

# Conceptual Metaphors in the Translation of Political Speeches of King Abdullah II\*

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**Abstract**—The research aims to define conceptual metaphor and its types in general, as well as exploring the conceptualization of the metaphorical expressions used in the political speeches of King Abdullah II in English and the translations of the metaphors in Arabic. The study illustrates the techniques and strategies used by the Hashemite Royal Court in translating ST metaphorical expression to the TT. The researcher relies on the Metaphor Identification Procedure (MIP), proposed by the Group (2007) and the Critical Metaphor Analysis (CMA), proposed by Charteris-Black (2004), in identifying the conceptual metaphors that King Abdullah II used in his political speeches. As for categorizing the metaphorical expressions, we rely on the Longman and Oxford Dictionaries to determine the semantic field that the metaphorical expression relates to. The study depends on the method proposed by Al-Zoubi, Al-Ali, and Al-Hasnawi (2007) to examine the conceptual metaphors of the two texts and find out whether there are any differences or similarities by comparing the two metaphors, as well as analyzing whether the metaphors are maintained, changed or deleted.

**Index Terms**—conceptual metaphor, translation, speech, King, Abdullah

## I. INTRODUCTION

Political speeches include many types of figure of speech and metaphors are the most notable ones. Politicians constantly use this type of figure of speech in their discourse to deliver their message, as it adds emotions and feelings to the discourse and it creates a powerful impact on the targeted audience, but it is worth mentioning that metaphors are also recognized as conceptual metaphors. Politicians use conceptual metaphors in their discourse to enable them to make a better communication with the target audience in delivering their message and their views about certain topics; it can be described as a bridge between the transmitter and the receiver. This type of metaphor strengthens the connection between the speaker and the hearer, as well as helping the communication wheel to keep rolling. For this reason politicians are keen in using this type of metaphor as it helps them to bond with their audience. So it is understood that conceptual metaphor has a vital role in our lives (Schaffner, 2004).

From a linguistic perspective, metaphor has traditionally been defined and understood as an artistic and rhetorical device, used to make the discourse elegant and emotive using figurative expressions, as a vast majority of people believe that they only use metaphors deliberately whenever they please, but previous studies show that, on the contrary, metaphors are used in everyday discourse subconsciously.

## II. OBJECTIVES OF THE STUDY

The study aims to:

1. Investigate the strategies and procedures used during the process of translating these metaphors by the Royal Hashemite Court.
2. Find out the differences and the similarities between the ST and the TT, as well as finding out whether these metaphors were preserved or not in translating them to the TT.

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3. Define conceptual metaphor and make a better understanding of its theory and to illustrate the types of these metaphors.
4. Identify the conceptual metaphors in the political speeches of King Abdullah II, as well as to clarify their types and to analyze the function of each metaphor.

### III. SIGNIFICANCE OF THE STUDY

Generally, people have a misconception that metaphor is just a property of words and used only to describe one thing in terms of another as it is also used for rhetorical purposes. Previous studies show that metaphors are also considered a property of concepts and not just words, as we use them to understand a thing in terms of another. This study will define conceptual metaphors, as well as providing the different types of these metaphors and explaining their function in a certain text. Noting that in some cases, conceptual metaphors can be similar between two different cultures. Therefore the study will focus on whether the conceptual metaphors, used in King Abdullah's speeches, are similar or different in the STs and TTs. Different types of conceptual metaphors could be used in a single text, thus, this research will also look into how different metaphors will be translated and will the translation be influenced by the original text, keeping in mind that disregarding this kind of metaphor in the translation process may lead to a fragile translation and possibly misleading the target audience, as this type of metaphor is considered an important part in communication in every language. So this study will also look into the translation, and find out if there are any differences or similarities between the two texts.

### IV. STATEMENT OF THE PROBLEM

Translating conceptual metaphors in political speeches puts a heavy burden on the translator, as According to Schaffner (2004), the issue of metaphor has frequently caused translation academics to disagree over the difficulties in translating metaphors from one language and culture to another. There are different types of conceptual metaphors used in a single text and the translator must keep in mind the differences between the two cultures and their specific used languages, hence the translator must find the perfect balance between the ST and TT, as he is obligated to deliver the similar function that occurs in the source text. Some translators may not pay full attention in translating these kinds of metaphors, which may lead to vague meaning in the TT, or in worst case scenarios, mistranslating the whole meaning of the metaphors of the ST. It will also be crucial of the translator to reproduce the natural equivalent meaning in the TTs as in the STs, taking into consideration the cultural differences while translating.

### V. METHODOLOGY

For the purpose of achieving the objectives of the study, the researchers will include three procedures. The first procedure will focus on identifying the conceptual metaphors in the ST. The second procedure aims to distinguish the type of the conceptual metaphor and identifying their conceptual domains according to the semantic field, which the metaphorical expression belong to. The third procedure involves analyzing the translation of metaphors in the TT and discussing the strategies used in the translation process.

#### A. Data Collection

For the purpose of achieving the objectives of this study, the researchers will provide examples, selected from political speeches of King Abdullah II, during the period (9<sup>th</sup> of May 2018 – 29<sup>th</sup> of March 2019). As for the resource, the researchers retrieved the selected written speeches electronically from the official website of King Abdullah II <https://Kingabdullah.jo>. This website was chosen for the accessibility of numerous speeches of his Majesty and the availability of the translation of these speeches. The translations of the selected speeches were retrieved electronically in 14<sup>th</sup> of April, 2019.

#### B. Data Analysis

In this particular stage, the researchers provided the necessary methodological procedures for the translation of conceptual metaphors from (E to A):

##### (a). *Identifying the Conceptual Metaphors in the ST*

This process focused on highlighting the used conceptual metaphors in the provided speeches of King Abdullah II. When it comes to identifying conceptual metaphors, the Group (2007) presents a method that can be used in identifying conceptual metaphors in the discourse, which is called Metaphor Identification procedure (MIP). The MIP is as follows:

1. To get a sense of the meaning in general, read the complete text-discourse.
2. Determine the lexical units in the text-discourse.
2. (a) For each lexical unit in the text, establish its meaning in context; that is, how it applies to an entity, relation, or attribute in the situation evoked by the text (contextual meaning). Take into account what comes before and after the lexical unit.

(b) Determine whether each lexical unit has a more basic current meaning in situations other than the one in the context in which it is used. The most common basic interpretations for our purposes are,

- More concrete: It is simpler to visualize, hear, feel, smell, and taste the things they evoke.
- Affects how the body moves.
- More exact (as opposed to vague).
- older historically.

Basic meanings do not always correspond to the lexical unit's most frequent meanings.

(c) Determine whether the contextual meaning contrasts with the basic meaning but may still be comprehended in comparison with it if the lexical unit has a more basic current-contemporary meaning in contexts other than the one provided.

3. If so, indicate that the lexical item is metaphorical.

In this process, the decision as to whether or not a lexical element can be considered metaphorical is based on the disparity between the contextual meaning and the basic meaning. There is another reliable method provided by Charteris-Black (2004) for identifying conceptual metaphors in a text, Charteris-Black suggests the Critical Metaphor Analysis (CMA) for this particular procedure, which is:

A metaphor is a word or phrase that causes semantic tension by:

- Reification: referring to something that is abstract using a word or phrase that in other contexts refers to something that is concrete.
- Personification: referring to something that is inanimate using a word or phrase that in other contexts refers to something that is animate.

In this procedure, the distinction between the core meaning and the context is used to determine whether or not a lexical element can be called metaphorical. For this specific strategy, Charteris-Black (2004) offers the Critical Metaphor Analysis (CMA), which is another trustworthy technique for locating conceptual metaphors in a text.

A word or phrase that creates semantic tension is known as a metaphor.

- Reification is the act of utilizing a word or phrase that in another context denotes something concrete to refer to something abstract.
- Personification is the use of a word or phrase to describe something inanimate that is referred to as animate in other situations.
- Depersonification is the use of words or expressions that, in other contexts, relate to inanimate objects to refer to an animate object.

This research will depend on the two previously mentioned methods, which are the MIP by the Group (2007) and CMA by Charteris-Black (2004) for identifying conceptual metaphors in the ST.

#### *(b). Categorizing the Conceptual Metaphors of the ST*

The procedure of this methodology analyzed the identified linguistic metaphors and determined the conceptual domains according to the analysis of the metaphorical expressions, which are related to a specific semantic domain. For example, expressions like "growth", "thrive", "root" and "flourish" are all part of the semantic field of the LIVING ORGANISM domain.

For this particular procedure, the researcher will rely on the Longman Dictionary of Contemporary English and Oxford Learner's Dictionary. There are various types of conceptual domains, such as, BUILDING, BURDEN, NATURE and DISASTER, JOURNEY, PERSONIFICATION, LIVING ORGANISM, and WATER. These types will function as source domains for conceptual metaphors, which the researcher will elaborate more in the research.

#### *(c). Analysis of the Conceptual Metaphors in the TT*

The aim of this process will be to identify and to analyze the translator's techniques and strategies in translating the conceptual metaphors of the ST. This procedure will also examine the conceptual metaphors of the two texts and find out whether there are any differences or similarities by comparing the two metaphors, as well as analyzing whether the metaphors are maintained, changed or deleted. The researchers of this study will use the Al-Zoubi et al. (2006) approach for analyzing the translation of metaphors for the current procedure. This technique offers three collections of genuine English and Arabic metaphor examples for metaphor translation:

1. Metaphors of comparable mapping situations, when similar terms in both languages are used to communicate similar concepts.
2. Similar mapping circumstances are represented metaphorically, but in the two languages in different ways.
3. Metaphors of various mapping circumstances without TL counterparts.

They also indicated that the obligations of the translators are not just to be bilingual; they also need to be bicultural as well, and they also should be aware of cognitive and cultural issues when translating between Arabic and English.

## VI. REVIEW OF THE RELATED LITERATURE

### *A. Metaphor*

Metaphor, in the traditional view, is considered a type of figure of speech, which is commonly used in literary text and functions as a device for rhetorical effect. People use metaphors for comparison or symbolism to add some color to their discourse. Metaphors, according to Knowles and Moon (2006), are when language is used to refer to something different from what it was originally applied to or what it means in order to imply some likeness or establish a relationship between the two.

### **Metaphor Types**

According to Newmark (1988) there are six types of metaphor, these are:

1. Dead Metaphors, this type refers to the metaphors that relates to universal terms of time and time, and the main parts of the human body, like, space, field, arm, head and others, it is worth mentioning that this type of metaphor is considered for most people literal language as they cannot recognize them as metaphors.
2. Cliché Metaphors: According to Newmark (1988), this sort of metaphors is used as a stand-in for coherent thought, frequently in an emotional manner but without regard to the actual circumstances.
3. Stock Metaphors: it described this term as an established metaphor, which in an informal setting is a succinct and effective way to referentially and pragmatically address a physical or mental condition.
4. Adapted Metaphor: Proverbs fall under this kind of metaphors. Because this specific form of metaphor has such an important cultural function in the TL, translators frequently go to considerable lengths to render it accurately in the target language.
5. Recent Metaphor: This is a newly created metaphor and often categorized as slang.
6. Original Metaphors: as he describes it (1988) as created or quoted by the SL writer, and these metaphors are describes as complex as they have double meaning.

### **B. Conceptual Metaphor**

As we mentioned before in this research, Lakoff and Johnson (1980) believed metaphors as a means of understanding something in terms of something else, as they indicate that conceptual metaphors and used in everyday language, so it is worth mentioning that conceptual metaphors exist in almost every political speech, and the reason is that these metaphors can help the public to understand easily. Lakoff and Johnson (1980) suggested that "concepts that are used in metaphorical definitions to define other concepts also correspond to natural kind of experience" (p. 118). They illustrate that the understanding of conceptual metaphor occurs in terms of experience and not separate concept, which cannot be understood on their own terms. Lakoff (1993) also refers to conceptual metaphors as "mappings across conceptual domains" he also adds "Each mappings is a fixed set of ontological correspondences between entities in a source domain and entities in a target domain" (p. 245). Conceptual metaphors are an effective tool because they are linked to the conceptual frames such as DISEASES, JOURNEY, BURDEN and other types, which the audience is familiar with these concepts; therefore the message becomes more intelligible and comprehensible (Mehawesh, 2016).

### **C. Translation of Metaphors**

#### **Translation of Linguistic Metaphor**

The interests of many scholars have centered on the translatability of metaphor and the procedures for transferring it to another language, as some of these scholars believe that there is no theory of metaphor translation and a ST metaphor can be translated literary into the TT. But some scholars reject this statement, such as Newmark, explaining that not all metaphors can be translated literally into the TT, since this could result or cause a loss of the intended meaning of the ST metaphor.

Newmark (1985) identifies eight procedures for the translation of metaphor:

1. To create the same image in the TL if the frequency and currency are same in the relevant register.
2. To substitute another well-known TL picture that is similarly prevalent within the register and does not conflict with the TL culture for the SL image.
3. To maintain the image, translate the ST metaphor using a simile.
4. To simileitize and sense-translate the ST metaphor.
5. Making sense of the ST metaphor.
- In order to change the ST metaphor
7. If the ST metaphor is unnecessary, remove it.
8. To replicate the ST metaphor with logic.

## **VII. DISCUSSION**

### **A. Identification and Categorization of Conceptual Metaphor in the ST**

Depending on the selected speeches, the following conceptual domains were identified: BUILDING, BURDEN, NATURE and DISASTER, JOURNEY, PERSONIFICATION, LIVING ORAGNISM, and WATER.

The conceptual metaphors identified in the ST are categorized according to three main cognitive categories, provided by Lakoff and Johnson (1980) which are: Orientational metaphor, ontological metaphor and Structural metaphor.

However, as the researchers mentioned before, these three categories can hardly be differentiated, since they are very similar. In their second version of their book, Lakoff and Johnson (1980) admit that they erred and describe their earlier

categorization as "artificial." Therefore, naming these three categories is pointless. It is worth mentioning in this research that some of the identified conceptual metaphors in the ST will be divided into sub-conceptual metaphors.

Before moving forward, it is also crucial to point out that some of the examples include two source domains simultaneously, which Charteris-Black (2004) introduced it as nested metaphors. Nested metaphor is defined by Charteris-Black (2004) as the rhetorical practice of placing a metaphor from one source domain within a metaphor from another source domain. Consider the following example:

"Our country has been able to stand strong in the face of external storms."

In the previous example, acquired from his Majesty's speech at the London Initiative Conference on 28<sup>th</sup> February, 2019, the researcher was able to identify two conceptual source domains, which are: PERSONIFICATION and DISASTER. Personification is the act of giving human characteristics to a non-human entity, as it is shown in the previous example; Jordan is identified as a person who faces external storms, as external storms is a metaphorical expression that is associated to a certain semantic field, which is called Disaster.

In this study, the researchers were able to identify the following conceptual domains:

(a). *Journey Metaphors*

In *Metaphors We Live By*, Lakoff and Johnson (1980) introduced this type of metaphor, which is derived from LOVE IS A JOURNEY that developed to LIFE IS A JOURNEY. This conceptual metaphor is used to express the experience, activity and progress of someone or something. The JOURNEY metaphor also highlights the destination that is established or decided in advance. The most notable keywords of this particular domain are: 'path', 'steps'.

The JOURNEY metaphor is frequently used in political speeches, because it provides an opportunity for the politicians to create figurative expressions, as it reflects their own experience to connect themselves with the audience. Charteris-Black (2004) indicates that JOURNEY metaphors are very widely used in political speeches including, Churchill, Thatcher, Blair, Clinton and Bush (senior and junior). Consider the following example:

It is not necessary for all people to be same in order for them to have the same worries, needs, or aspirations. A better future is possible by: we must find a common path.

The JOURNEY metaphor in the previous example, which is retrieved from his Majesty's acceptance speech during the Lamp of Peace Award Ceremony in Assisi, Italy on 29<sup>th</sup> of March, 2019, can be identified by the use of keyword 'path'. In this particular metaphor, King Abdullah II emphasizes the importance of the agreement on unifying their goals and interests to make a better future. The JOURNEY conceptual domain generates the following conceptual metaphor:

**REFORM IS A JOURNEY**

In political and economic discourse, reform is understood in terms of adjustments and improvement of the situation, which cannot be achieved in a single moment. In King Abdullah's speeches, reform is conceptualized as a path or a journey that Jordan must follow and he argues the stages, time, and goals of the reform process. Consider the following examples:

Jordan is actively supporting the growth of opportunity. Now across all sectors, reforms are underway to support and foster a healthy business climate.

The phrases "reform" and "underway" are used in the aforementioned example, which is taken from His Majesty's opening remarks at the World Economic Forum on the Middle East and North Africa in the Dead Sea on April 6, 2019. In this particular example Jordan is personified as a person who is supporting the development of economy, while reforms has started and are in progress. King Abdullah II conceptualizes the process of reforms as a journey, in which it started and has a goal or destination.

(b). *Living Organism Metaphors*

According to the analyzed speeches of his Majesty, This kind of metaphor is common in speeches that are related to economy, while words such as 'growth' and 'thrive' collocate with the term economy. These kinds of keywords are used to refer to living organisms to indicate that economy advances and develops over time. The key words of the metaphorical expression of this particular domain are: 'growth', 'ripe', 'flourish', 'root' and 'thrive". The LIVING ORGANISM metaphor is the most notable metaphor that was frequently used in his Majesty's speeches about economy. The metaphors identified in the study are intended to interpret them in terms of the plant source domain, as plants are familiar to human beings. Consider the following example retrieved from his Majesty's speech in London Initiative Conference in London, UK on 28<sup>th</sup> of February, 2019, and his Majesty's opening statement in World Economic Forum on the Middle East and North Africa in the Dead Sea on 6<sup>th</sup> of April, 2019:

-We are actively working with the international community to ensure the fiscal space that is needed for economic growth.

-Our economic strategy prioritizes service sectors that benefit directly from Jordan's high-value human capital. Now these sectors are ripe for growth.

-Joint enterprises thrive when partners invest their hearts and talents and resources into success.

In the first and second examples above, we notice that economy is conceptualized as a plant that grows and a plant that is developed to the point of readiness for harvesting. These metaphorical expressions are specified for the economy of Jordan, as he illustrates in the first example that Jordan is working with the international community to provide the

required budget to develop the current economic status. In the second example, his Majesty explains that the economy of Jordan makes a priority of the service sectors, which are already developed.

In the third example, King Abdullah II conceptualized the joint companies and enterprises as a plant that grows and thrives when the partners, who are related to the matter, work hard to achieve success.

#### (c). *Personification*

From a cognitive perspective, personification is the act of giving human qualities and characteristics to non-human entities. Lakoff and Johnson (1980) explained that this type of metaphor is identified as the most obvious ontological metaphor, as objects are described as a human being that helps us to comprehend them in terms of human motivations, characteristics and activities, they contend that personification enables us to understand things in the universe in terms that are relatable to our own motivations, objectives, behaviors, and qualities. This particular metaphor is frequently used in political discourse, as most of the politicians use personification in defining their own countries as human beings, as Charteris –Black (2004) argues that countries can be specified using the language of people.

Depending on the analyzed speeches of King Abdullah II, the country Jordan is conceptualized as a person that is attributed with human qualities and characteristics. Consider the following examples:

I can say that Jordan will continue to play a major role in the global effort to end the serious crises that endanger our region and the world.

In the example showed above, which is obtained from his Majesty's opening speech of the 27<sup>th</sup> annual meeting and business forum of the European Bank reconstruction and development in the Dead Sea, Jordan on 9<sup>th</sup> of May, 2018, King Abdullah II conceptualizes Jordan as a human being who has a massive part in the efforts of achieving peace and stability in the Arab region and the world, which also conceptualizes Jordan as a noble person.

#### (d). *Building Metaphors*

This type of conceptual domain is derived from THEORIES ARE BUILDING. Lakoff and Johnson (1980) argued that "expressions such as *construct* and *foundation* are instances of the used part of such a metaphorical concept and are part of our ordinary literal language about theories" (p. 52).

In political discourse, using this type of conceptual domain can be helpful in emphasizing the shared goal. The linguistic metaphor can be realized by the keywords, which are the most notable ones, such as: 'build', 'pillars', and 'shape'. Consider the following example:

It begins with investment in the pillars of stability and moderation; standing up for our world's shared interest in coexistence, harmony, and cooperation.

In the example above, derived from His Majesty's opening speech of the 27<sup>th</sup> annual meeting and business forum of the European Bank reconstruction and development in the Dead Sea, Jordan on 9<sup>th</sup> of May, 2018, his Majesty affirms that to reach a prospering future, the important initial move would be to invest and work on the economical stability and moderation, which king Abdullah II shows emphasis on this particular topic, as it is the first idea that he mentioned. The BUILDING conceptual domain generates the following conceptual metaphor:

#### **FUTURE IS A BUILDING**

The process of building the future requires foundations, materials, and builders for the establishment. Consider the following examples to verify the fact that future can be described as a building:

This is the traditional, orthodox Islam that is the faith of the vast, vast majority of Muslims around the world—1.8 billion good neighbors and good citizens who are helping build the future, (building) in Jordan and the Middle East; in the US and Asia and Europe; and beyond.

In the examples above, retrieved from His Majesty's speech in Templeton Prize Ceremony in Washington DC, USA on 13<sup>th</sup> November, 2018, King Abdullah II emphasizes the fact that citizens are vital to make a better future in the region, as well as the need to work together, side by side, to make the world with better future. The keywords mentioned in the examples: 'build' is conceptualized in terms of forming and making a prospering and thriving future.

#### (e). *Burden Metaphors*

This type of metaphorical expression can be realized by keywords such as: 'burden' and 'bear'. In political discourse, this type of metaphor is used to conceptualize enduring and tolerating the crises that a country or people face. For instance, when King of Jordan, Abdullah Bin Al Hussein, talks about the responsibility of Jordan towards the Syrian refugees in hosting them, and emphasizes the burden the Jordanians have on their shoulders. Consider the following examples:

As many of you know, Jordan has carried a massive, disproportionate burden as a refugee host. Our people have opened their homes, schools, public services, hospitals.

Jordanians have borne this refugee burden in full accord with our country's long humanitarian traditions, but we know, and the world knows, that this crisis is a global responsibility.

In the examples above, obtained from his Majesty's speech at the Plenary Session of the 73<sup>rd</sup> General Assembly of the United Nations in New York, USA on 25<sup>th</sup> of September, 2018, King Abdullah II illustrates that his country, Jordan, and its citizens has carried the great burden of hosting and supporting the Syrian Refugees. These metaphorical

expressions were identified based on the keyword 'Burden'. He also conceptualizes his country, Jordan, as a noble person who is carrying an excessive burden helping the Syrian refugees.

(f). *Nature and Disaster Metaphors*

The linguistic metaphors of this particular conceptual domain are realized by the keyword: 'storms', 'sunshine'. This type of conceptual domain is used to describe a tragic natural event or to illustrate a particular condition or state that someone or something is in at a specific time. This metaphor is also used to clarify a political crisis that faced a country in terms of the familiarity of the natural disasters, or to define a situation or a state of a particular country in terms of weather or atmosphere. Consider the following example:

Our countries have been friends through sunshine and storm. And I deeply appreciate the UK's commitment, and the hard work of all those who have helped organize today's conference.

In the example above, acquired from his Majesty's speech in London Initiative Conference in London, UK on 28<sup>th</sup> of February, 2019, King Abdullah II emphasizes the profound relations between Jordan and UK, as they were united and strong as they have encountered and survived crisis. As it is shown in the example, this type of metaphor provides a vivid image of the situation, which makes the expression more emotive, results in affecting the audience.

(g). *Water Metaphors*

This type of metaphorical expression is used in the political discourse in addressing the situation of the economic sector of a particular country, as well as to conceptualize the production or output of certain energy, and also to conceptualize the investments as a steady or continuous stream of water. This type of metaphor can be identified by metaphorical keywords such as: 'stream' and 'flow'. Consider the following example:

We, like many others, were hit by the global financial crisis and multiple shocks to global energy prices and sources. Regional turmoil disrupted key trade routes and energy flows. And our situation worsened with the Syrian refugee crisis.

In this example, derived from his Majesty's remarks at the London Initiative in London, UK on 28<sup>th</sup> of February, 2019, King Abdullah II sheds the light on the difficult situation of his country, Jordan, which faces many crises, such as the global financial crisis, the disturbing state of the region, and the burden of the Syrian refugee which damaged the trade route and the energy flows in the region. King Abdullah II conceptualized energy as a river that flows in the region, which is disrupted by the crises. It also could be conceptualized as a river for the importance of energy and its consistent flow for the region.

B. *Analysis of Metaphors in the TT*

This section will focus on examining the translation of the identified conceptual metaphors in the TTs, as well as discussing the techniques that were utilized to convey the conceptual metaphors from (E to A). It is worth mentioning that this part of the study will be divided into three sections:

The first section will include the discussion of the symmetrical TT conceptual metaphors identified in the research. The second section will involve the different TT conceptual metaphors. The third section will focus on the omitted ST conceptual metaphors in the TT.

It is worth mentioning that the translations of the selected examples were retrieved electronically from the official website of King Abdullah II, as mentioned before in the methodology of the research, section (5.2), on 14<sup>th</sup> of April, 2019.

(a). *Symmetrical TT Conceptual Metaphors*

This type of translation technique includes reproducing identical conceptual metaphor of the ST in the TT. This particular strategy frequently depends on the literal translation of the ST metaphorical expressions or conveying different metaphorical expression that is similar to the ST conceptual metaphor.

It is worth mentioning that this type of technique is the most prominent type used depending on the analyzed speeches of King Abdulla II. Consider the following examples:

1. *Journey Metaphors*

Example 1:

ST: The people of the world do not have to be the same in order to have the same concerns, share the same needs, or hope the same hopes. To reach a better future, we must find a common path.

TT: ليس من الضرورة لشعوب العالم أن تكون متشابهة لكي تتشارك في نفس الهموم، أو نفس الاحتياجات، أو نفس الآمال. وحتى نصل إلى مستقبل أفضل، علينا أن نجد طريقاً مشتركاً.

In example above, acquired from his Majesty's remarks during the Lamp of Peace Award Ceremony in Assisi, Italy on 29<sup>th</sup> of March, 2019, the ST metaphorical expression 'path' relates to ST metaphor JOURNEY. In this example, King Abdullah II illustrates the importance of unity of all people, despite the difference, in creating the greater future. This ST expression is translated as 'طريق مشترك'. The TT metaphor is considered identical, which indicates that the ST metaphorical expression is translated literally. In this case, the metaphorical expression of the ST is retained and preserved in the TT.

2. *Nature and Disaster Metaphors*

## Example 2:

ST: I would particularly like to thank my fellow Jordanians. It is solely because of their resilience and capability that our country has been able to stand strong in the face of external storms.

TT: أوجه الشكر والتقدير للأردنيين والأردنيات؛ بفضل ثباتهم وعزيمتهم تمكن الأردن على الدوام من الوقوف بقوة وشموخ في وجه العواصف الخارجية.

In this example, which is obtained from his Majesty's speech at the London initiative conference in London, UK on 28<sup>th</sup> February, 2019, the keyword 'storms' is related to the semantic field of natural disaster, which indicates to the ST conceptual metaphor DISASTER. In example above, his Majesty expresses his gratitude to his own people, the Jordanians, for their resilience and stability, which helped Jordan to endure and bear the crises it faced. The ST metaphorical expression is translated literary as 'العواصف الخارجية', which points out that the ST metaphor is maintained in the TT.

## 3. Personification

## Example 3:

ST: The United Nations was born in the ashes of the Second World War, out of a deep desire to protect new generations from suffering, destruction, and want.

TT: ولدت منظمة الأمم المتحدة من رماد الحرب العالمية الثانية ودمارها، في مسعى صادق لحماية الأجيال القادمة من المعاناة والدمار والحرمان.

As shown in the example, acquired from his Majesty's remarks at the plenary session of the 73rd General Assembly of the United Nations in New York, USA on 25<sup>th</sup> of September 2018, King Abdullah II used PERSONIFICATION talking about the United Nation. He sheds light to the establishment of this organization, emphasizing the time and circumstances in which it was founded. The ST metaphorical expression is translated literary in the TT; however the translator elaborated this metaphor in the TT, where the translator adds the word 'دمارها', [and its destruction], in this case, it is meant to create a similar expression that can give the reader more clarification in regard to the situation of the Second World War as well as providing a more dramatic effect.

## 4. Living Organism Metaphors

## Example 4:

ST: Joint enterprises thrive when partners invest their hearts and talents and resources into success. And we who are here today are partners in a great enterprise indeed: to energeise economies that are at the centre of global prosperity and peace.

TT: إن المشاريع المشتركة تزدهر وتثمر عندما يستثمر الشركاء ويكرسون جل طاقاتهم ومواهبهم ومواردهم بهدف تحقيق النجاح. ونحن المجتمعون هنا اليوم شركاء في تحقيق هدف محوري، وهو "تنشيط الاقتصادات" التي تصب في صميم الازدهار والسلام العالميين.

In this example, acquired from his Majesty's Speech at the opening of the 27th annual meeting and business forum of the European Bank for reconstruction and development in the Dead Sea, Jordan on 9<sup>th</sup> of May, 2018, King Abdullah conceptualizes economy as a LIVING ORGANISM that grows and thrives. His Majesty argues that the hard work of the partners will definitely lead to success. Depending on the observation of the translation, we notice that the translator conveyed and preserved the SL metaphorical expression in the TT, however he elaborates more in the translation, as he renders it as 'تزدهر وتثمر', [thrive and grow], in this case, the addition of the expression 'grow' is for the clarification purposes for the reader and also to deliver a vivid image of the expression.

## 5. Building Metaphors

## Example 5:

ST: The principles of coexistence and interfaith harmony are deeply embedded in Jordan's heritage. Our country is home to an historic Christian community. All our citizens actively share in building our strong nation.

TT: إن مبادئ العيش المشترك والوئام بين الأديان جزء أصيل من تراث الأردن؛ الذي مثل عبر التاريخ وطننا راسخاً للمجتمعات المسيحية، يتعاون ويتشارك فيه مواطنوه في بناء أمة واحدة قوية.

As shown in this example, which is retrieved from his Majesty's acceptance speech during the Lamp of Peace Award Ceremony in Assis, Italy on 29<sup>th</sup> of March, 2019, the metaphorical expression 'building' is referring to building a structure, which is relates to the BUILDING metaphor. This metaphorical expression is preserved in the TT, but with elaboration as it is rendered as 'بناء أمة واحدة قوية', [building one strong nation]. The purpose of the elaboration here is to provide the TT audience with more illustration, as well as amplifying the idea or the plan by creating more dramatic

## 6. Burden Metaphors

## Example 6:

ST: Jordanians have borne this refugee burden in full accord with our country's long humanitarian traditions.

TT: لقد تحمل الأردنيون عبء استضافة اللاجئين، مستندين في ذلك إلى إرث بلادنا العريق وتقاليد في الترحم والإنسانية.

In this example, acquired from his Majesty's remarks at the plenary session of the 73rd General Assembly of the United Nations in New York, USA on 25<sup>th</sup> of September 2018, King Abdullah II illustrates that his country, Jordan, and its citizens has carried the great burden of hosting and supporting the Syrian Refugees. This metaphorical expression was identified based on the keyword 'Burden'. We notice that the ST metaphorical expression is translated as 'تحمل'



الأردنيون عبء' in the TT, which is considered to be translated literally and identical to the original text. Therefore we conclude that the metaphorical expression in the ST is retained and preserved in the TT.

#### (b). *Different TT Conceptual Metaphors*

The transfer of ST conceptual metaphors into various TT conceptual metaphors via various mappings is included in this type of translation technique. A major motivation behind this technique can be the cultural differences between the two cultures. The translator is sometimes is obliged to replace the conceptual metaphor of the ST into a different conceptual metaphor in the TT to be acceptable and intelligible for the target language audience. And in some cases, the translator simply chooses to change the metaphorical expression in the TT for reasons related to the style of the translator himself. Depending on the selected speeches of King Abdullah II, the researcher was able to identify only one different metaphorical expression of a different conceptual domain from the ST, which is:

##### **WATER Metaphors**

###### **Example 1:**

ST: it takes a broad partnership to create a platform for economic growth—private sector investment and productivity at every level, including small and medium enterprises; public sectors that support business confidence and economic success; as well as global partners to flow investments into positive futures.

TT: إننا نحتاج إلى شراكة واسعة من أجل تحفيز النمو الاقتصادي، شراكة تتضمن استثمارات من القطاع الخاص وقدرة إنتاجية على جميع المستويات، بما فيها المؤسسات الصغيرة والمتوسطة الحجم، بالإضافة إلى قطاع عام يعزز ثقة قطاع الأعمال ويدعم النجاح الاقتصادي، وتتضمن أيضاً شركاء دوليين يوظفون الاستثمار لتحقيق مستقبل إيجابي للجميع.

In the example above, retrieved from his Majesty's Opening speech at the World Economic Forum on the Middle East and North Africa in the Dead Sea, Jordan on 6<sup>th</sup> of April, 2019, King Abdullah II calls for unity and cooperation of every sector for the growth of economy, and calls the other world leaders in providing investments to shape a great future. King Abdullah II conceptualizes the required stream of investment from the global partners as a body of water that is consistent and steady which will help to reach a positive future. In this example, we notice that the metaphorical expression in the TT differs from the metaphorical expression of the ST, while the metaphorical expression is rendered as 'يوظفون', [they employ]. The domain of the conceptual metaphor in TT can be categorized as PERSONIFICATION, as we can notice that the investment, mentioned in the TT, is given a human quality, in which the investment is conceptualized as person who is being employed, which differs entirely from the original text.

#### (c). *Omitted ST Conceptual Metaphor*

This type of translation technique involves the deletion of the TT metaphorical expressions. In this case, the motivation behind deleting the metaphorical expression could be because of the cultural differences between the ST and TT. In this strategy, the translator provides the sense of the ST conceptual metaphor without providing an identical or different TT conceptual metaphor. Depending on the selected speeches of King Abdullah II, the researcher was able to identify omitted metaphorical expressions of only 2 conceptual domains, which are as follows:

##### **1. Water Metaphors**

###### **Example 1:**

ST: We, like many others, were hit by the global financial crisis and multiple shocks to global energy prices and sources. Regional turmoil disrupted key trade routes and energy flows. And our situation worsened with the Syrian refugee crisis.

TT: تأثرنا - كما غيرنا - بالأزمة المالية العالمية، تبعثها صدمات متعددة أثرت في أسعار الطاقة العالمية ومصادرها. كما تسببت الاضطرابات في المنطقة بتعطيل الطرق التجارية الرئيسية وانقطاع إمدادات الطاقة وازدادت التحديات وتبعاتها على الأردن بفعل أزمة اللجوء السوري.

In this example, which is acquired from his Majesty's remarks at the London Initiative Conference in London, UK on 28<sup>th</sup> of February, 2019, we notice that the metaphorical expression 'flow', which relates to the ST metaphor WATER, is used to conceptualize the development of energy in Jordan, as it suffers some damage because of the global financial crisis. We also notice that the metaphor is completely omitted in the TT, where it is rendered as 'إمدادات', [supplies]. This specific TT expression, which usually collocates with water, is used in the TT to demonstrate the progress of the situation; therefore the translator decides to convey the sense of the ST metaphor by this TT expression.

##### **2. Nature and Disaster Metaphors**

###### **Example 2:**

ST: Our countries have been friends through sunshine and storm. And I deeply appreciate the UK's commitment, and the hard work of all those who have helped organize today's conference.

TT: فقد استمرت صداقتنا في أوقات الرخاء والشدة. وأنا أثنى مواقف المملكة المتحدة والتزامها، والجهود الكبيرة التي بذلها كل من ساهم في تنظيم هذا المؤتمر.

In this example, retrieved from his Majesty's speech at the London initiative conference in London, UK on 28<sup>th</sup> February, 2019, King Abdullah II emphasizes the profound relationship between Jordan and UK, as they stayed united in times of prosperity and adversity. After analyzing the TT, we notice that the ST metaphorical expression is not conveyed in the TT, as the translator chose to provide the sense of the ST conceptual metaphor without providing an identical or different TT conceptual metaphor. One of the reasons for using this particular technique can be to avoid

ambiguity, as the literal translation of the ST expression 'sunshine and storm' is 'أشعة الشمس والعاصفة', which can misguide the TT audience. Therefore, the translator opts to render the ST metaphorical expression as 'الرخاء والشدة', [literary: prosperity and adversity], so as to produce a familiar and acceptable expression to the TL audience.

### VIII. CONCLUSION

The research illustrates that conceptual metaphors are a persuasive device and extensively used in the political discourse, as it also validates the theory of Lakoff and Johnson (1980) regarding to the use of conceptual metaphors in the communication in our daily lives. The researchers concludes that preserving the ST metaphor in the TT by conveying a symmetrical metaphor is the dominant technique in the translation process from E to A, as the preservation of the ST metaphor is achieved by the desire of the translator to maintain the imagery of the metaphorical expression, which suggests that the translation of conceptual metaphors is achievable between two different cultures. While providing different metaphor of the ST or deleting the ST metaphorical expression is the least used techniques in the translation process from E to A, however, these techniques are shown to be successful in the translation of metaphors between the two cultures, as the translator was successful in conveying the sense and the full meaning of the ST metaphor in the TT. It is worth mentioning that, on some occasions, the translator plays the role of the original writer in creating different TT metaphors which facilitates the conceptualization of the ST metaphor to the target audience. The research also highlights the major role of the translator in the translation process of conceptual metaphors, as the translation process is considered to be a hard task on the translator. While mistranslating metaphors can result in an error in conveying the meaning, so it is important in transferring the intended meaning of the ST. It is important to point out that the translator must have the thorough knowledge of both languages and the background of the source and target cultures, keeping in mind the target audience when considering the procedures and strategies in translating metaphors.

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