Exploring The English–Vietnamese Translation of Metaphors in Economic News Articles

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ABSTRACT: The translation of metaphors remains a major challenge in rendering economic information from English into Vietnamese due to the complexity of figurative meaning and cultural connotations. This study investigates metaphorical expressions in English economic news articles and their Vietnamese translations to identify common metaphor types, examine translation approaches, and assess their effectiveness in conveying meaning. A corpus of 331 metaphorical expressions extracted from 30 English economic news articles and their published Vietnamese equivalents was analyzed through discourse analysis. The findings show that structural, orientational, and ontological metaphors were the most frequent types used in economic journalism. Vietnamese translators employed various techniques that prioritize conceptual equivalence and communicative clarity; however, shifts in imagery and rhetorical effect were observed in some cases. The study highlights the need for translators to preserve both semantic accuracy and metaphorical impact to ensure effective communication. Future research is recommended to expand the corpus to other news genres and explore additional translation strategies for metaphor-rich content.

KEYWORDS: Conceptual metaphor theory, Economic news, Metaphor, Translation, Translation strategies.

1. INTRODUCTION

In today's globalized society, the economic sector is playing an increasingly important role in international communication. Economic news not only delivers information about financial issues, markets, and investment but also influences public perception and decision-making across nations. English serves as the dominant lingua franca in international business and economics; therefore, the translation of economic news into Vietnamese is vital to ensure that Vietnamese readers including policymakers, investors, and the general public can access up-to-date international information effectively.

However, economic news language is far from literal or purely technical. It frequently employs metaphorical expressions to simplify abstract financial concepts and make economic phenomena more vivid and persuasive to readers. For instance, terms such as *market crash*, *economic recovery*, or *currency war* reflect figurative conceptualizations rather than literal meanings. These metaphors, grounded in Conceptual Metaphor Theory (Lakoff & Johnson, 1980, 2003), reveal how humans perceive and understand economics through embodied cognition and metaphorical thinking. As a result, metaphors serve not only a linguistic function but also a cognitive and rhetorical one in economic discourse.

Translating metaphors between English and Vietnamese, however, poses significant challenges. Differences in cultural cognition, semantic structures, and stylistic conventions may hinder the transfer of metaphorical meaning and pragmatic effects. Inappropriate translation strategies may result in loss of imagery, distorted meaning, or reduced communicative impact. Therefore, mastery of metaphor translation is essential for ensuring both accuracy and readability in Vietnamese economic journalism.

From a practical perspective, the accurate translation of economic metaphors is of growing importance in Vietnam's context of economic integration. As Vietnam increasingly participates in global trade and investment, demand for high-quality translations of financial news has become urgent. Readers - including policymakers, investors, and the public - rely on translated reports to make informed decisions. If metaphors are mistranslated, the consequences may range from confusion to misinformation. For example, while "bull run" literally means the run of a bull, translators often render it as "thị trường giá lên" to avoid confusion, and "financial storm" is best translated as "cơn bão tài chính" to preserve both imagery and meaning. These choices highlight the delicate balance between accuracy and cultural adaptation.

Furthermore, the increasing exposure of Vietnamese readers to international economic news highlights the need for translations that are both linguistically accurate and culturally resonant. Translators must not only master linguistic proficiency but

also possess specialized knowledge of economics and awareness of cultural nuances. This ensures that metaphorical imagery is either preserved or suitably adapted without distorting the intended message.

Given this gap, this study investigates metaphorical expressions collected from English economic news articles and their published Vietnamese translations. It aims to (1) identify the common types of metaphors used in economic journalism following Conceptual Metaphor Theory, and (2) analyze how translators handle these metaphors to retain both semantic content and communicative effects. The findings are expected to provide practical implications for improving translation quality and serve as references for future research in economic translation and metaphor studies in Vietnam.

2. LITERATURE REVIEW

2.1 Definition of Metaphor

Metaphor is a common rhetorical device in many types of texts, especially in economic articles, where abstract concepts are often presented through concrete and vivid imagery. According to the Oxford Dictionary (2014, p. 1024), a metaphor is "the description of an object or idea by using another object or idea that shares similar characteristics, in order to create a visual effect or convey a deeper meaning." Similarly, the Macmillan Dictionary (2007, p. 956) defines metaphor as "the use of a word or phrase not in its literal sense, but to imply something similar, helping to clarify or enhance the expressiveness of the message."

In the field of translation, Newmark (1981, p. 84) views metaphor as a major challenge for translators due to it requires a deep understanding of both the source and target languages to accurately convey implicit meanings, associative imagery, and the expressive nuances of the original text. Particularly in economic articles, where metaphors are often used to describe complex financial phenomena, correctly understanding and translating these metaphors is crucial for ensuring accuracy and effective communication.

In Vietnam, scholars such as Nguyen, T.G (2008) and Do, H.C (1996) agree that metaphor is a form of semantic transfer based on similarities between two objects or phenomena. They also highlight the role of metaphor in creating new meanings, enriching linguistic expression, and reflecting the cognitive processes of language users.

From a cognitive linguistics perspective, Lakoff and Johnson (1980) argue that metaphor is not merely a linguistic phenomenon but also a cognitive process. They introduce the concept of "conceptual metaphor," in which one domain of experience (source domain) is used to understand and express another domain (target domain). A notable example in economics is "the economy is a machine," where terms like "engine of growth," "fuel inflation," and "economic slowdown" illustrate the economy as a mechanical system that can accelerate, break down, or require maintenance.

Kövecses (2010) also affirms that metaphor plays a central role in organizing thought and structuring language. He emphasizes that metaphors frequently appear in everyday language as well as in specialized texts, and mastering a language's foundational metaphor system is a key factor in translation. He describes metaphor as "an indispensable tool for conceptualizing abstract domains through more concrete and familiar ones" (p.4). This is particularly relevant in translation studies, where recognizing the underlying metaphorical mappings helps avoid literal translations that miss the intended meaning.

Thus, in this study, metaphor is defined as both a semantic transfer mechanism and a cognitive process in which one concept is used to understand and express another. In economic news discourse, such metaphors are central to how complex phenomena are conceptualized and communicated. Understanding these conceptual structures is essential for accurate and culturally appropriate translation between English and Vietnamese.

Metaphors also differ in how conventional they are. Some, such as "economic growth," are so widely used that their figurative source is hardly apparent (dead or conventional metaphors); others, such as "a phoenix rising from the ashes" to describe recovery, are imaginative metaphors that draw attention and contribute to artistic depth. This distinction is important for translation because, whereas fresh metaphors frequently need for creative adaptation, established metaphors may have basic equivalents.

In conclusion, metaphors can be viewed from three complimentary angles: (1) as a language tool that enhances communication, (2) as a cognitive process that organizes ideas, and (3) as an ideological and rhetorical instrument that shapes interpretation. The current study, which sees metaphors in economic news items as both linguistic difficulties and cognitive-cultural phenomena that require particular translation attention, is supported by this multifaceted viewpoint.

2.2. Types of Metaphor

Metaphors have been categorized in various ways depending on linguistic, rhetorical, and cognitive perspectives. In the field

of translation and especially in economic discourse, understanding the types of metaphors used is essential for accurately capturing both their meaning and rhetorical impact in the target language. This section outlines the major classifications of metaphor commonly discussed in translation studies and cognitive linguistics. From a cognitive linguistic perspective, Lakoff and Johnson (1980) proposed classifying implicit into three most prominent implicit types that are collected and selected.

Table 2.1 Types of metaphor and examples from Lakoff & Turner (1989)

Types of metaphor	Examples	Explanation
Structural	*kickstart the economy*, *fuel the market*, *an overheating economy*	These metaphors help understand an abstract concept (e.g., the economy) through the structure of a more concrete and familiar concept (e.g., a machine). They offer clarity and vivid imagery.
Orientational	*prices go up*, *market crash*, *indexes plummet*, *the economy is rising*, *market downturn*	Based on spatial orientation (up/down), these metaphors reflect abstract states such as success or failure in terms of direction, commonly used in financial news. which reflect an implicit mapping between abstract concepts (e.g., success, failure) and spatial directions (up, down).
Ontological	*the heart of the economy*, *the face of the crisis*, *fragile recovery*	These metaphors conceptualize abstract entities as tangible objects, allowing complex and intangible ideas to be more easily visualized and discussed. These metaphors help people talk about complex and intangible aspects of the economy as if they were tangible things.

From a rhetorical and linguistic perspective, metaphors are commonly categorized into two main types: **conventional metaphors** and **creative (or novel) metaphors,** collected and chosen from Goatly (1997); Newmark (1988); Lakoff & Turner's (1989) theories, are the most prominent.

Table 2.2 Types of metaphor and examples from Goatly (1997); Newmark (1988); Lakoff & Turner (1989)

Types of metaphor	Examples	Explanation
Conventional	*economic growth*, *market collapse*, *financial storm*	These metaphors are widely used in economic discourse and easily recognized by native speakers. Their figurative origin may go unnoticed due to frequent use. They simplify complex economic phenomena using familiar imagery.
Creative (or Novel)	*a phoenix rising from the ashes* (used to describe economic recovery)	These metaphors are less predictable and often evoke vivid imagery. They require more cognitive effort to interpret and are typically used for rhetorical effect or stylistic emphasis.

According to Newmark (1981), there are six major types of metaphor in the process of transferred reference:

Table 2.3 Types of metaphor and examples from Newmark (1988)

Types of metaphor	Examples	Explanation
Dead	*foot of the mountain*, *falling interest rates*	Metaphors that have lost their figurative meaning through overuse and are now understood literally.
Cliché	*engine of growth*, *pillar of the economy, economic backbone*	Overused metaphors that may still be vivid but are considered unoriginal or worn out.

Stock	*inflation heats up, market meltdown, market crash*	Commonly used metaphors in specific contexts (e.g., economics), often culturally shared and accessible to the general public.
Adapted	*bearish clouds loom over Wall Street* (modified version of "storm is coming")	Slightly altered or localized versions of existing metaphors to fit specific contexts.
Recent	*economic firewall, financial tsunami*	Newly coined metaphors that reflect recent events or trends, often creative and striking.
Original	the economy is a sleeping giant	Invented by the author for rhetorical or poetic effect, offering new ways of seeing a concept.

Besides the classifications of Lakoff & Johnson and Newmark, Kövecses (2010) proposed the type of image metaphor, emphasizing on the transfer of mental images from one object to another to create strong visual and emotional impressions.

Table 2.4 Types of metaphor and examples from Kövecses (2010)

Types of metaphor	Examples	Explanation
Image	*a swirling storm of debt, the iceberg of hidden costs*	Visually based metaphors that map mental images from one domain onto another to create vivid emotional or descriptive effects.

Similar to English, Vietnamese language also employs a system of metaphor for transferring the meaning of words. This system is based on various metaphorical relations, and there exist a range of metaphorical types that arise from these relations. While numerous relations and types of metaphor exist, this thesis aims to present the most commonly used and easily identifiable ones. This thesis has utilized the theories of Do Huu Chau (1996) and Nguyen Thien Giap (2008) as the basis for the examples provided.

Table 2.5 Types of metaphor and examples from Do, H.C (1996) and Nguyen, T.G (2008)

Types of metaphor	Examples	Explanation
Similarity-based	*Nền kinh tế là một cỗ máy* (The economy is a machine) *Doanh nghiệp đầu tàu* (Leading enterprise as a locomotive)	This type is based on perceived similarities in shape, function, or behavior between two concepts. It reflects metaphor through analogical thinking.
Association-based	*Bức tranh kinh tế* (The economic picture) *Trái tim của thị trường* (The heart of the market)	This type is based on associative relations such as part-whole, container-content, or function, rather than direct similarity. It emphasizes contextual or cultural links.

In summary, after reviewing the relevant taxonomies and taking into account the theoretical pain points of cognitive linguistics and translation studies, the decision was made to filter seven different types of metaphors (M1 to M7) into the context of this dissertation. These types of metaphors were identified to include theories from prominent linguists in the field, including Lakoff and Johnson (1980), Newmark (1988), Goatly (1997), Kövecses (2010) and Vietnamese scholars such as Do, H.C (1996) and Nguyen, T.G (2008). This choice ensures a comprehensive analysis, appropriate to the nuanced language and cultural contexts of economic contexts in both English and Vietnamese.

2.3 Metaphor translation approaches in economic news

Metaphor translation in economic news is a challenging procedure that calls for both linguistic proficiency and a thorough comprehension of the cultural and cognitive structures present in both the source and target languages. The focus has steadily moved

from set methodologies to broader approaches that favor meaning preservation, conceptual equivalents, and communication efficacy, despite the fact that researchers have put forward a number of frameworks for handling metaphor in translation.

Conceptual Metaphor Theory (Lakoff & Johnson, 1980), which views metaphor as a cognitive mechanism that structures abstract domains (e.g., economics) through more concrete sources (e.g., movement, force, machinery). When translating metaphors in economic news, the translator must first identify the underlying conceptual mapping—such as *economy is a machine* or *market is a living organism*—before determining how this mapping is realized in the target language. Instead of emphasizing surface-level lexical congruence, this method emphasizes the significance of conceptual equivalency.

Another significant perspective is the functional approach to translation (Schäffner, 2004), which argues that translation choices should be governed by the intended communicative purpose of the text. In economic journalism, metaphors typically serve to clarify complex concepts, attract reader engagement, and convey evaluative or persuasive meanings. As a result, the translator must decide whether a metaphor in the original text serves primarily to explain, dramatize, or frame an economic event before selecting an equivalent phrase that accomplishes the same goal in the Vietnamese context. This could entail keeping the original metaphor, substituting one that is suited for the culture, or re-expressing the underlying concept with more recognizable imagery.

Economic news is a hybrid genre that combines technical information with narrative and rhetorical aspects, according to discourse-based and audience-oriented approaches. Metaphors support the text's narrative structure, emotional tone, and conceptualization. Therefore, translators must understand how metaphor affects public perception, frames economic players, and shapes discourse coherence. In this way, rather than just transferring discrete statements, metaphor translation turns into a process of rebuilding discursive effects.

Furthermore, the cross-cultural approach highlights the significant differences between Vietnamese and English metaphor systems. Vietnamese economic speech usually uses imagery of everyday life, agriculture, and social interactions, whereas English economic discourse commonly uses metaphors of war, mechanics, nature, and muscular activity. Intercultural sensitivity is necessary for effective translation in order to steer clear of literal interpretations that could sound strange or skew the metaphor's practical meaning. Rather, translators need to identify metaphorical or non-metaphorical terms that fit Vietnamese cultural norms and cognitive patterns.

In conclusion, modern research on metaphor translation places more emphasis on adaptable and meaning-oriented strategies than strict protocols. When rendering metaphors in economic news, translators are advised to use conceptual, functional, discursive, and cultural views rather than established procedures. By doing this, they may maintain the source text's communicative value and semantic meaning, ensuring that metaphorical statements are still understandable, logical, and powerful for Vietnamese readers.

2.4. Previous studies

There have been several studies investigating the translation of metaphors in economic discourse across different languages and cultures. The following are some representative examples:

In Charteris - Black's (2000) study, metaphor was examined in political and economic texts, highlighting its persuasive function and its role in framing ideological messages. The research emphasized that metaphors are not merely ornamental devices but serve as cognitive tools that shape how people conceptualize abstract economic concepts. The study suggested that the translator's awareness of metaphorical frames and their socio-cultural relevance is crucial in producing accurate and meaningful translations.

White (2003) analyzed metaphor use in financial news reporting, focusing on English-language newspapers. His findings indicated that economic metaphors such as "market crash," "bullish trend," or "economic meltdown" serve to dramatize events and facilitate comprehension of complex phenomena. However, these metaphors also pose challenges in translation, especially when equivalent imagery does not exist in the target language. The study advocated for a translation approach that considers both the conceptual metaphor and the cultural background of the target audience.

In Vietnam, Phan, V.Q (2012) conducted a study on metaphor in economic discourse, particularly within Vietnamese business journalism. He identified frequent metaphorical expressions like "thị trường lao dốc" (the market plunges) or "lạm phát phi mã" (galloping inflation) and analyzed their cognitive and cultural implications. The study emphasized the necessity of metaphorical awareness in translation practice to maintain both accuracy and rhetorical impact. Similarly, Nguyen, T.T.H (2018) explored metaphor translation in Vietnamese - English economic texts and pointed out that literal translations often fail to capture the metaphorical meaning or pragmatic effect. She proposed a contextual adaptation method, encouraging translators to identify the

conceptual domain behind each metaphor and to recreate it with equivalent metaphorical imagery in the target language whenever possible.

In addition to the aforementioned studies, research by Musolff (2004) and Boers (1999) emphasized the persuasive and cognitive functions of metaphor in economic discourse. In Vietnam, Dang, T.H (2021) examined metaphorical usage in bilingual economic texts, highlighting pragmatic and stylistic differences. However, none of these studies specifically focused on English - Vietnamese metaphor translation in economic journalism - a gap that this thesis seeks to fill.

Although these studies have contributed significantly to our understanding of the role of metaphor in economic discourse, most of them either focus on monolingual analysis or deal with translation in broader literary or cultural contexts. Few have addressed the specific challenges of English–Vietnamese metaphor translation in economic journalism, where figurative language plays a dual role: simplifying complex economic concepts and shaping public perception. This gap provides the rationale for the present study.

From these previous studies, it is evident that metaphor plays a critical cognitive and communicative role in economic discourse. Translating such metaphors requires more than linguistic equivalence; it demands an understanding of conceptual mappings, cultural knowledge, and domain-specific context. However, there is still a lack of in-depth research focusing specifically on English-Vietnamese metaphor translation in economic journalism. Therefore, this thesis entitled "Exploring the English-Vietnamese Translation of Metaphors in Economic News Articles" aims to investigate how metaphorical expressions are translated in this genre and to identify the strategies that ensure both accuracy and communicative effectiveness. In economic journalism, metaphors serve a teaching purpose in addition to their communication one. They democratize financial knowledge by making difficult technical ideas understandable to readers who are not experts. For instance, the metaphor of a "market bubble" illustrates the brittleness of speculative expansion, whereas the image of a "economic engine" helps lay readers picture the factors propelling growth. Without these metaphors, the general public would not be able to obtain economic reporting.

Metaphors also play a strategic role in shaping market behavior. Financial journalism does not merely report events but often influences expectations and decisions. Dramatic metaphors like "tsunami," "meltdown," or "shockwave" can amplify perceptions of crisis, while positive metaphors like "recovery path" or "phoenix rising" can foster optimism. In this sense, metaphors act as discursive tools that shape investor confidence and, indirectly, market dynamics.

Furthermore, metaphors reflect cultural values and collective experiences. For example, English economic news frequently draws on metaphors of war (*"currency war," "trade battle"*), sports (*"winning streak," "losing ground"*), and nature (*"storm," "earthquake"*), while Vietnamese journalism often prefers imagery tied to daily life, agriculture, or family (e.g., *"trụ cột kinh tế," "bức tranh kinh tế"*). These cultural preferences influence how readers interpret and emotionally respond to economic developments.

In translation, failing to recognize the cultural resonance of metaphors risks not only semantic loss but also pragmatic miscommunication. A metaphor that sounds powerful and persuasive in English may appear awkward or ineffective in Vietnamese if rendered literally. Conversely, culturally adapted metaphors can enhance clarity and relatability, but they may alter the original tone. This delicate balance underscores the importance of adopting a systematic framework for metaphor translation, which ensures that accuracy, communicative value, and rhetorical impact are preserved.

In conclusion, metaphors serve a variety of purposes in economic news pieces, including conceptualizing abstract concepts, generating strong feelings in readers, framing ideological viewpoints, clarifying specialist information, and influencing actual economic perceptions. In order to maintain the communication value of the source text and guarantee that Vietnamese audiences receive correct information as well as the intended rhetorical and cognitive consequences, translators must acknowledge these roles.

3. METHODOLOGY

The study employed descriptive, statistical and discourse analysis methods to identify, classify, describe, and analyze metaphorical expressions in English economic news articles and their Vietnamese translations. This study focused on conducting a discourse analysis of metaphorical expressions in English economic news articles and their Vietnamese translations. This method was selected because it allows for a systematic and detailed examination of linguistic features in both source and target texts, particularly metaphorical expressions. To examine these metaphorical expressions, a discourse analytical approach was applied, supported by quantitative tools to classify and visualize data trends. The quantitative methodology involved the systematic

identification and enumeration of metaphor instances, followed by their classification based on metaphor type (e.g., structural, ontological, orientational) and translation strategy (e.g., preservation, substitution, paraphrasing). The collected data were then analyzed using software tools such as Excel or SPSS to produce tables, charts, and graphs that illustrate trends in metaphor usage and translation patterns. Moreover, the qualitative approach focused on a detailed interpretation of each metaphorical expression within its specific context in the economic discourse. This involved analyzing the underlying conceptual metaphors based on Conceptual Metaphor Theory (CMT) (Lakoff & Johnson, 1980), identifying relevant cultural and cognitive frames, and assessing how these metaphors were rendered in Vietnamese. By combining both quantitative and qualitative research methods, the study has provided a more comprehensive understanding of metaphor translation in economic journalism, enhancing the ability to perceive and analyze texts at a deeper level and supporting the pedagogical application of metaphor use across different languages.

The data collection process in this study was designed to gather both the original English metaphorical expressions in economic news articles and their Vietnamese translations. A corpus of 30 English economic news articles was selected from reputable sources including *The Economist, Financial Times, the New York Times, the Washington Post and Bloomberg*. Their Vietnamese translations were collected from official Vietnamese news agencies. The articles were selected based on relevance to economic themes, recency, and availability of both English originals and Vietnamese translations.

Each article was read thoroughly, and metaphorical expressions were identified manually based on the principles of Conceptual Metaphor Theory (Lakoff & Johnson, 1980). Only metaphors with economic relevance and conceptual consistency were included. These metaphors were then extracted and aligned with their translated equivalents in the Vietnamese versions. All metaphorical expressions were recorded in a data sheet that included the metaphor source domain, target domain, contextual meaning, and corresponding translation strategy.

The selection criteria emphasized clarity of metaphorical meaning, economic specificity, and cultural-translational interest. The corpus was expected to provide a diverse and representative set of data to analyze translation strategies and patterns used in rendering English metaphors into Vietnamese.

The collected data were analyzed using both qualitative and quantitative methods. First, the metaphorical expressions were classified based on their conceptual categories, such as structural metaphors (e.g., "time is money"), orientational metaphors (e.g., "market goes up/down"), and ontological metaphors (e.g., "the economy is a machine"). These categories were identified according to Lakoff and Johnson's (1980) classification system.

Quantitatively, the frequency of each metaphor type and corresponding translation strategy was calculated. Translation techniques were categorized based on established frameworks such as Vinay and Darbelnet (1995) and further refined using Moentaha's (2008) expanded model (e.g., literal translation, substitution, paraphrasing, explicitation, adaptation). Charts and tables were created to illustrate how often each strategy was employed and which metaphor types were most frequently used in economic discourse.

Qualitatively, an in-depth analysis of selected metaphorical expressions was conducted to assess how the meaning, imagery, and cognitive load were retained, altered, or lost in translation. The analysis focused on identifying whether cultural adaptation, metaphor preservation, or metaphor replacement occurred, and how these choices affected the communicative function and reader perception in Vietnamese. Contextual factors such as cultural familiarity and economic literacy were also taken into account.

By integrating both methods, the study sought to provide a comprehensive understanding of how economic metaphors are translated across linguistic and cultural boundaries.

4. FINDINGS AND DISCUSSIONS

4.1.1. Research Question 1: Types of metaphorical expressions used in the English economic news articles

A total of 331 metaphorical expressions were identified across ten economic news articles. Based on the theoretical framework outlined in Chapter 2, these expressions were classified into seven metaphor types (M1–M7). Table 4.1 summarizes the metaphor types identified in the corpus.

Table 4.1. Types of conceptual metaphors in the corpus

Type	Conceptual Metaphor	Frequency	Percentage
M1	Structural metaphor	92	27.8%
M2	Orientational metaphor	76	22.9%
M3	Ontological metaphor	48	14.5%
M4	Conventional metaphor	56	16.9%
M5	Creative metaphor	37	11.2%
M6	Image metaphor	13	3.9%
M7	Similarity-based	9	2.7%
Total		331	100%

The distribution of metaphor types shown in Table 4.1 illustrates how metaphor is systematically employed in English economic news to conceptualize complex economic situations. Among the seven categories, structural metaphors (M1) appear most frequently with 92 occurrences, accounting for 27.8% of the dataset. This high proportion indicates that economic journalists tend to describe abstract economic processes through the lens of concrete structures such as machines, buildings, or mechanisms. By conceptualizing the economy as a system with parts that can "collapse," "slow down," or "be rebuilt," writers make highly technical issues more accessible and comprehensible to the general public. The dominance of structural metaphors therefore reflects both cognitive ease and communicative efficiency.

Orientational metaphors (M2) constitute the second-largest group with 76 occurrences (22.9%). These metaphors ascribe physical properties or human characteristics to abstract entities such as markets, inflation, or consumption. Their relatively high frequency suggests that economic news favors vivid and dynamic portrayals of impersonal economic forces. For instance, when inflation is described as "eating away savings," or when the market is said to "react nervously," the underlying ontological mapping allows readers to understand economic phenomena as active agents capable of causing real consequences. Such representations enhance emotional engagement and reinforce the seriousness of economic developments.

The presence of ontological metaphors (M3) at 14.5% shows that economic states such as recession, crisis, or stability are often conceptualized as entities or containers that actors can enter or exit. This aligns with the cognitive principle that abstract states are understood as physical objects or bounded spaces. Such metaphors help readers visualize economic conditions as tangible scenarios that actors interact with, thereby strengthening comprehension.

Meanwhile, conventional metaphors (M4) account for 16.9% of the corpus. These metaphors draw on widely shared and frequently used conceptualizations such as "market confidence," "economic health," or "financial storms." Because they are deeply rooted in common linguistic usage, they allow journalists to communicate complex ideas succinctly while maintaining rhetorical familiarity for the audience.

Creative metaphors (M5), accounting for 11.2%, highlight the stylistic richness of economic journalism. These metaphors include innovative or less conventional expressions that frame economic events in fresh ways, such as depicting recovery as a journey with "turning points" or "new paths." Their use adds narrative appeal and offers nuanced perspectives on ongoing developments.

In contrast, image metaphors (M6), though less frequent (3.9%), carry strong rhetorical force. These metaphors establish a concrete image by mapping one sensory domain onto another, often creating vivid mental pictures to emphasize the intensity or immediacy of economic conditions. Their selective use suggests that journalists employ them strategically to draw attention to notable economic disruptions or transformations.

Finally, similarity-based metaphors (M7) account for the smallest proportion (2.7%). These expressions highlight perceived similarities between economic phenomena and other domains, often combining metaphor and comparison. Although not frequent, they contribute to the expressive diversity of the discourse and underscore the creative dimension of metaphor use in economic news.

The overall distribution demonstrates several important tendencies. First, English economic journalism relies heavily on structural, orientational, and ontological metaphors, which provide intuitive cognitive frames for explaining abstract phenomena. Second, the presence of conventional and creative metaphors reflects the narrative orientation of economic reporting, aiming to present economic developments as stories involving movement, change, or evaluation. Third, the lower frequency of image and similarity-based metaphors suggests that these types are reserved for contexts requiring rhetorical amplification or stylistic emphasis.

This distribution also has implications for the translation process. Since a large portion of metaphors in economic news belong to categories that are widely shared across languages and cultures—particularly structural, orientational, and ontological metaphors—many of them can be rendered into Vietnamese with relatively high conceptual equivalence. Conversely, metaphor types with lower frequency, such as creative, image, and similarity-based metaphors, often require more careful consideration during translation due to their stylistic novelty or culture-specific imagery.

The analysis of metaphor frequency and distribution provides an essential foundation for examining how these metaphors are translated in the Vietnamese versions of the articles. To illustrate the characteristics and translation of each metaphor type more concretely, the next section presents Table 4.2, which includes selected examples extracted from the corpus along with their Vietnamese equivalents and brief explanations.

Table 4.2 Some examples to illustrate the metaphorical expressions found in the English economic news articles

Metaphor Type	Example (English)	Vietnamese Translation
M1 – Structural Metaphor	"Automation threatens to block the ascent of Asia's poor." **Source:** This economic model organized Asia for decades. Now it's broken. — Clenfield, 2017 (Bloomberg).	"Tự động hóa đe dọa chặn bước chân của những người nghèo ở châu Á." **Nguồn:** Robot sẽ tiêu diệt mô hình kinh tế châu Á — Minh Đức, 2017 (Tuổi Trẻ).
Explanation: Conceptualizes economic mobility as **vertical movement** (ascent). Automation becomes a **physical obstacle** blocking upward development.		
M2 – Orientational Metaphor	"The government lowered its annual production target for coal." **Source:** India, Once a Coal Goliath, Is Fast Turning Green — Anand, 2017 (NYT).	"Chính phủ đã hạ mục tiêu sản xuất than hàng năm." **Nguồn:** Tín hiệu xanh từ Ấn Độ — Minh Đức, 2017 (Tuổi Trẻ).
Explanation: "Lowered" reflects the mapping **LESS IS DOWN**. Vietnamese "hạ" preserves the same orientational metaphor.		
M3 – Ontological Metaphor	"India could rely on renewable sources for all its additional power needs." **Source:** India, Once a Coal Goliath, Is Fast Turning Green — Anand, 2017 (NYT).	"Ấn Độ có thể dựa vào các nguồn năng lượng tái tạo cho những nhu cầu bổ sung." **Nguồn:** Tín hiệu xanh từ Ấn Độ — Minh Đức, 2017 (Tuổi Trẻ).
Explanation: "Rely on" objectifies energy sources as **physical supports**. Vietnamese "dựa vào" maintains the metaphorical ontology.		
M4 – Conventional Metaphor	"The bill for these commitments will soon become unsustainable." **Source:** The Old Are Eating the Young — Das, 2017 (Bloomberg).	"Hóa đơn cho những cam kết này sớm sẽ trở nên khó chi trả." **Nguồn:** Chia rẽ thế hệ: Thế hệ mai sau ăn gì? — Das, 2017 (Tuổi Trẻ Cuối Tuần).
Explanation: A conventional metaphor treating consequences as **financial bills**. Vietnamese preserves the same conceptual mapping.		
M5 – Creative (Novel) Metaphor	"As in Francisco Goya's painting, Saturn Devouring His Son, today, the old are eating their children." **Source:** The Old Are Eating the Young — Das, 2017 (Bloomberg).	"Tương tự bức tranh 'Saturn đang ăn thịt con trai mình'…, ngày nay người già đang 'ăn' những đứa con của mình." **Nguồn:** Chia rẽ thế hệ: Thế hệ mai sau ăn gì? — Tuổi Trẻ Cuối Tuần, 2017.

Explanation: A striking, creative metaphor using **violent imagery** to portray generational exploitation. Vietnamese preserves full expressive force.		
M6 – Image Metaphor	"It's like the Doppler effect. The change is coming at you so fast." **Source:** Is American Retail at a Historic Tipping Point? — Corkery, 2017 (NYT).	"Giống như hiệu ứng Doppler vậy, sự thay đổi đang đến với bạn rất nhanh…" **Nguồn:** Mỹ: Bán lẻ truyền thống sắp hết thời — Minh Đức, 2017 (Tuổi Trẻ).
Explanation: An image metaphor linking rapid change with the **Doppler effect**. Vietnamese keeps the scientific imagery intact.		
M7 – Similarity-based Metaphor	"There is a sea change happening in the retail industry." **Source:** Is American Retail at a Historic Tipping Point? — Corkery, 2017 (NYT).	"Có sự thay đổi mạnh mẽ đang xảy ra trong ngành bán lẻ." **Nguồn:** Mỹ: Bán lẻ truyền thống sắp hết thời — Minh Đức, 2017 (Tuổi Trẻ).
Explanation: "Sea change" compares transformation to **powerful movement of the sea**. Vietnamese keeps the meaning but loses some imagery.		

4.1.2. Discussion of research question 1

Research Question 1 investigates the types of metaphorical expressions used in English economic news articles and their frequency of occurrence. The results presented in Table 4.1 reveal that metaphor use in economic journalism follows clear cognitive and communicative patterns.

First, the dominance of structural metaphors (M1) demonstrates that economic discourse relies heavily on mappings that conceptualize the economy as a structure, system, or mechanism. These metaphors provide readers with stable conceptual anchors, making it easier to understand abstract phenomena such as fiscal policies, inflation trends, or economic cycles. Their high frequency indicates that journalists use structural mappings to highlight cause–effect relationships, functional interactions, and systemic operations within the economy.

Second, orientational metaphors (M2) appear as the second most frequent category. This suggests that economic news often frames changes in economic conditions through spatial orientations such as up–down, in–out, or forward–backward. These metaphors allow readers to quickly interpret economic movement, directionality, and fluctuations. The prominence of orientational metaphors reflects the inherently dynamic nature of financial and economic processes, which are commonly reported as shifts, rises, declines, or transitions.

Third, ontological metaphors (M3) also occur at a significant rate. Their use indicates that economic states (e.g., "crisis," "recovery," "recession") are conceptualized as entities or containers. This conceptualization helps readers perceive economic conditions as tangible objects or bounded spaces that individuals or institutions can enter, leave, or manipulate. Ontological metaphors thus play an important role in simplifying abstract states into concrete experiences.

The analysis further shows that conventional metaphors (M4) occupy a notable proportion of the corpus. Their prevalence highlights the reliance of journalists on familiar metaphorical expressions that have become entrenched in economic language. These metaphors facilitate ease of comprehension because they are already part of the shared linguistic and conceptual repertoire of readers.

In addition, creative metaphors (M5) contribute stylistic richness to economic journalism. Although less frequent than conventional ones, they bring novelty and expressiveness to news writing. By offering fresh perspectives, creative metaphors help attract reader attention and underscore significant developments or turning points in economic narratives.

Image metaphors (M6), although infrequent, serve as powerful rhetorical tools. Their vivid imagery creates strong sensory associations that emphasize particular aspects of economic events. The selective use of image metaphors suggests that journalists deploy them strategically when they want to increase emotional intensity or highlight dramatic contrasts.

Finally, similarity-based metaphors (M7) represent the smallest portion of the corpus. Their presence shows that comparative reasoning still plays a role in economic discourse, especially when journalists attempt to clarify complex ideas by linking them to more familiar domains. Although rare, these metaphors contribute to conceptual diversity and enhance the expressiveness of the discourse.

Overall, the findings for Research Question 1 indicate that English economic journalism draws on a wide range of metaphor

types to present complex economic information in accessible and engaging ways. The heavy use of structural, orientational, and ontological metaphors reflects journalists' preference for intuitive and cognitively grounded mappings, while the presence of conventional, creative, image, and similarity-based metaphors highlights the stylistic and rhetorical dimensions of economic reporting. These findings provide an important basis for examining how such metaphors are rendered in Vietnamese translations in the next section.

4.1.3. Research Question 2: Translation approaches used to translate metaphorical expressions into Vietnamese

Research Question 2 focuses on how the metaphorical expressions identified in the English economic news articles are translated into Vietnamese. While the previous section examined the types and distribution of metaphors used in the source texts, this section aims to explore how the metaphorical expressions are rendered in Vietnamese, without applying fixed translation procedures, conceptual shifts, and levels of metaphor preservation demonstrated in the Vietnamese versions. To address this question, a set of representative examples for each metaphor type-Structural, Orientational, Ontological, Conventional, Creative, Image, and Similarity-based-was selected from the corpus and presented in Table 4.2.

These examples were chosen based on three criteria:

(1) their clarity and representativeness of each metaphor category,

(2) their significance in illustrating how metaphors function in economic discourse, and

(3) their usefulness for analyzing common translation patterns.

The examples in Table 4.2 show not only the metaphorical expressions themselves but also the contextual meaning, Vietnamese translation, and source article, ensuring that the analysis reflects authentic usage rather than isolated or artificially constructed instances.

The side-by-side presentation of the English expressions and their Vietnamese equivalents allows for a close examination of whether the metaphorical mappings are preserved, modified, or omitted in translation. This comparison further serves as the foundation for identifying the dominant translation approaches used by Vietnamese translators when dealing with economic metaphors.

The following subsection discusses the translation strategies reflected in these examples and evaluates the extent to which metaphorical meaning, imagery, and conceptual structure are maintained across languages.

4.1.4. Discussion of Research Question 2

The examples presented in Table 4.2 provide important insights into how English metaphorical expressions are rendered into Vietnamese in economic news discourse. On the whole, the analysis reveals that Vietnamese translators typically make changes to promote clarity, naturalness, and accessibility for target readers while maintaining the metaphors' conceptual core. This section emphasizes the main trends that emerge from the corpus and talks about the patterns found in the translation of each form of metaphor.

First of all, structural metaphors (M1), the most frequent type in the English corpus are generally preserved in the Vietnamese translations, both in structure and conceptual mapping. Expressions involving vertical movement, physical barriers, or mechanical systems are translated almost literally, as seen in examples like "block the ascent of Asia's poor," which becomes "chặn bước chân của những người nghèo ở châu Á." This demonstrates a high level of metaphor retention, reflecting the fact that these mappings (e.g., progress is up, development is movement) are also conventional and cognitively familiar in Vietnamese.

Regarding orientational metaphors (M2), the analysis suggests that translators consistently maintain directional imagery, especially up–down schemas. The expression "lowered its annual production target" is translated as "hạ mục tiêu sản xuất," fully preserving the orientational mapping less is down. Since Vietnamese and English have comparable spatial conceptualizations, the intended meaning can be translated literally without losing its metaphorical power.

For ontological metaphors (M3), the results indicate a strong tendency toward metaphor-to-metaphor equivalence. When economic entities are conceptualized as physical objects or supports—such as "rely on renewable sources"—the Vietnamese rendering "dựa vào các nguồn năng lượng tái tạo" keeps the ontological grounding intact. This direct mapping between the two languages is made possible by the shared cognitive schema objects and substances. There is little conceptual change in this category.

The translation of conventional metaphors (M4) also reveals a high degree of preservation, but the motivation differs slightly. Because these metaphors ("the bill for these commitments") have become normalized within both English and Vietnamese economic discourse, literal equivalents sound natural to Vietnamese readers. As a result, the target-language translation "hóa đơn cho những

cam kết này" continues to activate the underlying conceptual metaphor consequences are costs, allowing Vietnamese readers to understand the figurative meaning easily.

In contrast, creative metaphors (M5) show more variation in how they are rendered. Although the example selected in Table 4.2 preserves the metaphor ("the old are eating their children"), this is possible only because the translator relies on a culturally recognized reference to the painting "Saturn Devouring His Son." In the larger corpus, innovative metaphors frequently call for conceptual smoothing or partial change. Nonetheless, the translator effectively preserves the metaphorical image and its emotional impact in this exemplary case. This shows that when cultural or artistic allusions are identifiable in a variety of situations, Vietnamese translators may maintain imaginative metaphors.

The translation of image metaphors (M6) follows a similar pattern. Scientific or visually grounded metaphors, such as comparisons involving "the Doppler effect," tend to be retained because the referential domain is widely understood. Table 4.2's Vietnamese translation preserves the original image, suggesting that the metaphor is understandable and doesn't need cultural adjustment.

Finally, similarity-based metaphors (M7) exhibit greater variation in metaphorical strength. While English metaphors like "sea change" evoke vivid imagery, the Vietnamese version typically shifts toward a more semantic or sense-oriented translation, as seen in "sự thay đổi mạnh mẽ." Instead of reproducing a culturally foreign image, this decision is an attempt to communicate the main idea. The intended message is still understandable and suitable for Vietnamese readers even though the metaphorical impact is decreased. This implies that when direct metaphorical transfer runs the danger of creating misunderstandings, metaphor-to-sense rendering is more common.

Overall, the translation study shows a consistent pattern: metaphors that largely rely on cultural particularity or image strength may be altered or semantically translated, whereas metaphors that are conceptually shared, conventionalized, or culturally accessible are typically kept. These results demonstrate the delicate balancing act translators must conduct in order to preserve metaphorical consistency when feasible while guaranteeing readability and clarity for the intended audience. The findings also support Vietnamese economic journalism's preference for translations that successfully convey conceptual meaning, even if metaphorical richness must sometimes be reduced.

4.2. The effects of the Vietnamese translations on meaning and metaphorical connotations

The translation patterns identified in Section 4.1 reveal several important effects on how metaphorical meanings and connotations are conveyed from English to Vietnamese. Any alteration to the metaphorical structure, whether it be preservation, modification, or omission, might affect how readers understand the underlying economic events because economic news primarily uses metaphor to construct abstract processes. The corpus's Vietnamese translations show a rigorous balancing act between preserving metaphorical mappings and guaranteeing target readers' cultural accessibility, clarity, and naturalness.

To begin with, the high degree of metaphor preservation in structural (M1), orientational (M2), and ontological metaphors (M3) helps sustain the conceptual coherence of the original texts. These metaphor types share cognitive universality across English and Vietnamese, such as up–down schemas for quantity, movement schemas for economic progress, and person–object schemas for abstract forces. Translators can render these conceptual frameworks metaphor-for-metaphor with little semantic distortion because they are present in both languages. Because of this, readers can access similar views of economic change, risk, and progress because the Vietnamese translations frequently preserve both the figurative picture and the inferential framework of the original metaphor.

However, the analysis also reveals that semantic smoothing—a process in which highly figurative English terms are transformed into more neutral or less image-driven Vietnamese expressions—occurs rarely in the Vietnamese translations. This is particularly evident in the translation of similarity-based metaphors (M7) and certain creative metaphors (M5). For example, vivid expressions such as "sea change" or metaphorical allusions derived from visual art may lose some expressive richness when translated into general descriptive phrases. The metaphor's power and imagery may be diminished even when its literal implications are maintained. The textual standards of Vietnamese economic journalism, which prioritize semantic accuracy and clarity over expressive metaphorical elaboration, are reflected in this tendency.

The cultural adjustment shown in many translations is another noteworthy impact. When an English metaphor uses culturally specific imagery, especially scientific or artistic allusions, the Vietnamese translation may either reduce the metaphor or just partially preserve it. Nevertheless, when the reference is globally recognizable, as in the case of the "Doppler effect," the metaphor is preserved completely. This suggests that cultural familiarity plays a key role in determining whether a metaphor can be maintained

without compromising reader comprehension. In order to prevent metaphors from becoming confusing or alienating, Vietnamese translators show consideration for the readers' prior knowledge.

Additionally, the analysis indicates that the translations tend to prioritize communicative clarity when metaphors carry high rhetorical force. Although powerful in English, metaphors of battle, pressure, or devastation may be restrained in Vietnamese to prevent sensationalism or exaggeration. Some target texts see a decrease in emotional intensity as a result, but this is consistent with Vietnamese economic journalism's stylistic choices, which frequently adopt a more impartial and factual tone.

Despite these shifts, the overall conceptual alignment between English and Vietnamese remains strong. Even when a metaphor loses vividness in translation, the underlying conceptual mapping is usually preserved, ensuring that Vietnamese readers still understand the intended economic implications. Economic metaphor systems in English and Vietnamese exhibit significant overlap, allowing for efficient cross-linguistic meaning transfer, as seen by the consistent conceptual equivalency between the two languages.

In conclusion, the corpus's translations show a dynamic interaction between maintaining metaphorical structure and modifying metaphorical intensity. The Vietnamese translations exhibit inclinations toward semantic smoothing and cultural adaptation in situations where direct metaphor transfer may inhibit clarity, even if metaphor-to-metaphor translation is prevalent, particularly for structural and orientational metaphors. These patterns emphasize the translator's simultaneous responsibility to ensure communicative effectiveness and cultural appropriateness for the target audience while preserving conceptual authenticity to the source material.

5. CONCLUSION

This study was conducted with the aim of exploring the use of metaphorical expressions in English economic news articles and examining how these expressions are rendered in Vietnamese. Based on a corpus of 331 metaphorical expressions collected from ten representative economic news texts, several important findings have emerged. These findings are closely related to the two research questions proposed at the beginning of the study.

First, regarding the types of metaphorical expressions, the results reveal that English economic news makes extensive use of metaphor as a fundamental cognitive and linguistic tool. Seven major types of metaphors were identified: Structural, Orientational, Ontological, Conventional, Creative, Image, and Similarity-based metaphors. Among these, structural and ontological metaphors accounted for the largest proportion, showing that journalists rely heavily on conceptually rich mappings such as movement, direction, physical structure, and human-like behavior to make abstract economic developments more concrete and comprehensible. At the same time, the presence of creative and image-based metaphors indicates that economic journalists also employ stylistically marked forms to engage readers and highlight dramatic shifts in the economy.

Second, in relation to how the metaphorical expressions are rendered in Vietnamese, the analysis shows that most of the metaphors in the source texts were translated in ways that preserved their metaphorical content. This is particularly evident in structural, orientational, and conventional metaphors, where metaphor-to-metaphor translation was found to be the dominant strategy due to strong conceptual overlap between English and Vietnamese. The translators tended to retain metaphorical imagery when it was culturally accessible and did not hinder comprehension. However, in the case of highly expressive or culturally specific metaphors-particularly creative and similarity-based types-semantic translation or metaphor reduction was observed. These adjustments were made primarily to maintain clarity, naturalness, and stylistic appropriateness in Vietnamese economic reporting.

Overall, the findings indicate that the translation of economic metaphors is shaped by both linguistic and extralinguistic considerations. Translators show a strong tendency to maintain conceptual equivalence, but they also make selective modifications when metaphor preservation may obscure meaning or cultural relevance. The findings therefore contribute to a deeper understanding of metaphor use in economic discourse and provide insights into the translator's role in mediating metaphorical meaning across languages.

6. IMPLICATIONS FOR TRANSLATION PRACTICE

The findings show that metaphor is a fundamental tool used by journalists to conceptualize and explain complex economic phenomena. Seven major types of metaphors-Structural, Orientational, Ontological, Conventional, Creative, Image, and Similarity-based—were identified across the corpus. The most prevalent of them were structural and ontological metaphors, which reflected

the necessity of using well-known mental schemas like movement, spatial orientation, physical structure, and human action to frame abstract economic processes.

The analysis also reveals that the Vietnamese translations largely preserved the metaphorical meaning and conceptual frameworks of the original expressions. This tendency is most evident in the translation of structural, orientational, and ontological metaphors, which share universal cognitive grounding across English and Vietnamese. Because these metaphor types rely on basic embodied experiences-spatial movement, physical support, force dynamics-they can be translated directly without significant conceptual loss.

However, the translation of creative and similarity-based metaphors showed greater variation. In some cases, the translator retained the original image, especially when the metaphor relied on globally recognizable or culturally neutral references. In other cases, the metaphor was rendered semantically rather than figuratively, resulting in a partial loss of metaphorical vividness. These findings suggest that translators must carefully balance metaphorical fidelity with readability and cultural appropriateness, particularly when encountering highly expressive or unconventional metaphors.

In general, the findings highlight how crucial metaphor awareness is to translation practice. In addition to language proficiency, translators must be sensitive to cultural norms and mental mappings. Translators can preserve the original economic texts' rhetorical and informational value by developing a greater understanding of metaphor.

7. SUGGESTIONS FOR FURTHER RESEARCH

Although this study has achieved its primary objectives, there remain several areas that could be explored further. First, future research could expand the corpus to include a larger number of economic news articles from a wider range of sources, genres, and time periods. This would allow for a more comprehensive description of metaphorical patterns and provide a broader basis for quantitative comparison across different news outlets.

Second, comparative studies involving additional language pairs-such as English-Chinese, English-Japanese, or English-Thai, may offer deeper insights into the universality and cultural specificity of metaphor in economic discourse. In addition to enhancing the theoretical understanding of metaphor, such cross-linguistic comparisons would add to a more varied corpus of translation studies.

Third, the present study focused on the final published translations. Future studies could look more closely at the translation process by using think-aloud protocols, retrospective reports, or interviews to examine translators' decision-making. This method would provide insightful information about how translators understand metaphors, the difficulties they face, and the tactics they prioritize when faced with practical limitations.

Finally, further research could explore how readers interpret metaphorical expressions in translated economic texts. A new viewpoint on metaphor translation within the larger framework of media communication could be opened up by reader-response studies that reveal whether metaphor reduction or preservation has an impact on comprehension, engagement, or perceived credibility.

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