOMIC GROWTH IS UP	3	M.M' (x3)	C.A (x2)
		IMPROVING ECONOMIC GROWTH IS AN ESCAPE			C.S (x1)

	MASSIVE DEBT IS MOVING UP	MASSIVE DEBT IS UP	2	M.M' (x2)	C.A (x1)
		MASSIVE DEBT IS MOVING UP ON A LADDER			A.C (x1)
	IMPROVING ECONOMY IS A JUMPING ANIMAL	IMPROVING ECONOMY IS AN ESCAPE	1	M.M' (x1)	C.S (x1)
Total	6	11	64	M.M (x43)	F.M (x44)
				M.MD (x1)	
				M.M' (x20)	C.S (x3)
					A.C (x 6)
					C.A (x11)

5.1.3. Economic Changes are Flows of Liquid

The next conceptual key, which ranks third in terms of quantity, 37 out of 273 identified moving metaphoric expressions, making up of about 13.5% is ECONOMIC CHANGES ARE FLOW OF LIQUID. Despite the notable prevalence of linguistic metaphors, they are primarily categorized into distinct types, specifically MONEY IS FLOWING LIQUID, TRADES ARE FLOWS OF LIQUID, POOR TRADE IS POND OF STILL LIQUID.

Table 4

General Information About Types of ECONOMIC CHANGES ARE FLOWS OF LIQUID and Patterns of Modulation

Key concept	Conceptual metaphors		Number of Expressions	Metaphors Translation Procedure	Modulation pattern
ECONOMIC CHANGES ARE FLOWS OF LIQUID	MONEY IS FLOWS OF LIQUID	MONEY IS FLOWS OF LIQUID	35	M.M (x13), M.MD (x14)	F.M (x27)
		NON-M		M.NM (x8)	E.M (x8)
	TRADES ARE FLOWS OF LIQUID	TRADES ARE FLOWS OF LIQUID	1	M.M (x1)	F.M (x1)
	POOR TRADE IS POND OF STILL LIQUID	POOR TRADE IS STOP MOVING	1	M.M'(x1)	C.S(x1)
Total	3	3	37	M.M (x14)	F.M (x28)
				M.MD (x14)	
				M.M' (x1)	C.S (x1)
				M.NM (x8)	E.M (x8)

The metaphors in Table 4 all share a common feature: visualizing the direction of money flow within and between economies. However, while English relies solely on the liquid flow domain, Vietnamese counterparts use both liquid flow and physical movement. This difference in utilized domains contributes to the diverse ways people in these cultures perceive economic activity.

To describe the flow of capital through economy, lexical terms portraying liquid qualities are used. The typical lexical terms that can be found in the data include *flow*, *outflow*, *spill over*, *liquidity*, and *channel*. The image of liquid flow can be shown in the following examples:

(5.7):

“**Remittances** to the region also remained resilient.”

(*Lượng kiều hối đổ về khu vực cũng vẫn duy trì ổn định*) [ADB22.04.06AEX10]

(5.8):

“A sharper tightening in borrowing costs could depress **capital inflows**”

(*Chi phí vốn vay thắt chặt ảnh hưởng tiêu cực đến dòng vốn chảy vào*) [WB19.01.18.EX11]

(5.9):

“The upswing in commodity exporters **has stagnated**”

(*Xu hướng tăng xuất khẩu hàng hóa đang chững lại*) [WB20.04.22EX03]

(5.10):

“**Restricted trade flows** and declining tourism numbers have dampened economic outlook for the Pacific subregion.”

(*Các dòng chảy thương mại bị hạn chế và hoạt động du lịch giảm sút đã tác động nặng nề tới triển vọng kinh tế của Thái Bình Dương.*) [ADB20.06.18EX22]

All the three examples above demonstrate the conceptual metaphor “MONEY IS FLOWS OF LIQUID” where the abstract concept of money is metaphorically understood by a more concrete concept of flowing liquid. In these examples, money is described as resilient, implying a continuous and steady flow similar to the stability associated with liquid. In (5.7), the expression “Remittances to” is conceptualized as flowing liquid through the utility of the accompanying preposition. Similarly (5.8) evokes an image of a depressed flow of liquid under the impact of tightened monetary policy. Meanwhile (5.9) invites readers to think of the poor trade situation as a body or pond of still liquid through the employment of the expression “has stagnated”. Moving to (5.10), the expression “Restricted trade flows” portrays the poor trade situation in terms of a poor flow of liquid due to the external factors of tourism decline.

5.1.4. Economic Changes Are Moving on the Road

The fourth type of moving conceptual metaphor which describes the changes of economy is ECONOMIC CHANGES ARE MOVING ON THE ROAD, which is an overarching conceptual metaphor, making up of 21 expressions and constituting 7.5% among the moving linguistic metaphors identified in the data. The key conceptual metaphor is characterized by 7 sub conceptual metaphors. The reason for categorizing the expressions to the domain of moving on road stems from the recurrent employment of key words such as *path*, *stride*, *drive*, *derail*, *bumpy* and *step*.

Table 5 showcases a collection of conceptual metaphors depicting economic changes like growth, financial shifts, business competitiveness, and human capital development. Interestingly, English relies on source domains like traveling on the road, by car, by train, and even on foot. Vietnamese, however, expands the metaphorical vividness, incorporating additional domains like orientation and general movement (beyond just vehicles) alongside those found in English.

Table 5

General Information About Types of ECONOMIC CHANGES ARE WAYS OF MOVING ON THE ROAD and Patterns of Modulation

Key concept	Conceptual metaphors		Number of Expressions	Metaphors Translation Procedure	Modulation pattern
ECONOMIC CHANGES ARE WAYS OF MOVING ON THE ROAD	ECONOMIC GROWTH IS WAYS OF MOVING ON THE ROAD	ECONOMIC GROWTH IS WAYS OF MOVING ON THE ROAD	8	M.M (x1)	F.M (x2)
		ECONOMIC GROWTH IS WAYS OF MOVING ON THE ROAD		M.MD (x1)	
		NON-M		M.NM(x6)	E.M (x6)
	ECONOMIC GROWTH IS MOVING BY CAR	ECONOMIC GROWTH IS MOVING FORWARD	2	M.M' (x2)	C.A (x2)
	ECONOMIC GROWTH IS MOVING BY RAIL	ECONOMIC GROWTH IS MOVING	2	M.M' (x2)	C.A (x2)
	FINANCIAL ALLOCATION IS MOVING BY RAIL	NON-M	3	M.NM (x3)	E.M (x3)
	FINANCIAL CONDITION CHANGES ARE MOVING ON ROAD	FINANCIAL CONDITION CHANGES ARE UP	4	M.M' (x1)	C.S (x1)
		FINANCIAL CONDITION CHANGES ARE MOVING		M.M' (x3)	C.A (x3)
POOR BUSINESS COMPETITIVENESS IS MOVING ON BUMPY ROAD	POOR BUSINESS COMPETITIVENESS IS SLOW MOVING	1	M.M' (x1)	C.A (x1)	
DEVELOPING HUMAN CAPITAL IS MOVING FORWARD ON ROAD	DEVELOPING HUMAN CAPITAL IS MOVING FORWARD ON ROAD	1	M.MD (x1)	F.M	
Total	7	7	21	M.M (x1) M.MD (x2) M.M' (x9) M.NM (x9)	F.M (x3) C.S (x1) C.A (x8) E.M (x9)

Consider some of the examples exemplifying the identified conceptual metaphors.

(5.11):

“Most economies in the Asia and Pacific region can expect a **difficult growth path** for the rest of 2020.”

*(Phần lớn các nền kinh tế ở khu vực Châu Á và Thái Bình Dương có thể mong đợi **con đường tăng trưởng khó khăn** trong thời gian còn lại của năm 2020) [ADB20.09.15EX05]*

(5.12):

“geopolitical uncertainty and new COVID-19 outbreaks and virus variants **could derail**

this momentum.”

(sự bất ổn về địa chính trị, các đợt bùng phát COVID-19 mới và các biến thể của vi-rút có thể làm chệch hướng đà tăng trưởng hiện nay.) [ADB2204.06AEX06]

(5.13):

“Yields of 10-year local currency government bonds dropped while yield curves flattened”

(Lãi suất trái phiếu chính phủ kỳ hạn 10 năm bằng đồng nội tệ giảm trong khi đường cong lãi suất đi ngang) [ADB22.09.14EX02]

The above examples employ the conceptual metaphor ECONOMIC CHANGES ARE WAYS OF MOVING ON ROAD using imagery associated with movement on a path to depict economic changes. They aid in creating a more accessible and concrete understanding of the complexities and dynamics involved in economic shifts, offering a concrete framework for conceptualizing the path of economic development. Specifically, in example (5.11), the phrase “difficult growth path” suggests a challenging growth journey of the Asia-Pacific economies, emphasizing the arduous nature of economic development. The metaphorical expression gives a visual representation of the obstacles and challenges these economies face. While the use of “derail” in (5.12) emphasizes the fragility of the growth momentum, likening it to a train veering off its tracks, the linguistic metaphor in (5.13) is nuanced with “yield curves flattened” portraying a more stable, level road.

5.1.5. Economic Changes Are Swing Moving, Moving Backward and Moving Downward

The last three moving conceptual keys that are identified in the corpus include ECONOMIC CHANGES ARE SWING MOVING, ECONOMIC CHANGES ARE WAYS OF MOVING BACKWARD and NEGATIVE ECONOMIC CHANGES ARE WAYS OF MOVING DOWNWARD. Despite their infrequent occurrence and limited representations, they mirror critical differences in the perception and in linguistic representation of economic events across the source and target languages. Table 6 presented herein, provides a collection of these three overarching conceptual metaphors, along with their respective sub-conceptual metaphors. These metaphors indicate nuanced distinctions in the linguistic framing of economic phenomena. Specifically, linguistic manifestations of ECONOMIC CHANGES ARE WAYS OF MOVING BACKWARD can be used to describe either positive or negative changes in economic discourse. In contrast, general economic fluctuations are mirrored through the lens of conceptual metaphor ECONOMIC CHANGES ARE SWING MOVING and its entailments. Meanwhile, negative economic changes tend to be articulated through expressions grounded in the conceptual metaphor NEGATIVE ECONOMIC CHANGES ARE WAYS OF MOVING DOWNWARD. Among the three conceptual keys, the first one stands out with comparatively higher frequently of 19 expressions in the STs, which fall into 6 distinct sub-conceptual metaphors. Meanwhile, the two others only account for 6 and 3 expressions respectively.

Regarding patterns, the three groups of conceptual metaphors in Table 6 primarily employ “moving backward”, “downward”, and “swinging motions”. These moving patterns portray economic changes like setbacks, decline, and volatility.

The first group highlights the economic changes in relation to moving backward domains. Notably, English relies on “bouncing back” and “moving backward” while Vietnamese employs a wider range. The Vietnamese domains include “moving backward on foot” (adding concreteness), “bomb” (representing sudden impact), “orientation” (signifying

progress), and even “state of health” (comparing economic state with personal well-being). This variety in Vietnamese metaphors highlights the different ways the culture perceives economic fluctuations.

Moving to the second group, it records only one conceptual metaphor NEGATIVE ECONOMIC CHANGES ARE WAYS OF MOVING DOWNWARD, utilizing a moving downward pattern. Contradictorily, apart from moving down, the Vietnamese counterparts showcase the utilization of moving back, sliding down a slope (more concrete), and orientation. This diversity signifies the nuanced ways Vietnamese culture perceives economic decline.

The last group reveals the use of swinging motion to understand changes in export, price and financial condition. Meanwhile, in TL, such economic changes are conceptualized in terms of a more general domain of moving, suggesting a potential difference of cognition patterns.

Table 6

General Information About Types of ECONOMIC CHANGES ARE SWING MOVING, ECONOMIC CHANGES ARE WAYS OF MOVING DOWNWARD, ECONOMIC CHANGES ARE WAYS OF MOVING BACKWARD and Patterns of Modulation

Key concept	Conceptual metaphors		Number of Expressions	Metaphors Translation Procedure	Modulation pattern	
ECONOMIC CHANGES ARE WAYS OF MOVING BACKWARD	IMPROVING ECONOMIC GROWTH IS BOUNCING-BACK	IMPROVING ECONOMIC GROWTH IS IMPROVING STATE OF HEALTH	9	M.M' (x9)	C.S (x9)	
		IMPROVING ECONOMIC GROWTH IS A BOMB				
	IMPROVING BUSINESS IS BOUNCING BACK	IMPROVING BUSINESS IS IMPROVING STATE OF HEALTH	4	M.M' (x4)	C.S (x4)	
		IMPROVING BUSINESS IS UP				
	IMPROVING ECONOMIC GROWTH IS MOVING BACKWARD	IMPROVING ECONOMIC GROWTH IS MOVING BACKWARD	3	M.M (x2)	F.M (x3)	
				M.MD (x1)		
	POOR ECONOMIC GROWTH IS MOVING BACKWARD	POOR ECONOMIC GROWTH IS MOVING BACKWARD ON FOOT	3	M.M' (x1)	A.C (x1)	
		NON-M		M.NM (x2)		E.M (x2)
	Total	4	6	19	M.M (x2)	F.M (x3)
					M.MD (x1)	
M.M' (x14)					C.S (x13)	
M.NM (x2)					A.C (x1)	
				E.M (x2)		

NEGATIVE ECONOMIC CHANGES ARE WAYS OF MOVING DOWNWARD	POOR ECONOMIC GROWTH IS MOVING DOWN	POOR ECONOMIC GROWTH IS MOVING DOWN	1	M.M (x1)	F.M (x1)
		POOR ECONOMIC GROWTH IS MOVING BACK	1	M.M' (x1)	C.S (x1)
		POOR ECONOMIC GROWTH IS SLIDING DOWN A SLOPE	1	M.M' (x1)	A.C (x1)
		POOR ECONOMIC GROWTH IS DOWN	1	M.M' (x1)	C.S (x1)
		NON-M	1	M.NM (x1)	E.M
	PRICE FLUCTUATION IS MOVING UP AND DOWN	PRICE FLUCTUATION IS UP AND DOWN	1	M.M' (x1)	C.A (x1)
Total	2	5	6	M.M (x1) M.M' (x4) M.NM (x1)	F.M (x1) C.S (x2) A.C (x1) C.A (x1) E.M (x1)
ECONOMIC CHANGES ARE SWING MOVING	EXPORT CHANGES ARE SWING MOVING	EXPORT CHANGES ARE WAYS OF MOVING	1	M.M' (x1)	C.A (x1)
	PRICE FLUCTUATION IS SWING MOVING	NON-M	1	M.NM (x1)	E.M (x1)
	ECONOMIC CHANGES ARE SWING MOVING	NON-M	1	M.NM (x1)	E.M (x1)
Total	3	1	3	M.M' (x1) M.NM (x2)	C.A (x1) E.M (x2)

Consider the following examples:

(5.14):

“Growth will **also rebound** in the Pacific from 0.9% in 2018 to 3.5% in 2019”

*(Tăng trưởng cũng sẽ **bùng nổ** ở khu vực Thái Bình Dương, từ 0,9% năm 2018 lên 3,5% năm 2019) [ADB19.04.03EX15]*

(5.15):

“Global Growth to Slow through 2023, **Adding to Risk of ‘Hard Landing’** in Developing Economies”

*(Tăng trưởng kinh tế chậm dự báo sẽ kéo dài tới năm 2023, **gia tăng nguy cơ “hạ cánh cứng”** ở các nền kinh tế đang phát triển) [WB22.01.11EX00]*

(5.16):

“Policies aimed at softening the blow of global food **price swings** can have unintended

consequences”

(Các chính sách nhằm mục đích kìm hãm biến động giá lương thực có thể mang lại những hậu quả không mong muốn) [WB19.01.18E212]

Examples (5.14), (5.15), (5.16) belong to three different conceptual metaphors ECONOMIC CHANGES ARE WAYS OF MOVING BACKWARD, DOWNWARD, and SWING MOVING. Each utilizes distinct images to depict various aspects of economic changes. In (5.14), the ST expression employs the image of a rebounding object to describe economic growth, using a combination of both backward and upward movement to signify a positive shift in the Pacific economy. Contrastingly and interestingly, in (5.15), the expression “hard landing” implies a downward movement, suggesting a contraction in global growth. The image here is one of economic regression or decline, linked to a journey by airplane moving in the unexpected direction. In (5.16), the employment of “swings” in the expression describing global food prices implies a back-and-forth motion. This swinging movement represents the oscillations and unpredictability of economic changes in the context of food prices.

5.1.6 How English and Vietnamese Map Movement Concepts onto Economic Changes

Figure 4 summarizes the findings of the study on how the two languages use metaphors of movement to understand economic changes. It compares English and Vietnamese by placing the target domain of economic changes in the center. On either side are the source domains of movement, divided into four key attributes: direction, speed, forces, effort, and means of transport. Arrows connect these attributes to the target domain, showing how each language maps movement concepts onto economic ideas. This helps to visually compare and contrast how English and Vietnamese conceptualize economic changes through the domain of movement.

Figure 4 presents the mappings of moving in English and in Vietnamese onto economic changes representing conceptual metaphor ECONOMIC CHANGES ARE WAYS OF MOVING. According to Klamer and Leonard (2010), the relevant attributes, which create no conflict, are mapped on target domain while leaving open to other attributes. In the figure, the main relevant conceptual attributes of moving, for example, direction, speed, forces, effort, and means of transport are mapped onto economic changes, economic progress, economic growth, forces driving economic change and manner of economic changes respectively. The data records the shared attributes of speed, forces and effort between the pair of investigated languages. The use of directional patterns like “moving forward, upward, backward, downward” are shared in the pair of languages for describing economic progress, suggesting a linear trajectory. The same literal meaning and same figurative meaning in such cases, according to Kövecses (2003), can lead to the same expression of the same conceptual metaphor. Nevertheless, there are differences in the specific moving attributes that are mapped, which can be observed in directionality, and the employment of means of transport for describing economic fluctuations.

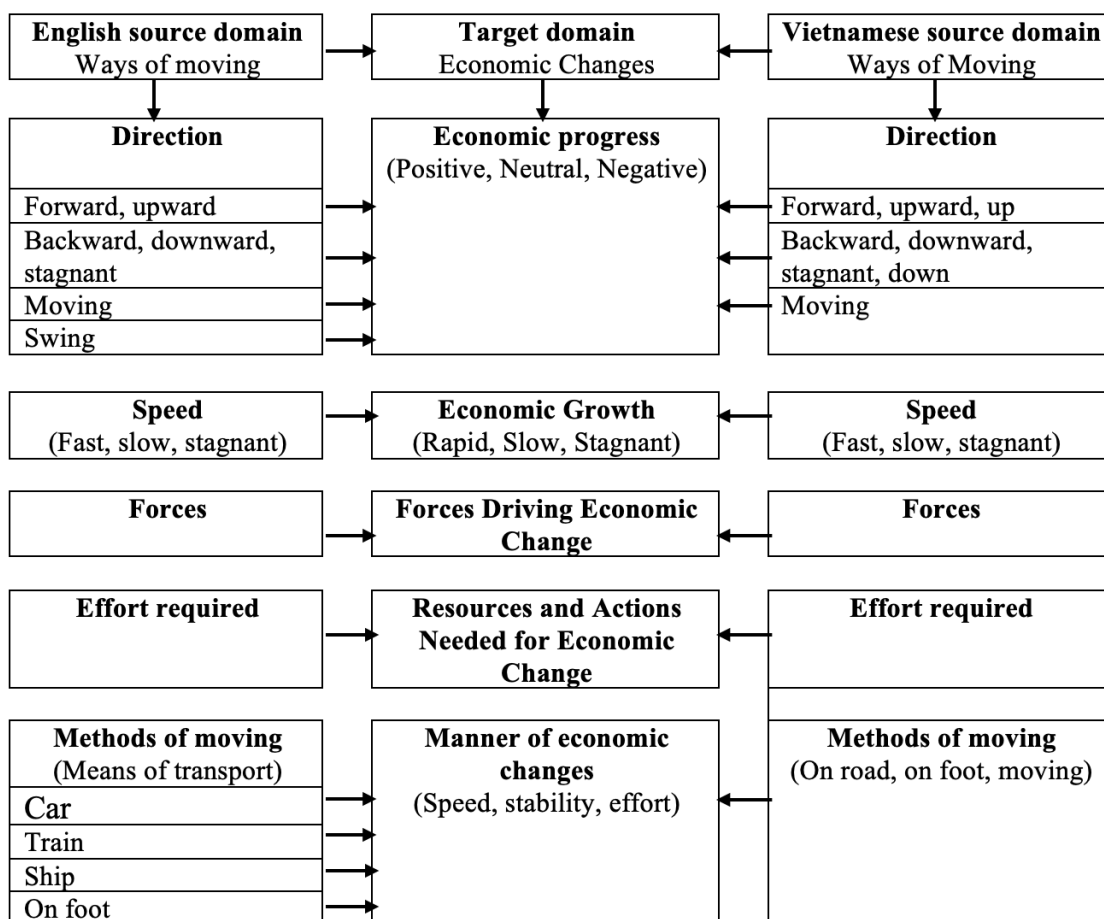
As regard directionality, along with the shared moving patterns between the languages, English incorporates “swing movement” for indicating a specific pattern of fluctuations or oscillations in economic conditions. This nuanced difference may reflect divergent perceptions of economic stability and dynamism. On the other side, the inclusion of “up and down” in Vietnamese to portray economic fluctuation highlights a vertical dimension to economic movement, suggesting changes in elevation or level. This differs from English, where such

vertical terms are less prevalent in portraying shifts in economic activities. This variation may reflect differing perceptions of economic stability and volatility, with Vietnamese possibly emphasizing vertical shifts in economic conditions more prominently compared to English.

Moving to the mapping of means of transport on to economic changes, the variety of means of transport utilized in English, such as “car, train, ship, plane, and on foot” to describe economic fluctuations suggests a multifaceted view of economic movement, encompassing various modes of transportation symbolizing different aspects of economic activity. In contrast, Vietnamese offers fewer choices, implying a potentially more simplified or localized understanding of economic change. This indicates a dichotomy in the perception of the complexity and interrelation of economic processes between the two languages, with English emphasizing a more diverse and globalized view while Vietnamese focuses on more localized or traditional modes of movement.

Figure 4

How English and Vietnamese Map Movement Concepts Onto Economic Changes



5.2. Translation Procedures

Table 7 provides information to answer the second research question about the translation procedures utilized to render English metaphoric expressions into Vietnamese. Translation procedure M.M is recorded to be the most frequent, accounting for approximately 38.8 %, with 106 times of all occurrences. As an approach to render a metaphoric expression into a different manifestation of the same conceptual metaphor in TT, M.MD lags far behind at

13.5 %. Whereas, M.M' ranks second in terms of occurrences. The procedure amounts to 38.1 % while M.NM accounts for 9.5%.

Table 7

Metaphor Translation Procedure Occurrences

No	Type of translation procedures	Number of occurrences	Frequency
1	M.M	106	38.8 %
2	M.MD	37	13.5 %
3	M.M'	104	38.1 %
4	M.NM	26	9.5 %
Total		273	100%

The results of the study reveal some tendencies in rendering metaphoric expressions of conceptual metaphor ECONOMIC CHANGES ARE WAYS OF MOVING.

First, in most cases, the metaphors are often rendered directly. Therefore, the original metaphorical concepts tend to be preserved in the TTs, which may stem from the share of conceptual metaphors between the languages and M.M procedures prove to effectively convey the intended meaning across languages.

Secondly, the relatively lower frequency of M.MD suggests that while some metaphors maintain the same, the slight modifications or additions are made to better align with the linguistic and cultural nuances of the target language. This can bring about a balance between staying faithful to the original metaphor and adapting it to suit the target audience.

Thirdly, the occurrence of M.M' as the second most common procedure suggests a veering in the employment of alternative expressions in TTs to make it natural to the audience.

Lastly, the presence of M.NM, although less frequent, indicates that translating metaphoric expressions into non-metaphorical ones can be a choice to ensure more straightforward communication or when there are linguistic constraints.

5.3. Modulation of Metaphors

Table 8 highlights the modulation patterns used in translating metaphors within the corpus. Over half (52.3%) of metaphors are translated using F.M, retaining the original metaphor's core meaning in the TT. This includes procedures M.M and M.MD, where metaphors are rendered directly or slightly differently, suggesting shared conceptual metaphors between the languages. Interestingly, when metaphors are translated to different metaphors, three modulation patterns emerge: C.S, C.A, and A.C. These account for 26.4%, 6.8%, and 4.0% of cases, respectively. The use of explicative modulation account for approximately 9.5%, totaling 26 times, aligning with M.NM. Additionally, lexical modulations contribute to the explanation of meaning the metaphor.

The findings of the study suggest that fixed modulation is the most common and reliable strategy for metaphor translation, effectively preserving the original message and impact. This popularity likely stems from shared conceptual metaphors within the economic community, even if expressed in different linguistic forms. This finding echoes Vinay and Darbelnet's (1995) view on fixed modulation for universal expressions.

However, this strategy is not always feasible especially when there is a difference in habit of using language or culture. In such cases, a different strategy, such as explicative modulation or changes of symbol of metaphor may be needed.

Table 8

Number and Frequency of Modulation Occurrences

No	Modulation	Number of occurrences	Frequency
1	Fixed Modulation	143	52.3%
2	Change of Symbol	72	26.4%
3	Concrete for Abstract	21	6.8%
4	Abstract for Concrete	11	4.0 %
5	Explicative Modulation	26	9.5 %
Total		273	100%

The observations highlight nuanced differences in the conceptualization of economic events between the two languages. While the most common type of modulation is C.S, accounting for 26.4% of all shifts, E.M makes up 9.5%, C.A is about 6.8%, and A.C only contributes 4.0%. F.M has a big share 52.3%.

The shifts in metaphoric expressions during translation underscore the subtle differences in the conceptualization of economic phenomena between English and Vietnamese. The high frequency of C.S pattern may reflect a difference in perceiving the same phenomenon between Vietnamese and English. Interestingly, the relatively low frequency of A.C and much higher frequency of C.A in the findings reflect a preference in English for using more direct language. On the other hand, in Vietnamese there exists a higher level of abstraction in representing economic events.

6. Discussion

This part of the paper is devoted to explaining the relevance of translation procedures, metaphor modulation, and subsequent interpretation of conceptual metaphors in target language. To illustrate the interrelation between translation procedures and modulation patterns used in rendering metaphoric expressions, examples will be given in tables for convenience.

6.1. Metaphor Into the Same Metaphor, Different Expression of the Same Conceptual Metaphor and Fixed Modulation

As can be seen from the analytical results in table 7 and 8 above, 106 metaphoric expressions out of 273 undergo direct translation in the TTs. The images in such cases are kept the same in Vietnamese. M.M translation procedure appears most frequently and coincides with the fixed modulation. The metaphoric expressions which are conventionalized and almost universal in economic communities are retained during translation. Thus, meaning is unchanged across the pair of languages. Fixed modulation leads to almost no changes in the conceptualization of the economic events and the formation of corresponding conceptual metaphor in TTs. This suggests that many economic metaphors have become standard and widely accepted within the economic community. These conventionalized metaphors likely represent shared conceptualizations that are familiar with both Vietnamese and English users

involved in economic discourse. This is understandable since economics as a subject, along with economic theories, is originally written by English and American economists. For example, theory of “Invisible hand” was developed by Adam Smith (in Sloman, 2006). “Comparative advantages” in international trade was initiated by Ricardo (1821). They are two English economists. Another instance is the “General theory of money” by Keynes (in Tily, 2007), an American economist, whose ideas have been developed into Keynesianism. These may contribute to the explanation why many metaphoric expressions are preserved during translation for consistency and clarity in communication. The use of metaphors in economic discourse often draws on economic activities, transactions, and relationships often governed by shared principles (D. N. McCloskey, 1995). In reality, when economic books, theories are translated into Vietnamese, many terms are imported, used recurrently by the press and economic experts and gradually become deep-rooted in economic communities. As a result, metaphors employed in economic contexts may have comparable meanings and interpretations in English and Vietnamese languages and economic community. Instances are seen in Table 9.

Table 9

Examples of Metaphoric Expressions With M.M, M.MD Translation Procedure and Their Modulations in Translation

Conceptual metaphor		Translation procedure	Modulation pattern
ST	TT		
HIGHER PRICE IS MOVING UP		M.M	F.M
(6.1): supply disruptions continue to push up food and fuel prices <i>ADB22.09.21EX19</i>	sự gián đoạn nguồn cung tiếp tục đẩy giá thực phẩm và nhiên liệu lên cao .		
ENACTING ECONOMIC POLICIES IS FOLLOWING PHYSICAL THINGS			
(6.2) Municipal leaders are uniquely placed to develop and pursue integrated food policies that respond to citizens’ needs and boost cities’ overall resilience. <i>WB21.03.03EX17</i>	Các nhà lãnh đạo thành phố đang ở vị trí thích hợp nhất để xây dựng và theo đuổi các chính sách lương thực tích hợp nhằm đáp ứng nhu cầu của người dân và tăng cường khả năng phục hồi chung của thành phố.		
POOR ECONOMIC GROWTH IS SLOW MOVING		M.MD	F.M
(6.3) Economic activity began to slow down <i>WB21.09.27EX02</i>	Hoạt động kinh tế bắt đầu bị chững lại		

(6.1) is the linguistic metaphor of HIGHER PRICE IS MOVING UP, which experiences F.M pattern in TT as the expression “push up food and fuel prices” is kept almost the same in Vietnamese as “đẩy giá thực phẩm và nhiên liệu lên cao”. Similarly, (6.2) is rendered the same in TT, employing M.M and F.M. In this case, the image of someone following something is preserved in the TT through the fixed modulation of “pursue integrated food policies” as “theo đuổi các chính sách lương thực tích hợp” in Vietnamese. Nonetheless, (6.3) undergoes M.MD

translation procedure with a little difference in meaning since “chững lại” evokes the image of stop moving and “slow down” invites contemplation of a reduced speed. It can be observed that in (6.3) both the expressions in the ST and TT are based on the same conceptual metaphor POOR ECONOMIC GROWTH IS SLOW MOVING. This suggests that when the conceptual metaphors are shared in English and Vietnamese, either M.M or M.MD is often employed.

The predominant presence of M.M, M.MD and therefore, F.M modulation pattern signifies a substantial degree of conceptual overlap between English and Vietnamese economic conceptual metaphors. It indicates a commonality in how individuals from these linguistic communities mentally frame and understand economic phenomena. This alignment in cognitive patterns may derive from shared human experiences and universal conceptual metaphors that underpin economic discourse across the languages.

6.2. Metaphor into a Different Metaphor and Change of Symbol Modulation, Abstract to Concrete and Vice Versa

Table 10 provides examples of metaphor translation procedure M.M and its related modulation pattern.

Table 10

Examples of Metaphoric Expressions With M.M’ Translation Procedure, and Modulation Patterns

Conceptual metaphor		Translation procedure	Modulation pattern
ST	TT		
POOR ECONOMIC GROWTH IS MOVING DOWNWARD	→ POOR ECONOMIC GROWTH IS MOVING BACKWARD	M.M’	C.S
(6.4): Lower Global Demand Pulls Down Developing Asia's Growth Prospects <i>ADB19.04.03EX00</i>	Nhu cầu giảm sút toàn cầu kéo lùi triển vọng tăng trưởng của châu Á đang phát triển		
ECONOMIC GROWTH IS MOVING BY RAIL	→ECONOMIC GROWTH IS MOVING		C.A
(6.5): geopolitical uncertainty and new COVID-19 outbreaks and virus variants could derail this momentum. <i>ADB2204.06AEX06</i>	sự bất ổn về địa chính trị, các đợt bùng phát COVID-19 mới và các biến thể của vi-rút có thể làm chệch hướng đà tăng trưởng hiện nay.		A.C
POOR ECONOMIC GROWTH IS MOVING DOWN	→ POOR ECONOMIC GROWTH IS SLIDING DOWN A SLOPE		
(6.6): Euro Area growth is projected to slip to a downwardly revised 1% in 2020 <i>WB20.01.08.EX09</i>	Tăng trưởng ở khu vực đồng Euro theo dự báo sẽ trượt dốc xuống mức thấp hơn là 1% vào năm 2020.		

Change of symbol is a prevalent modulation pattern seen in metaphor translation (Vinay & Darbelnet, 1995). This strategy, however, allows a dynamic alternation of image from the image of different categories, an abstract concept to a more specific concept and vice versa.

In (6.4), the ST expression belongs to conceptual metaphor POOR ECONOMIC GROWTH IS MOVING DOWNWARD but its Vietnamese equivalent can be categorized into POOR ECONOMIC GROWTH IS MOVING BACKWARD. This conversion is caused by the difference in the choice of lexical items in English and in Vietnamese. (6.4) undergoes M.M' since there is a change of symbol used in the conceptual metaphors in ST and TT. While the negative economic situation in English is perceived as moving down due to the use of “pulls down”, its Vietnamese version, “kéo lùi”, describes an image of moving backward. The change in image used in Vietnamese suggests that describing poor economic situation as moving backward may sound more familiar in Vietnamese.

An interesting illustration of C.A modulation can be observed in (6.5). The English expression conceptualizes economic growth more specifically as moving by train through the utilization of “derail this momentum”. However, its translation in TT “làm chệch hướng đà tăng trưởng”, only conveys moving in general. The loss of the vivid and memorable image of travelling by train can affect the conceptualization of economic changes in TT. However, the emphasis of the general concept of movement rather than a specific mode of transportation may ensure the metaphor resonates with a wider audience and remains relevant across different cultural and linguistic backgrounds like in Vietnam, where train is not frequently used as a means of transport.

Conversely, in (6.6), the expression “to slip to a downwardly revised 1%” is translated into “sẽ trượt dốc xuống mức thấp hơn là 1%”, introducing a more specific image of something descending a slope. This modification emphasizes the downward movement, providing a lively representation of the economic decline. The choice of a more specific image in the Vietnamese translation suggests a cultural or linguistic inclination towards a more tangible and visually descriptive representation of economic events.

The above analysis and examples reveal nuanced shifts in the conceptual modulation of metaphors. Instances of Changes of Symbol, Concrete for Abstract, and Abstract for Concrete modulation patterns showcase the intricacies involved in adapting metaphors for the target language audience. This indicates a dynamic process where metaphoric expressions are not merely transposed but undergo subtle adjustments to align with cultural and linguistic nuances. In other words, they highlight the fluidity and adaptability of conceptual metaphors in the translation process. These modulation patterns, therefore, underscore the importance of considering not only linguistic but also cultural variations in conveying metaphorical meaning.

6.3. Metaphor into Non-Metaphor and Explicative Modulation

Though M.NM, or explicative modulation rank third in terms of modulation pattern used, mounting to 9.0%. This approach contributes to the clarity of meaning in TT since the corresponding TT non-metaphoric expressions paraphrase/explain the metaphor in ST. Table 11 illustrates the modulation pattern with some examples.

Table 11

Examples of Metaphoric Expressions With M.M Translation Procedure, and Modulation Patterns

Conceptual metaphor		Translation procedure	Modulation pattern
ST	TT	M.NM	E.M
ECONOMIC CHANGES ARE SWING MOVING	→ NON-M		
(6.7): Past increases in public and private debt could heighten vulnerability to swings in financing conditions and market sentiment . <i>WB19.01.18EX12</i>	Nợ công và nợ tư nhân leo thang trong thời gian qua có thể làm tăng mức độ dễ bị tổn thương của những thay đổi trong điều kiện tài chính và tâm lý thị trường .		
POOR ECONOMIC GROWTH IS MOVING ON BUMPY ROAD	→NON-M		
(6.8): At the beginning of 2018 the global economy was firing on all cylinders, but it lost speed during the year and the ride could get even bumpier in the year ahead. <i>WB19.01.18EX06</i>	Đầu 2018, kinh tế toàn cầu có dấu hiệu khởi sắc, nhưng sau đó lại giảm tốc và triển vọng trong năm tới còn nhều khó khăn hơn nữa		
MONEY IS FLOWS OF LIQUID	→ NON-M		
(6.9): Portfolio outflows were also seen in most regional bond markets. <i>ADB22.11.25EX03</i>	Hầu hết các thị trường trái phiếu khu vực đều chứng kiến tình trạng rút vốn đầu tư gián tiếp .		

In excerpts (6.7), (6.8) and (6.9), the metaphoric expressions that articulate three interesting conceptual metaphors – ECONOMIC CHANGES ARE SWING MOVING, POOR ECONOMIC GROWTH IS MOVING ON ROAD, and MONEY IS FLOWS OF LIQUID respectively- are all rendered non-metaphorically. In these cases, a literal translation would sound odd in Vietnamese. Consequently, the choice of explicative modulation or non-metaphoric translation gets the message conveyed accurately in TT. However, the expressiveness of the metaphor is lost, and the original conceptualization of economic event in the TT is therefore affected.

Specifically, (6.7) undergoes M.NM or E.M pattern, where “swings” is modulated into “những thay đổi”. The use of non-metaphoric expression leads no metaphor to be attained in the TT. Similarly, one more example of M.NM can be seen in (6.8) as a linguistic manifestation of English conceptual metaphor POOR ECONOMIC GROWTH IS MOVING ON A BUMPY ROAD. In Vietnamese, the image of “bumpy” ride is not kept and “bumpier” is turned into “nhiều khó khăn hơn nữa”. No metaphor can be found in TT in this case. This modulation pattern fails to maintain economic growth as an arduous journey on the road in Vietnamese. In the same vein, in (6.9), the expression “Portfolio outflows” is transferred non-metaphorically into Vietnamese as “tình trạng rút vốn đầu tư gián tiếp”. This translation approach preserves no image of liquid flows in the TT.

Furthermore, analytical results also suggest that explicative modulation can be a useful strategy for translating metaphors, especially when the images of the ST metaphor may sound unfamiliar in the context of the TT. Nevertheless, this strategy may lead to a loss of the impressiveness. It hardly reflects in TT the way the economic event is conceptualized by native users. Consequently, audience of the TT barely imagine how vividly the same economic event is visualized with image in ST.

The choice of explicative modulation, therefore, puts forward the idea that sometimes, a literal translation of metaphoric expressions would sound odd in Vietnamese and certain metaphors, when directly translated, may not align well with the linguistic and cultural nuances of the target language like in the cases of (6.7), (6.8) and (6.9). As a result, explicative modulation is employed to convey the intended meaning more effectively and avoid linguistic awkwardness or confusion. The sacrifice of the images of metaphor in translation highlights the challenge of maintaining both accuracy and vividness in metaphor translation.

7. Conclusion

The investigation into the translation of moving metaphoric expressions in economic discourse reveals that the most common translation procedure used for metaphor translation in economic discourse is metaphor into the same metaphor, with fixed modulation being the most prevalent modulation pattern. Conversion of image, the second most frequent modulation pattern, involves the rendering of a metaphor into a different metaphor in the target language. Metaphor into a non-metaphoric expression is the third common procedure.

While fixed modulation does not alter the conceptual metaphors in the target text, the other two translation procedures, metaphor into a non-metaphoric expression and metaphor into a different metaphor, can affect the way economic events and situations are conceptualized in the target language. Even rendering a metaphor into a non-metaphoric expression can lead to the deletion of a symbol, affecting the expressiveness of the message and the conceptualization of economic events in the target language.

The intricate interrelation between cognition, culture, and the translation procedure showcases the multifaceted nature of conveying economic metaphors across the pair of languages. While shared cognitive structures among economic community facilitate understanding, cultural nuances necessitate nuanced adjustments for effective communication. The implications highlight the need for navigating this complexity, fostering clarity, cultural sensitivity, and dynamic adaptability in metaphor translation for optimal cross-language communication in economic discourse.

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SỰ ĐIỀU BIẾN CỦA ẨN DỤ Ý NIỆM “NHỮNG THAY ĐỔI KINH TẾ LÀ CÁC CÁCH CHUYỂN ĐỘNG” TRONG BẢN DỊCH TIẾNG VIỆT DIỄN NGÔN KINH TẾ

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Tóm tắt: Sự xuất hiện của Ngôn ngữ học Tri nhận và sự ra đời của Thuyết Ẩn dụ ý niệm của Lakoff và Johnson (1980) đã cung cấp một lăng kính mới để nghiên cứu dịch ẩn dụ. Việc truyền tải ý nghĩa và thông điệp một cách hiệu quả vẫn luôn là mối quan tâm trong nghiên cứu dịch thuật. Để đạt được mục tiêu này, có thể cần phải sử dụng các điều biến nhằm truyền đạt thông tin một cách hiệu quả. Nghiên cứu hỗn hợp này khảo sát việc dịch các biểu thức ẩn dụ của ẩn dụ ý niệm “THAY ĐỔI KINH TẾ LÀ CÁC CÁCH CHUYỂN ĐỘNG” trong các thông cáo báo chí kinh tế tiếng Anh và tiếng Việt. Kết quả nghiên cứu cho thấy một số lượng lớn các biểu thức ẩn dụ được giữ lại trong bản dịch mà gần như không có những thay đổi đáng kể. Điều này cho thấy mức độ tương đồng cao về ý niệm giữa hai ngôn ngữ liên quan đến những thay đổi kinh tế. Tuy nhiên, đôi khi cũng có những thay đổi ở bản dịch. Điều này cho thấy ảnh hưởng của sự điều biến đối với việc ý niệm hóa các sự kiện kinh tế và các ẩn dụ ý niệm trong diễn ngôn kinh tế trong tiếng Việt. Nghiên cứu này góp phần cung cấp cái nhìn sâu hơn về sự tương quan giữa ngôn ngữ và ý niệm hóa trong việc dịch tin tức kinh tế.

Từ khóa: nghiên cứu dịch thuật, điều biến, diễn ngôn kinh tế, ẩn dụ ý niệm, biểu thức ẩn dụ