# Cross-Cultural Similarities in Translating Metaphors in terms of Root Analogies[44]

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## Abstract

A cognitive approach to metaphors was initiated by Lakoff and Johnson's seminal work *Metaphors We Live By (*1980). Since then, metaphors have been the subject of many academic fields in literature and Translation Studies. While the traditional perspective sees metaphor as a rhetoric device used for only artistic purposes, contemporary approaches see it as a way of conceptualizing abstract ideas in terms of concrete concepts. According to Conceptual Metaphor Theory (CMT), metaphor is conceptual in nature, and it is easily noticeable not only in language but also in action and thought. The TARGET IS SOURCE formula, which is the basis of the CMT, puts forward the unidirectional way from the source domain to the target domain. In other words, a mapping system emerges out of the relation between the two domains where some aspects of the concrete concepts in the source domain contribute to reveal the implied meanings of metaphors through the abstract concepts in the target domain. However, Goatly (1997) follows a more comprehensive path by carrying these conceptual views to a different dimension and advocates the same level of abstraction between the source and target domain by introducing the new term "root analogy" for conceptual metaphors. Therefore, this study aims to find out the root analogies underlined by a range of metaphorical expressions detected in D. H. Lawrence's novella *The Fox* and analyze the similarities within the scope of Gideon Toury's translation norms in its two different Turkish translated versions. For this purpose, four main metaphor procedures combining Newmark's (2001) strategies for metaphor translation with Kövecses's (2005) cross-cultural parameters were applied to analyze metaphors in terms of root analogies. Content analysis in line with a product-oriented approach was conducted in this study. Considering the translators' preferences in the target texts translated 78 years apart, the research results concluded that the similarities of root analogies between the source text and its target texts brought cross-cultural similarities to the fore despite the slight differences. In addition, this study emphasized the significance of concrete target domain as well as abstract target domain of root analogies.

**Keywords:** Root Analogy, Metaphor Translation, Concrete Target Domain, Abstract Target Domain, Norms, *The Fox*

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