

“Translating metaphor – a cognitive linguistic perspective”

Zoltán Kövecses ([webpage](#))

(Eötvös Loránd University, Hungary)

Keywords: cognitive linguistics, conceptual metaphor theory, conceptual system, context, difficulty in translation

It has become more or less a commonplace that whenever we translate from one language into another, there are two different conceptual systems involved. Many difficulties in translation arise from such differences between conceptual systems. And since conceptual systems emerge and are used in context, contextual differences may also lead to problems in translation.

In my talk, I focus on metaphorical concepts and characterize the metaphorical conceptual system in general. I also discuss how context plays a role in shaping the metaphorical mind. I point out that a number of problems in translation arise from differences in metaphorical conceptual systems and the contexts in which they emerge. In demonstrating such problems in translation, I look at a number of examples taken from a variety of languages, including English, Hungarian, Spanish, Chinese, and possibly others.

References:

- Kövecses, Zoltan. 2005. *Metaphor in Culture. Universality and Variation*. Cambridge UP.
- Mandelblit, Nili. 1995. “The cognitive view of metaphor and its implications for translation theory.” In M. Thalen and B. Lewandowska-Tomasczyk, eds., *Translation and Meaning. Part 3*. Maastricht: Maastrich UP. 482- 495.
- Schaffner, Christina. 2004. “Metaphor and translation: some implications of a cognitive approach.” *Journal of Pragmatics* 36, 1253-1269.

Conference website: www.lingue.unibo.it/tradurrefigure