

# The Research between Cognitive linguistics and Metaphor Translation

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**Abstract.** To see the perspective of cognitive linguistics, metaphor is mapping from source domain to the purpose of domain. Metaphor is a common phenomenon of language, reflect the close relations between language and culture. The different languages used in the metaphor has the very big difference, it brings to the metaphor translation difficulties. This article studies the cognitive metaphor and translation and translation strategies from the perspective of cognitive linguistics.

## Introduction

Cognitive metaphor language school, mainly the metaphor as a cognitive approach, the nature of metaphorical thinking is mapping process in the field of concept in concept systems across (Lakoff, 1990). Johnson thinks that the concept of conceptual metaphor is original domain mapping system to the target domain, the concept of system, namely "will be in the form of conventional inner structure relatively clear attribute domain mapping to owe a clear target domain", is that people with a familiar concept to know, understand, another strange concept of process performance [1]. Mapping is a way of metaphorical thinking, it the intention in abstract schema that cognitive structure as the psychological foundation, realize the integration between different life experiences, the concept of source domain are familiar with, more specific and easy to understand schema mapping to an unfamiliar, abstract and difficult to understand the purpose of the field, create connections between in the field of two concepts, so as to achieve the goal of cognitive.

A lot of people use metaphors to express their feelings. In recent years, with the active in the study of metaphor, many scholars have tried to from a different Angle from theory to concrete strategy of comprehensive discussion of metaphor translation. With the deepening of the research on metaphor, people more and more realize the cognitive function of metaphor in translation has played a role that not allow to ignore. This paper under the theoretical framework of cognitive linguistics, from the perspective of cognition, this paper discusses the translation strategies of metaphor.

## The language cognitive metaphor

Cognitive metaphor theory, metaphor is a cognitive phenomenon, is the most important features of human abstract thought, and also makes the human to be the interpretation of the most abstract thinking. Metaphor consists of two fields: the source domain and target domain, the former is often known or familiar with the specific things, the latter is less familiar to the unfamiliar or abstract things. By mapping from the source domain onto target domain, target domain to be understood [1]. Metaphor is a mediation, it helps us in comes from our own experience and formed on the basis of the concept of acquiring new knowledge, understanding and experience new things.

Because in the process of language learning, language difference is the main obstacle to learning, English teaching can put the conceptual metaphors in the two languages well versed in place as the basis of teaching, let the students in the same based on the concept of metaphor, further realize common language of the opposite sex, as a result of the specific cultural differences and the language form and culture on the basis of learning and communication, in order to further understand the deep reasons of the concrete metaphorical expression differences or tended to lay the foundation, to reduce mother tongue interference effect, improve the efficiency of teaching and learning, it is also sharing

the concept system of deep significance [2]. Metaphor in English learning, or for the learning of English, need to put it in the space frame composed of language, thought and culture, understand the interaction relationship between, can really master this language. In English teaching, notice under the premise of English metaphor universality, should be combined with the specific teaching material and teaching objects, proper introduction of common conceptual metaphors. Through mastery of conceptual metaphor in language system, as a means of English teaching, can come into contact with the appearance of different concept and deep structure of the same English metaphorical expression, so that students in a relatively systematically on the basis of conceptual metaphor to understand specific metaphor expression, avoid loose disorder of learning, and use the concept of metaphor characteristic of specific metaphorical expression directly, image understanding, to accelerate the understanding process [2]; Let the student through conceptual metaphors to understand English represent contained in the cognitive style and its culture, share the similarities in English and Chinese conceptual system, reduce the difficulty of learning, and realized on the basis of two languages reflect the cultural differences and avoid the influence of native language concept system, avoid the English way of thinking and habits in Chinese output, reduce the use of untypical phenomena in English, improve the efficiency of English learning and English language skills.

### **The translation of metaphor language**

Based on the cognitive science of cognitive linguistics is based on semantic center school of linguistics, the thesis is: the semantic conceptualization is people of the world of the experience and cognition, is in conformity with the people recognize the way and law of things. Cognitive linguistics emphasizes the experience and cognition have important effects on language, believed that language is an objective reality, social culture, physiological basis and the product of cognitive ability, including metaphor language, any language phenomenon is justified, that can be analyzed from the perspective of people's psychological and cognitive and explanation. But from the perspective of cognitive linguistics, metaphor is a physiological basis, and a psychological mechanism, that is, from one domain to another domain concept of structure mapping [2].

Because humans have common physical structure and the same psychological basis, different ethnic groups in the face of the same experience gained by the objective world has largely similarity, which leads to many different nationalities will inevitably emerge in the natural language cognitive equivalence of metaphor expressions, such as: castle in the air completely equivalent idiom in Chinese "attic air". However, because of human experience is the result of man and nature, between people interaction, social culture has become the important factors that affect the language.

Metaphor of the psychological mechanism fully embodies the human cognitive model in dealing with the outside world of information active role [2]. The world of people in different culture have differences in the use of metaphor is similar, the reader's understanding of metaphor is through the concept of metaphor contains source language domain in the target language concept mapping to achieve, so could realize cognitive equivalence is the key to successful translation mapping, which requires translators to choose appropriate translation strategies and translation methods.

### **The metaphor translation of cognitive linguistics**

"So-called translation, it is to point to from semantics to style in reproducing in the receptor language the closest and most natural equivalent language primitive information."In translation, the translator should seek by are equivalent, and should not be the same language. Based on the cognitive metaphor, in order to achieve the target language equivalent, it is necessary for us to explore from the perspective of cognitive metaphor translation, the author thinks that can adopt the following strategies: Peer-to-peer strategy - English and Chinese metaphors in the source domain to target domain mapping of reciprocity. Although there are a lot of people in the world, and each nation has its own language, but human in the face of the great part of the same experience gained by the objective world, cognitive understanding of producing there are a lot of similarities, so the different nationality's language is bound to appear many source domain to target domain mapping way the

same metaphor [3]. For this kind of metaphor translation, we can through the metaphor of the concept of equivalent mapping method, the concept of using the same domain mapping, let the readers get the same response as the original readers.

For example: based on the TIME IS MONEY, TIME IS MONEY) the metaphor concept, in English, there are many based on the structure of metaphor expressions: You are wasting my TIME, You're wasting my TIME), said by the concrete concept (MONEY), the cognitive domain to represent abstract concepts (TIME) in the cognitive domain mapping [3]. The Chinese nation is also very cherishing the time, "time is money" in Chinese metaphorical concepts and many metaphorical expression forms, such as: "an inch of time an inch of gold", "precious little time", etc.

Equivalence translation strategy adapted to the cognitive completely corresponding metaphor in English and Chinese two languages. It reflects both the content of the original, and has kept the metaphor of the original, keep the source language metaphor of nationality, culture, and help the target language readers to know more about the culture characteristics of the source language.

**Transformation strategy.** If you can't use peer-to-peer strategy to keep English metaphorical expression, then can find the right in the Chinese language corresponding metaphors to transform, to express the meaning of the metaphor in English, the translation strategy is called conversion strategy. Transformation strategy mainly includes the following two cases.

Human experience in choosing words grammar means building, adjusting interpersonal relationships tend to choose the real world (including inner experience) that exist in all kinds of things and phenomena, relationship, attributes, actions, ideas have some similarities, such as, or more specifically, is to choose the category of cognitive model for these things with people have a certain similarity of sentences/discourse structure pattern [4]. Due to these sentences and discourse structure modes and the people's cognitive schema structure exist some iconicity, so it is no mark or consistent. On the other hand, due to the complexity of social life and human experience, people will also use marked sentences/discourse structure, they tend to express some is different from the same type of textual meaning, this creates a textual metaphor. Conceptual metaphor reflects the concept of language (experience) function, namely how to build experience of expression.

**Will be English and Chinese metaphors respectively change the image of the source domain is mapped to the equivalence of the target domain.** Think of cognitive linguistics, language is man's cognition of the objective world experience are organized as a result, while human experience is the result of human and nature, people interact with each other. Different ethnic groups since the social environment, historical tradition, religious differences, so they could in the use of metaphor use different image of the source domain, to map the same target domain [4]. This requires the translator to change the original metaphor image of the source domain, in order to achieve meaning equivalence.

Help image, direct understanding of metaphor. Many instances prove that metaphor in language of early human body based on experience and social experience. Lakoff and Johnson from the perspective of cognitive metaphor are divided into the following three types: azimuth, entity metaphor and structural metaphor. Entities which bearing metaphor and metaphor in particular could prove that conceptual metaphors from the early humans experience: spatial orientation from the interaction between human and nature is one of the most basic concepts of human survival depends on; Entity metaphor reflects the early human form through concrete, tangible material world to understand abstract and fuzzy concept of cognitive style. Metaphor derived from the conceptual metaphor can make the language expression and represented by the image schema directly connected, arouses student's life experience and accumulation of image and can make it through the body feeling and experience to understand and grasp the abstract concepts, understand and grasp the metaphorical language. Because in the early days of human development, the expressive language is poor, metaphor is basically a human reference, adopt the way with specific metaphorical abstractions [4]. The intervention of conceptual metaphor in English teaching, not only to the learners to point the numerous metaphorical expression forms of the original source, made by the language symbols represent its abstract coat off, back to the original face, still can make the understanding of metaphor expression procedural abstract to concrete, with early humans by learners of basic physical and social

experience, stimulate the mental imagery and imagination, image makes understanding and memory process, direct, fast and strong.

**Will the image of the source domain, in English and Chinese metaphor translation out the mapping of the target domain.** Translation is the top priority of the information content, the translation of the meaning of the original [5]. When the image of the source domain in metaphors in the target language readers is very strange, moved into translation seems obscure, or its image into will cause different connotation, and its image in the context of insignificant, that so long as the meaning of the map is deduced, its general out.

Foreignization strategy, transplant the original metaphors in the source domain to target domain mapping. The function of translation is the communication of information, communication and culture. Encountered in the process of translation, sometimes contain unique cultural connotation of metaphor, not the same metaphors in the target language culture concept or similar domain mapping, and can't do it to change its original metaphors in the target language source domain image, because if change, will cause significant losses, so the translator can have a unique cultural connotation of the metaphor transplantation into the target language [5]. Transplant satisfy people dissimulation, psychological, is the concrete form of cultural exchange.

There are a lot of transplants to metaphor in Chinese. Such as, the Trojan horse (Mauritius horse), etc. In the English language from the metaphor of Chinese migration in the past, such as, paper tiger (paper tiger), etc [5]. As different nationalities communication increasingly frequent, the characteristics of different cognitive assumes the convergence, the metaphor transplant translation is more and more likely. Use this strategy to enrich the target language expression, better achieve the goal of cultural communication.

**Cognitive linguistics to build vocabulary grammar.** Human experience in choosing words grammar means building, adjusting interpersonal relationships tend to choose the real world (including inner experience) that exist in all kinds of things and phenomena, relationship, attributes, actions, ideas have some similarities, such as, or more specifically, is to choose the category of cognitive model for these things with people have a certain similarity of sentences/discourse structure pattern. Due to these sentences and discourse structure modes and the people's cognitive schema structure exist some iconicity, so it is no mark or consistent [6]. On the other hand, due to the complexity of social life and human experience, people will also use marked sentences/discourse structure, they tend to express some is different from the same type of textual meaning, this creates a textual metaphor. Conceptual metaphor reflects the concept of language function, namely how to build experience of expression.

Build experience focused mainly on the efficiency of communication, that is, how to communicate with a minimum of cognitive effort to maximize results. This is known as "the principle of least effort", referred to this principle through semantic in three dimensions. Among them, from the discourse occurs dimension, nominalization produced in at the commencement of discourse in the process of generalization, abstraction, and unceasingly to experience a variety of meaning transformation, and the induction, integration is more abstract, the category of enrichment and relationships [6]. The purpose is to let the speaker with less cognitive effort to build experience, at the same time make people to understand the cognitive effort to minimize words by words.

**The differences between metaphor and textual in sentence level.** Metaphor happens in a hierarchical level structure, the lower the mapping inner under the cognitive framework of higher level, it is the interaction between metaphorical thinking to make people's cognitive ability expansion and extension. On the discourse level, the working mechanism of conceptual metaphors and in the same sentence level, is still in the field of a structure mapping in the field of another, but the project to be in the form of lexical chunks in the form. Metaphor by a large number of concept mapping inference model, the systemic and show the language expression. A metaphor is a proposition of discourse level [6]. Metaphor can be used as a macroscopic proposition makes textual metaphor according to certain framework, discourse structure reflects the systematicness of the metaphor as a whole. Interaction between systemic and concept of the concept of metaphor gives the function of metaphor in the discourse. In context, metaphor expressions organized consistently, in a different

view to show the characteristics of the concept, the whole chapter a metaphor network of family. Metaphor network itself in a variety of ways to provide visual Angle, guidance, instructions, and even ordered us detailed type of display, tube stretch, metaphor concept, in order to keep the metaphor content in the form of whole rather than individual. Every metaphor is the family of conceptual metaphor and conceptual metaphor in a great amount of members, interconnected to form a have internal relation schema [4]. Discourse level, therefore, the concept of metaphor in metaphor cognitive significance does not lie in the individual network interaction of the whole family members, it makes up for the metaphor as a cognitive tool in the lack of literal interpretation.

## **Conclusion**

In short, metaphor is not only a linguistic phenomenon, it is a basic human cognitive style, and it is a concept domain to another domain mapping, that is, the source domain to target domain mapping. In the process of metaphor translation, translators work is a kind of cross-domain activities. In order to make the original and the translation equivalence, it is necessary from the perspective of cognition, the study of metaphor translation strategies.

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