

Metaphor and Translation Strategies in News English

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Abstract. Metaphor as a figure of speech a, than simile more vivid and flexible, in News English, metaphor can better express the theme, readers to deepen cognition, to create infection force characteristics of a strong press release to have the help very much. In the translation of metaphors in English News English, it is required to have a specific translation skill, in order to retain the original information and convey it to the reader. This paper firstly analyzes the use of metaphors in News English, and then analyzes and summarizes the translation techniques and Strategies of metaphor.

Introduction

Generally, news English is a kind of more formal and standard language used in newspapers, radio, television and other traditional media. News English in addition to the general news language required to have the public, interesting and concise, but also often use metaphors. Different with the general style and content of the news need to responsible for the mass, so in the translation of English news to as far as possible to retain the original meaning and transfer metaphor attitude. To grasp the translation skills of metaphor is the only way to accurately translate the news English.

Metaphors in News English.

Metaphor is a more subtle and tactful language expression, in between the two irrelevant things by finding common ground compose builds a link, this and Chinese metaphor is consistent. According to Chinese customs, in the use of metaphor, with "A B" form, rather than as a simile "A like B" forms. Through metaphor, the effect is more direct and effective. [1]For example, "a milestone in bilateral ties" can be translated as "a milestone in bilateral relations", "chain reaction" can be translated into a "chain reaction", "shadow cabinet" can be translated as "shadow cabinet" and so on.

Metaphor in English news generally can be divided into two types of conceptual metaphor and conceptual metaphor, including conceptual metaphor is a character of a thing as metaphor, metaphor in the text directly have and target the same meaning, conceptual metaphor than non-conceptual metaphor easier to understand and translate it.[2] Although different countries largely in the language on their cultural and historical influence, but the human history is common, from this perspective, it is easy to understand the concept of metaphor. Some natural phenomena exist objectively, which can produce a common cognitive function in both English speaking countries and non-English speaking countries such as China, which is the basis of the concept of metaphor. For example, "a thunder of applause" can be translated as "thunderous applause", as a natural phenomenon, thundering loudness for all readers is common. So it is very easy to understand the metaphor. On the other hand, metaphorical thinking from the production of human life experience, any nation will experience the same feeling of life, such as disease, death, love and marriage. Have the same emotional experience of people of all countries will in metaphor reflects the same cognition, we can find many metaphors in English news to readers is more easily to understand, such as "push the boat with the current" can be translated as "yielded," rub salt into the wound "can be translated as" salt to the wound ", " failure is the mother of success "can be translated as" failure is the mother of success ", and so on.[3]

Non conceptual metaphor, which causes some difficulties in the translation of the translator from the perspective of understanding, is far less intuitive and easy to understand. If the original text and

the translation of the conceptual metaphor have the same meaning, then the non-conceptual metaphors are not related. When we want to describe a new thing or goal in a non-conceptual metaphor, we often have to establish an informal relationship between the two different things ". The appearance of non-conceptual metaphor is due to the cultural background of different languages, so English and Chinese often express the same meaning in different images. For example, "a cat on the bricks" can be translated as "an ant on a hot pan", "apple of the eye" can be translated as "apple" and "paint the lily" can be translated as "superfluous" and so on.

Translation Strategies of Metaphors in News English

Translators to study on metaphor translation in News English put a lot of effort, summed up the following several translation strategies.

First, the Metaphor Strategy. This strategy for the use of the environment is in the original English text to describe things can find Chinese completely relative or equivalent other things. This way not only can be retained the original cultural characteristics, also can make the translation vivid and interesting, for readers easier to understand. For example, there is such a metaphor: one reason this has not happened, explains Mr. Anderson, is that the bosses of business scope: Chinese firms treat their jobs as stepping stones to higher political office. Can this translation: Anderson believes that this has not happened for a reason is that the leaders of China's state-owned enterprises regard their work as more high-level political post a stepping stone towards. [4]

Second, "Metaphor Simile" Strategy. When the metaphors in English news translation, appropriate use of metaphor in Chinese simile to replace the original, in the process of translation, proper use of "like" and "like", "like" such as simile words, let the reader of metaphor have better understanding. For example, there is a metaphor: the real problem is city-killers -things too small for existing surveys to see, but large enough to do serious damage. Can this translation: the real problem is similar to the "city a killer like asteroids, the asteroid with our current means it is difficult to observe, but it can bring great damage.

Third, "Metaphor - saying" strategy. If it is difficult to translate the metaphor into Chinese, it is very difficult for the reader to accept the meaning. For example, there is a metaphor: high fuel prices were mainly to blame but the EU's new carbon tax was the "nail in the coffin". Can this translation: This is one of the main reasons is the high fuel prices, but the new European Union carbon tax is the coffin nails -- a fatal blow.

Fourth, "replace" strategy. This strategy is used to replace the original body metaphor in Chinese metaphor, but the two have a similar meaning. For example, it's a Cyclops stabbing itself in the eye. The translation is not be translated as "thorn my eyes", and to "lifting a rock hit his own feet" is more appropriate.

Metaphor Translation in News English

There are four approaches to the translation of metaphors in News English.

The first is literal translation. This is a translation in widespread adoption, direct and regulates translation habits; basic guarantee does not change the original meaning, in translating metaphor, the metaphor meaning translation, not to join the other modification changes the original cultural elements and national colors. For example, report is going to the raise alarms that the economy is slipping into recession again. This sentence can be translated into the report will sound the economy once again caught the alarm bell". [5]This translation is clear at a glance; the reader can also feel the vivid.

The second is free translation, which is usually considered as the highest level of translation. When the literal translation would be destroyed the original metaphor meaning and artistic conception, and to make the reader easily understood and accepted, it requires the translator translation. For example, to the translation of "red tape", if the use of literal translation will get the "red tape", this is very awkward, and to understand the British cultural background can know British official documents usually with red ribbon tied, free translation, can be translated into the

"red tape", "bureaucracy".

The third is to increase the translation of. Because the English have a lot of binding expression of national historical and cultural background, the ordinary readers are not familiar with, a translator should shoulder the responsibility of amplification, by an appropriate increase in translation to make it easier for readers to understand the meaning. For example, question has opened Pandora This' Box. s this sentence can be translated into the problem of opening Pandora's box".[6] Although this translation is no problem, but who do not know the Pandora's box of the Greek allusions readers still incomprehensible. Therefore, it may be added, "this opens up a Pandora's Box, a lot of problems which." This translation is clear at a glance; the reader is also easy to accept.

The last one is translation. Translation of the use of the environment is also very common, when a meaning in English and Chinese metaphor and Chinese expression are similar in form, but after the Chinese Yu body corresponding to multiple English vehicles, the reader may produce the deviation of understanding in reading. In order to solve the difficulties in understanding the cultural differences, we can use the translation methods to translate the metaphors into the habit of the readers and to accept the image of the body. For example, it was the first time that Mr.Clinton, who is facing the most severe political crisis of his career, was the Pentagon as the backdrop for a major address. Among them, backdrop of the original intention is "background", but this translation to understand in which translation into a "shield" to conform to the context of situation, namely "the Pentagon as a solution to the problem of shield."

When it comes to the translation techniques of metaphors in News English, as with all forms of translation, it should follow the guidelines of "faithfulness, expressiveness and elegance". On the basis of the above four methods, we can translate the metaphors in News English accurately and accurately.

Actually, want to appropriate image translation in News English metaphor, first of all to the accumulation of a large number of Western cultural backgrounds and traditional history, in the translation as long as properly using the above translation strategies and techniques, combined with their accumulated knowledge, must be able to translate the outstanding works of journalism.

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