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CONCEPTUAL METAPHORISATION IN FINANCIAL DISCOURSE: A TRANSLATIONAL PERSPECTIVE

The article investigates conceptual metaphorisation in contemporary English financial discourse from a translational perspective, focusing on the cognitive, discursive, and pragmatic functions of financial metaphors and their rendering into Ukrainian. Financial communication relies on conceptual metaphor as a core mechanism for mapping abstract economic phenomena. Drawing on Cognitive Metaphor Theory and discourse analysis, the study demonstrates that financial metaphors not only function as stylistic devices but actualise stable cognitive models structuring economic reasoning, financial narratives, and evaluative and persuasive effects. The research identifies and analyses dominant conceptual metaphorical models in English financial texts, demonstrating that each model foregrounds certain aspects of economic reality while backgrounding others, thereby shaping interpretation, judgement, and reader response. At the discursive level, conceptual metaphors ensure textual coherence by integrating heterogeneous economic data, while at the pragmatic level they serve as instruments of evaluation and persuasion that legitimise policy decisions and shape perceptions of crisis. Special attention is given to the translation of financial metaphors into Ukrainian, showing that metaphor translation is a dynamic and interpretative process governed by cognitive compatibility, discourse conventions, and pragmatic goals rather than by formal equivalence alone. The analysis systematises key translation strategies and evaluates their effectiveness in terms of semantic precision, cognitive equivalence, and pragmatic adequacy. The findings confirm that effective translation of financial metaphors requires balancing lexical accuracy with the preservation or strategic adaptation of conceptual metaphorical models and communicative impact.

Keywords: *metaphorical mapping, discourse framing, translation strategies, semantic precision, cognitive equivalence, pragmatic adequacy.*

Statement of the problem. Financial discourse occupies a prominent position in contemporary professional communication due to its widespread presence in the media, analytical reports, and public economic commentary. Economic processes, which are inherently abstract, multidimensional, and often inaccessible to non-specialists, are commonly conceptualised through metaphorical models, with metaphor functioning not merely as a stylistic device but as a fundamental cognitive and pragmatic mechanism that structures economic knowledge and shapes perceptions of growth, decline, risk, crisis, and stability.

At the same time, metaphors in financial discourse are deeply embedded in the linguistic, cultural, and conceptual frameworks of the source language, which makes their translation into Ukrainian particularly challenging due to differences in conceptual metaphor systems, culture-specific economic imagery, and stylistic and discursive conventions. Literal transla-

tion may result in semantic distortion or diminished pragmatic impact, whereas excessive adaptation risks neutralising or eliminating the metaphorical framing that conveys the author's evaluative and interpretative intentions.

Although the volume of financial texts translated into Ukrainian has been steadily increasing in both media and professional domains, the principles governing the metaphorical representation of economic processes and strategies for their adequate translation remain insufficiently systematised. Existing research often approaches metaphor primarily from a cognitive perspective or focuses on economic translation in general, resulting in a lack of integrated studies that combine metaphor theory, discourse analysis, and translation studies.

Consequently, this research addresses the need for a systematic translation analysis of metaphorisation in financial discourse aimed at identifying dominant metaphorical models of economic conceptualisation



and determining effective translation strategies that ensure semantic precision, cognitive equivalence, and pragmatic adequacy in Ukrainian translations.

Analysis of recent research and publications.

Recent studies demonstrate sustained scholarly interest in the analysis of metaphor and its translation across various discourse types, particularly financial, political, and business communication. In this field, metaphor is viewed not as a decorative linguistic device but as a cognitive mechanism that structures abstract domains, guides interpretation, and directly shapes translation strategies and outcomes.

A significant contribution to the study of metaphor translation in financial discourse is made by Xinxin Qiu [5], who examines metaphor as a cognitive tool for representing complex economic processes and identifies key translation strategies; however, the study largely concentrates on metaphor identification and strategy description, leaving the interaction between metaphorical framing, discourse function, and pragmatic effect insufficiently explored.

In contrast, Laurent Nicaise [4, p. 407–423] adopts a bilingual contrastive approach to financial discourse, showing how different linguistic communities employ distinct metaphorical models and arguing for translation beyond literal equivalence, though without addressing Slavic languages or Ukrainian-specific challenges. The Ukrainian context is considered by Zhamardiy et al. [7, p. 80–86], whose research prioritises terminological equivalence and semantic accuracy in financial translation, treating economic language as largely non-metaphorical and leaving metaphorical framing outside the scope of analysis.

A more discourse-oriented perspective is offered by Harika Karavin Yüce [2], who integrates lexical, semantic, and pragmatic analysis to demonstrate the persuasive and evaluative role of metaphors in business discourse, although the study is limited to a single language pair.

Methodological insights from political and diplomatic discourse are provided by Zhang and He [6, p. 71–87], who introduce metaphorisation as a translation strategy, and by Li Ru [3, p. 12–21], who combines Cognitive Metaphor Theory with the MIPVU (Metaphor Identification Procedure Vrije Universiteit) procedure. Both approaches offer transferable analytical tools for financial discourse research.

Finally, Zibin and Solopova [8, p. 7–32] propose a comprehensive research agenda that integrates cognitive, discursive, and translational perspectives, highlighting the need for systematic cross-cultural analysis of metaphor in discourse.

Overall, the reviewed studies confirm the central role of metaphor in financial discourse but reveal a lack of systematic translation research on metaphorisation in English financial texts with a focus on Ukrainian, highlighting the need for an integrated cognitive, discursive, and translational approach.

Task statement. The purpose of this research is to reveal the phenomenon of conceptual metaphorisation in English financial discourse from a translational perspective, focusing on the cognitive, discursive, and pragmatic functions of financial metaphors and their rendering into Ukrainian while preserving their conceptual structure, discourse function, and pragmatic impact.

Outline of the main material of the study.

In financial discourse, metaphors fulfill a set of interrelated cognitive, discursive, and pragmatic functions that together shape how economic meaning is formed and understood.

At the *cognitive level*, conceptual metaphor serves as a core cognitive tool for comprehending abstract and complex economic phenomena that lack direct sensory experience, such as market fluctuations, inflation, recession, investment, or financial stability. Through metaphorical mapping, these abstract economic target domains are systematically conceptualised in terms of more concrete and experientially familiar source domains, including health, movement, conflict, nature, and mechanical functioning. As a result, conceptual metaphors facilitate comprehension and the mental organisation of financial information. Through repeated use in media and institutional texts, such metaphorical mappings become conventionalised and operate as relatively stable mental models shared within a linguistic community.

In contemporary English financial discourse, these cognitive models are realised through recurrent metaphorical patterns that shape the interpretation and evaluation of economic reality. Among the most productive is *ECONOMY AS A LIVING ORGANISM*, in which markets and financial systems are described as healthy, weak, recovering, or ailing. This model foregrounds notions of vitality, balance, and gradual change, encouraging the perception of the economy as a dynamic yet vulnerable system requiring continuous monitoring and care. Closely related is *ECONOMY AS A PATIENT*, which intensifies the focus on crisis situations by invoking metaphors of diagnosis, treatment, and recovery. In periods of economic instability, this model legitimises interventionist policies by framing them as necessary “therapeutic” measures intended to restore normal functioning.

The metaphorical model *ECONOMY AS MOVEMENT OR JOURNEY* conceptualises economic growth, decline, or stagnation in terms of upward or downward movement, progress, slowdown, or deviation from a path. This framing foregrounds directionality, pace, and trajectory, allowing economic development to be interpreted as a process with identifiable stages and goals. Discursively, it supports linear narratives of advancement or regression, while pragmatically it reinforces expectations of control, planning, and corrective action when the economy is perceived as being “off course”.

Another highly salient model is *ECONOMY AS WAR OR CONFLICT*, which frames competition, market pressure, and crisis management through images of *battles, defence, attacks, or strategies*. This metaphor foregrounds confrontation, urgency, and antagonism, intensifying emotional engagement and legitimising extraordinary measures in response to perceived threats. By portraying economic actors as opponents and challenges as enemies, it polarises the interpretation of economic processes and enhances the persuasive force of financial narratives.

The model *ECONOMY AS NATURAL FORCE* portrays financial events as storms, waves, shocks, or turbulence, thereby foregrounding unpredictability and limited human control. This metaphorical framing shifts responsibility away from individual agents and policy decisions, presenting economic outcomes as externally driven or inevitable. As a result, it may function discursively to normalise crises and pragmatically to mitigate accountability for negative developments.

Finally, *ECONOMY AS MECHANISM OR MACHINE* represents financial systems as structures that can function, malfunction, break down, or be adjusted. This model foregrounds technical rationality, regulation, and expert intervention, framing economic management as a matter of calibration and control. It supports technocratic discourse and reinforces trust in institutional solutions, while reducing emotional evaluation in favour of efficiency and optimisation.

These metaphorical models form an interconnected cognitive framework that constructs economic reality in financial texts, shapes interpretation, evaluation, and response, and provides a basis for analysing the preservation, transformation, or reconfiguration of metaphorical meaning in translation.

At the *discursive level*, financial metaphors function as framing devices that organise financial narratives and ensure textual coherence by integrating disparate economic facts into a unified interpretative model. For example, in contemporary financial reporting,

economic recession is frequently framed through the conceptual metaphor *ECONOMY AS A PATIENT*, as in expressions such as the economy is showing signs of recovery after aggressive treatment by central banks. In this case, heterogeneous data – GDP (Gross Domestic Product) contraction, inflation dynamics, interest rate adjustments, and fiscal interventions – are discursively linked through the medical scenario of illness and healing, which structures interpretation and guides readers toward a coherent understanding of economic developments.

This metaphorical mapping foregrounds economic vulnerability and the need for expert intervention, positioning policymakers as “doctors,” while backgrounding alternative explanations by presenting decline as a technical condition. Accordingly, economic developments are interpreted as stages in a coherent narrative of crisis and recovery rather than as isolated indicators.

Discursively, this financial metaphor ensures coherence by integrating statistical indicators, policy statements, and forecasts into a single storyline, while pragmatically it legitimises interventionist measures and fosters trust in expert management, demonstrating that metaphorical framing actively structures financial discourse and guides interpretations of causes, consequences, and acceptable responses to economic change.

From a *pragmatic perspective*, financial metaphors function as powerful instruments of evaluation and persuasion, shaping readers’ attitudes, guiding judgement, and influencing emotional responses and decision-making. For example, in financial journalism and policy-oriented texts, inflation is frequently framed through the conceptual metaphor *INFLATION AS AN ENEMY*, as in expressions such as central banks must fight inflation aggressively to protect economic stability. This conceptual metaphor goes beyond description by assigning a clear evaluative stance, construing inflation as a hostile force that threatens collective well-being and thus legitimising decisive policy action. Pragmatically, this metaphor activates a conflict-based frame that foregrounds urgency and necessity, implicitly legitimising measures such as interest rate hikes or spending cuts as defensive actions while backgrounding alternative explanations and guiding readers to perceive restrictive policies as unavoidable and justified responses to an external threat.

Emotional engagement is also intensified through this metaphorical framing. By invoking images of struggle and defence, the discourse appeals to fear, responsibility, and collective mobilisation, thereby

increasing the persuasive force of the message. In pragmatic terms, the conceptual metaphor reduces uncertainty by offering a clear interpretative script: inflation must be confronted, controlled, and ultimately defeated. This metaphorical mapping normalises crisis conditions and encourages compliance with expert-led economic interventions.

At the *translational level*, the pragmatic impact of such metaphors is particularly sensitive: preserving the war-based metaphor maintains the original evaluative and persuasive force, while neutralisation may weaken urgency and intensification may shift the pragmatic balance. This demonstrates that translating financial metaphors requires not only semantic accuracy but also careful consideration of pragmatic equivalence, as metaphorical choices directly shape interpretation, evaluation, and response in the target discourse.

Financial metaphors in Ukrainian translations of English financial texts are rendered through a range of strategies determined by linguistic constraints, discourse conventions, and the degree of conceptual overlap between the source and target languages. These strategies are also shaped by pragmatic factors, including genre norms and audience expectations, which require translators to balance semantic precision with communicative effectiveness. As a result, metaphor translation in financial discourse cannot be reduced to formal equivalence but involves adaptive decision-making aimed at preserving cognitive models and pragmatic impact.

This approach corresponds to the generalised system of translation renderings proposed by Boiko and Nikonova [1], who view equivalence and adequacy as multidimensional categories achieved through flexible translational transformations. Applied to financial metaphors, this framework explains the use of metaphor preservation, substitution, paraphrase, or metaphorisation as means of maintaining functional and interpretative adequacy. Accordingly, the success of metaphor translation should be evaluated not only in terms of semantic correspondence but also in terms of its contribution to discourse coherence and pragmatic effectiveness in the target language.

In many cases, metaphors are *preserved directly* when the underlying conceptual model is shared by both languages and the metaphor is conventionalised in Ukrainian financial discourse. For example, the English expression the economy is recovering, based on the metaphor *ECONOMY AS A PATIENT*, is typically translated as ‘економіка відновлюється’. This strategy ensures a high degree of semantic precision and cognitive equivalence, as both linguistic

communities conceptualise economic stabilisation in terms of recovery from illness. At the pragmatic level, the preservation of the metaphor maintains the original evaluative framing, presenting economic improvement as a gradual and natural process that requires time and careful management.

When direct metaphor preservation is not possible due to cultural or stylistic incompatibility, translators often resort to *metaphor modulation*, replacing the source metaphor with a different but conceptually compatible metaphor that is more natural in Ukrainian. For instance, the English metaphor markets are under pressure, grounded in the *ECONOMY AS A PHYSICAL FORCE* model, may be rendered as ‘ринок переживає напружений період’, shifting from a force-based image to one of endurance. Although the metaphorical imagery changes, the core conceptual meaning “economic strain and instability” is retained, allowing for cognitive equivalence while adapting pragmatic resonance to Ukrainian discourse norms. At the pragmatic level, this modulation mitigates excessive dramatization, aligns the evaluative tone with conventions of Ukrainian financial reporting, and preserves communicative effectiveness by maintaining reader trust and interpretative clarity.

In contexts where metaphorical imagery may hinder clarity or conflict with the stylistic conventions of Ukrainian economic reporting, metaphors are neutralised through *paraphrase* or *demetaphorisation*. For example, a storm in the financial markets may be translated as ‘різке погіршення ситуації на фінансових ринках’. While this strategy increases explicitness and informational clarity, it also reduces expressiveness and weakens the emotional and persuasive impact of the original metaphor. From a translational perspective, such demetaphorisation often results in pragmatic attenuation, particularly in media texts where metaphor serves an important evaluative function.

Conversely, translators may introduce metaphorical elements absent or implicit in the source text to enhance coherence, readability, or persuasive force. For example, a neutral English statement such as the economy is entering a difficult period may be translated as ‘економіка вступає у смугу випробувань’, activating the metaphor *ECONOMY AS A JOURNEY THROUGH OBSTACLES*. This strategy, known as *metaphorisation*, strengthens discursive cohesion and aligns the translation with established Ukrainian journalistic conventions, though it also involves an interpretative shift that increases the translator’s visibility. At the pragmatic

level, it intensifies emotional engagement and evaluative colouring, though it also entails an interpretative shift that increases the translator's visibility and may reframe the communicative impact of the message.

The evaluation of Ukrainian target texts reveals uneven levels of semantic precision, cognitive equivalence, and pragmatic adequacy in the translation of financial metaphors, highlighting clear contrasts between translation strategies.

Semantic precision is most consistently achieved in cases of direct metaphor preservation or careful metaphor modulation, where the metaphorical expression is either retained or replaced with a conceptually compatible equivalent that accurately conveys the core economic meaning without distortion. In contrast, translations relying on extensive paraphrase tend to preserve factual meaning but often lose metaphor-driven nuance.

Cognitive equivalence reaches its highest degree when both the source and target languages rely on the same underlying conceptual metaphor.

Cognitive equivalence reaches its highest degree when both the source and target languages rely on the same underlying conceptual metaphor, enabling Ukrainian readers to activate cognitive frames similar to those intended in the English original. For example, metaphors based on *ECONOMY AS A PATIENT* or *ECONOMY AS MOVEMENT* typically involve minimal cognitive loss, whereas culture-specific or highly conventionalised English metaphors require adaptation and may trigger partially different conceptual structures in Ukrainian.

Pragmatic adequacy proves to be the most sensitive parameter. Translations that preserve or strategically adapt metaphorical imagery generally maintain the evaluative tone, persuasive force, and framing effects of the source text, while excessive demetaphorisation, despite increasing explicitness, often leads to pragmatic attenuation by reducing emotional engagement and interpretative guidance. Conversely, selective metaphorisation may enhance pragmatic impact but also increases translator intervention and interpretative visibility.

Conclusions. The study demonstrates that conceptual metaphorisation is a core mechanism in financial communication, fulfilling interrelated cognitive, discursive, and pragmatic functions that shape the construction, interpretation, and evaluation of economic meaning. At the cognitive level, conceptual metaphors enable the mapping of abstract economic phenomena through concrete and experientially familiar domains, forming stable mental models that structure financial reasoning in contemporary English financial discourse. At the discursive level, metaphorical mapping organises financial narratives, ensures textual coherence, and integrates heterogeneous economic data into coherent explanatory scenarios. At the pragmatic level, conceptual metaphors serve as instruments of evaluation and persuasion, legitimising policy decisions, intensifying or mitigating perceptions of crisis, and guiding readers' attitudes and responses.

The analysis of dominant metaphorical models, such as *ECONOMY AS A LIVING ORGANISM / PATIENT*, *MOVEMENT OR JOURNEY*, *WAR OR CONFLICT*, *NATURAL FORCE*, and *MECHANISM OR MACHINE*, confirms that each conceptual model foregrounds particular aspects of economic reality while backgrounding others, thereby influencing interpretation and judgement, and that their interaction creates a multidimensional cognitive framework highly sensitive to translational intervention.

From a translational perspective, the rendering of financial metaphors into Ukrainian emerges as a dynamic and interpretative process governed by cognitive compatibility, discourse conventions, and pragmatic goals rather than by formal equivalence alone. The use of metaphor preservation or modulation, and the processes of metaphorisation or demetaphorisation demonstrate the need to balance semantic precision with cognitive equivalence and pragmatic adequacy.

Future research may extend this analysis to other language pairs, genres, and multimodal financial texts, as well as to corpus-based and experimental studies that examine the reception and cognitive processing of translated financial metaphors.

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Содель О. С. КОНЦЕПТУАЛЬНА МЕТАФОРИЗАЦІЯ У ФІНАНСОВОМУ ДИСКУРСІ: ПЕРЕКЛАДОЗНАВЧИЙ АСПЕКТ

У статті досліджено концептуальну метафоризацію сучасного англійськомовного фінансового дискурсу як проблему перекладу з фокусом на когнітивні, дискурсивні та прагматичні функції фінансових метафор і способи їх відтворення українською мовою. Фінансова комунікація ґрунтується на концептуальній метафорі як ключовому механізмі мапування абстрактних економічних явищ. Спираючись на засади теорії концептуальної метафори та дискурсивного аналізу, дослідження показало, що фінансові метафори не лише функціонують як стилістичні засоби, а й актуалізують концептуальні моделі, які структурують економічне мислення, фінансові наративи й оцінно-переконувальний вплив. У роботі виявлено й проаналізовано домінантні концептуальні метафоричні моделі в англійськомовних фінансових текстах і доведено, що кожна з них актуалізує окремі аспекти економічної реальності, водночас маргіналізуючи інші, що безпосередньо впливає на інтерпретацію, оцінювання та реакцію адресата. На дискурсивному рівні концептуальні метафори забезпечують текстову зв'язність шляхом інтеграції гетерогенних економічних даних, тоді як на прагматичному рівні вони постають інструментами оцінювання та переконання, легітимізуючи політичні рішення й формуючи сприйняття кризових явищ. Окрему увагу приділено перекладу фінансових метафор українською мовою, що дозволило показати: переклад метафор є динамічним і інтерпретативним процесом, зумовленим когнітивною сумісністю, дискурсивними конвенціями та прагматичними цілями, а не лише формальною еквівалентністю. У статті систематизовано перекладацькі стратегії й оцінено їхню ефективність з огляду на семантичну точність, когнітивну еквівалентність і прагматичну адекватність. Отримані результати засвідчують, що успішний переклад фінансових метафор потребує поєднання лексичної точності зі збереженням або стратегічною адаптацією концептуальних метафоричних моделей і комунікативного впливу.

Ключові слова: метафоричне мапування, фреймування дискурсу, стратегії перекладу, семантична точність, когнітивна еквівалентність, прагматична адекватність.

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