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# Transitivity System and a Translation of Lexical Metaphors: The Case of the Emirates Airline Website

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## Abstract

Lexical metaphors colourise literary as well as non-literary texts. In the case of a website, it can make the text more appealing and consequently improve the sales of a company. In the highly competitive airline industry, an impressive webpage plays a significant role, especially in online reservation and purchase. This article examines the lexical metaphors used in the English and Thai websites of the Emirates Airline, adopting Transitivity of the Systemic Functional Linguistics by Eggins (2004) as the analytical framework. It also explores how the translated lexical metaphors are similar to and/or different from the original version. The study finds the lexical metaphors are realised in the transitivity systems of process, participant and circumstance. The translation is found to retain mostly the original transitivity systems. The study further finds both literal translation and adaption play parts in preserving and removing the original metaphorical form.

## Keywords

lexical metaphor – transitivity – translation studies

## 1 Introduction

It is undeniable that the increasing popularity of online business requires companies to pay closer attention to their websites. The airline industry is a business that relies on online reservations and purchases. With intense aviation competition, each air carrier thus carefully designs its website in order to attract both potential and return passengers. Apart from appealing visual elements, aesthetic verbal resources composed with rosy-coloured words and expressions are also employed, such as “Taste your way around the world” and “Welcome to the business of living”.<sup>1</sup> A linguistic device that can add flavour to a text is a lexical metaphor. According to Tavernier (2004, 19), a lexical metaphor is defined as “*a feature which belongs to the lexicons (ie., the vocabulary) of a language: it refers to the possibility of lexemes to express new, metaphorical meanings.*” By this definition, the figurative characteristics of lexical metaphors can inform us how a word, phrase and expression can be used to mean something else other than its literal meaning making the text more appealing.

In addition, availability of the airline website in various languages is also a key to reach its international customers. So, they usually offer their websites in English and in local languages. For example, the Emirates Airline has not only an English version but also more than 25 different other languages including the Thai language.<sup>2</sup> The Thai version is one of the translations of the English version. The airline is a well-known international air carrier that originated in the United Arab Emirates (UAE) in the Middle East. This specific region has become an important aviation hub for international flights, particularly between Europe and Asia, in the past two decades. Local airline companies have enjoyed business success with growing numbers of international passengers, partially due to their investment in their fleets and inflight services. The Emirates Airline, which was founded in 1984, is considered to be the largest airline in the Middle East and one of the Gulf’s big three airlines.<sup>3</sup> Therefore, it is most interesting to study the language use in both the English and the Thai websites of the Emirates Airline from the Translation Studies (TS) perspective, especially the use and translation of lexical metaphors, to see how this specific linguistic device is employed to create the colourful verbal resource that in turn makes the text more attractive; and to see how much the translation can preserve the original metaphorical form and meaning.

1 <https://www.emirates.com/th/english/> last accessed on 30th March 2020.

2 <https://www.emirates.com/th/english/> last accessed on 30th March 2020.

3 The other two airlines are Etihad and Qatar Airways <https://centreforaviation.com/analysis/airline-leader/middle-east-aviation-outlook-2020-growth-to-resume-modestly-504783> last accessed on 30th March 2020.

However, research on translation of lexical metaphor in non-literary texts has been sparsely studied. A few previous studies include, for example, Abdullah et al. (2018), who examine the translation of figurative language in the Universiti Malaysia Peris's Vice Chancellor Keynote Speech from Malay to English for types of figurative language and translation techniques. The study found three types of figurative language: idioms, metaphors and similes and three translation techniques: omission, paraphrase and communicative translation used to deal with the Malay and English language discrepancies. Abdullah and Shuttleworth (2013) explore the translation of metaphors in an engineering text from English to Malay by applying Newmark's (1988) classification of metaphors. The researchers found three translation techniques, i.e. omission, translation into non-metaphor and translation into a different type of metaphor in dealing with the technical metaphor non-equivalence. Mirzoyeva (2014) discovers solutions to problems in translating metaphorical economic terms from English into Russian by identifying proper types of translation techniques: literal translation, modulation and explicatory translation. These previous studies examine the translation of lexical metaphors in different non-literary text types but not the business-related text of a company website that the current research attempts to explore.

In addition, none of these previous studies employs the transitivity system of the Systemic Functional Linguistics (SFL) as the analytical framework, which the current research does attempt to carry out. To examine the translation of lexical metaphor in the Emirates Airline English and Thai websites, the current study employs SFL's transitivity system proposed by Eggs (2004) as the analytical framework for the purpose of a systematic and detailed analysis. The system of transitivity has been chosen as it explores and explains the representation of the clause elements in terms of action (Process), doer and receiver of action (Participant) and condition of action (Circumstance), all of which can inform us about the translation of lexical metaphors. The transitivity will be discussed further in Section 3.

This paper attempts to answer two research questions: How does transitivity system inform us about the translation of lexical metaphors in the Thai version of the Emirates Airline? And how are the translated lexical metaphors similar to and different from the original version? These research questions correspond with the objectives of the study, which aims to employ Eggs' (2004) transitivity system to explore the translation of English lexical metaphors found on the Emirates Airline website into Thai and to analyse similarities and differences of the lexical metaphors in the translation. The study will briefly discuss lexical metaphor in the next section, followed by the analytical framework before providing and explaining examples found in the analysis.

## 2 Lexical Metaphor

Apart from the definition given by Tavernier (2004) mentioned earlier, lexical metaphor has been defined by numerous linguistic scholars such as Newmark (1988, 104) who defines metaphor as “*any figurative expression: the transferred sense of a physical word; the personification of an abstraction; the application of a word or collocation to what it does not literally denote, i.e., to describe one thing in terms of another.*” In Newmark’s terms, metaphor includes all polysemous words and most English phrasal verbs and metaphors may be single, i.e., one word or extended, i.e., a collocation, an idiom, a sentence, a proverb, an allegory, and a complete imaginative text (Newmark 1988, 104). Knowles and Moon (2006, 2) define metaphor as “*the use of language to refer to something other than what it was originally applied to, or what it ‘literally’ means, in order to suggest some resemblance or make a connection between the two things*”. Dickins (2005, 228) defines metaphor as “*a figure of speech in which a word or phrase is used in a non-basic sense, this non-basic sense suggesting a likeness or analogy (whether real or not [...]) with another more basic sense of the same word or phrase.*” From these few definitions of metaphor, one can see that it means the use of language to show resemblance between two unrelated things rather than using its literal meaning. Although it is referred to as only “metaphor” by these linguistic scholars, all definitions of metaphor exemplified above point to lexemes, or words, that construct figurative meanings from their original literal senses. Therefore, the term metaphor mentioned above that focuses on the linguistic aspect of metaphor can be arguably referred to also as “lexical metaphor” as it directly concerns the abstract figurative meanings the lexicons construct.

To understand how metaphors work, Newmark (Newmark 1988, 105) provides the terminology for discussing metaphors as follows:

- A. Object: is the item that is described or qualified by the metaphor;
- B. Image: is the picture that describes the object or is conjured up by the metaphor;
- C. Sense: is the resemblance or the point of similarity between the object and image.

For example, *rooting out the faults*, the object is *faults*, the image is *rooting out* and the sense is *eliminating with tremendous power*. As for *All your comforts are within reach*, the object is *All your comforts*, the image is *within reach*, and the sense is *near*.

### 3 Analytical Framework

The current study attempts to apply Systemic Functional Linguistics (SFL) as proposed by Eggins (2004) as the analytical tool and framework focusing on the analysis of transitivity structure to examine who/what is involved in a communication (participant); what action the persons/things do (process); and how, when, and where they do it (circumstance).

Eggins' (2004) notion of the transitivity system follows Halliday's (1985) Systemic Functional Linguistics.<sup>4</sup> The system of transitivity demonstrates lexico-grammatical choice of the ideational function, the metafunction that concerns representation of knowledge about and of the world of a language communicator. Transitivity configuration consists of:

- A. *Process* (what action a person does), is the main system of transitivity configuration underlying the differences in a paradigm. The process can be realised in the verbal group of a clause such as:
  - a. He *hit* a ball. [material process]
  - b. He *loves* football. [mental process]
  - c. He *talked* to his friend. [verbal process]
  - d. He *watched* a football match. [behavioural process]
  - e. *There is* a ball in the goal. [existential process]
  - f. He *becomes* a footballer. [attributive relational process]
  - g. He *is* the best footballer. [identifying relational process]
- B. *Participant* (person who does the action), which is further divided according to each process type. Participants can be realised in the nominal groups, such as:
  - a. *He* hit a ball. [He = Actor, a ball = Existent]
  - b. *He* loves football. [He = Senser, football = Phenomenon]
  - c. *He* talked to *his friend*. [He = Sayer, his friend = Receiver]
  - d. *He* watched a *football match*. [He = Behaver, a football match = Phenomenon]
  - e. *There is a ball* in the goal. [a ball = Existent]
  - f. *He* becomes a *footballer*. [He = Carrier, a footballer = Attribute]
  - g. *He is the best footballer*. [He = Token, the best footballer = Value]

<sup>4</sup> Although Halliday's *Introduction to Functional Grammar* was revised by Matthiessen in 2014, the current study opts for Eggins' version as it still keeps the SFL concepts intact and effective for the analysis.

- C. *Circumstance* (how, when and where does the action take place), which is realised by adverbial groups or prepositional phrases identifying:
  - a. *Extent*: how long?, how far?, such as: He plays football *an hour* daily. [an hour=extent]
  - b. *Location*: when?, where?, such as: He plays football an hour *daily*. [daily=location]
  - c. *Manner*: how?, with what?, how...-ly (quality), what...like? (comparison), such as: He plays football *very well*. [very well=manner]
  - d. *Cause*: why?, what for?, who?, who for?, such as: He plays football *as an exercise*. [as an exercise=cause]
  - e. *Accompaniment*: with whom?, such as: He plays football *with his friends*. [with his friends=accompaniment]
  - f. *Matter*: what about?, such as: He plays football, *as for his free time*. [as for his free time=matter]
  - g. *Role*: what as?, such as: He plays football *as a goalkeeper*. [a goalkeeper=role]

The transitivity configuration is shown in Table 1 below.

In terms of the application in TS, the system of transitivity has been applied as an analytical framework to examine various types of data. It is, for example, Rosa et al. (2018), who apply the structure of transitivity elements to investigate how MA students majoring in translation studies translate an English history text into Indonesian. The study concludes that the material is the most-used type of process while circumstance of place was the most-used type of circumstance. Hu (2017) compares two Chinese translated versions of Ode to the West Wind to see similarities and differences in terms of the transitivity elements employed between the two translators and summarises that the

TABLE 1 Transitivity Configuration

Types of Process	Types of Participant	Circumstances
Material	Actor, Goal, Range, Beneficiary	extent, location, manner, cause,
Mental	Senser, Phenomenon	accompaniment,
Verbal	Sayer, Receiver, Verbiage	matter, role
Behavioural	Behave, Behaviour, Phenomenon	
Existential	Existent	
Relational Identifying	Token, Value	

material process is what both translators use the most. Veroz (2017) explores the translations of ideational function expressed in Spanish-French-English European Parliament technical texts to compare how the transitivity system is used in each language. The study discovers that the material process outnumbers the other process types. Hidayat (2018) studies the shift of transitivity processes in Indonesian translations of U.S. President Obama's and Trump's inauguration speeches. Both speeches' transitivity processes are mainly changed according to different translation techniques. Although various text types have been investigated in these previous studies, the transitivity system has not been applied in analysing the business-related texts with a focus on lexical metaphor translation.

#### 4 Methodology

Data used in this study, collected in November 2019,<sup>5</sup> comes from the Emirates Airline website for Thailand that is available both in English and Thai. The company website has a uniform template for all versions. There are six menus at the top of the webpage: BOOK, MANAGE, EXPERIENCE, WHERE WE FLY, LOYALTY and HELP. Each of these menus has its sub-menus. Among these six main menus, EXPERIENCE provides information regarding the airline's inflight services and facilities. This specific menu and its sub-menus perform a primary and prominent role in constructing a positive image of the airline which may result in an increase in the company's sales. As a result, the text uses catchy figurative language in order to impress potential customers. The analytical data of this study is thus collected from the EXPERIENCE menu with its sub-menus as follows: The Inflight Experience, The Emirates Experience, Family Travel, Fly Better and About Us, each of which has its own further sub-menus. However, to fit the proper size of the article and the appearance of metaphors, The Inflight Experience, The Emirates Experience and Family Travel sub-menus are used for data collection since these specific sub-menus provide information involving their available inflight services that is considered their main product and service. So, the language that creates a positive image and impression is used, hence the availability of metaphors.

The parallel English and Thai clauses are collected and plotted in a tabula form under each heading. Then these parallel clauses are analysed to see if

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5 The homepage of the airline website has since been adjusted from early 2020 as a result of the COVID-19 pandemic. However, the information in the menu where the data was collected remain unchanged.



they contain any lexical metaphors. Identifying certain words or phrases as lexical metaphors can be challenging because meanings have been conventionalised and, at certain levels, have lost their metaphorical meaning (Steen 2007). To minimise this issue and to obtain a systematic means of identifying lexical metaphors, the Metaphor Identification Procedure, or MIP, put forward by the Pragglejaz Group (2007) is applied. Pragglejaz is a group of international metaphor researchers who work together to find a precise method for canonical metaphor identification in discourse.<sup>6</sup> The MIP has been applied and has proven helpful in a number of studies such as MIP in identifying metaphors (Steen 2007; Krennmayr 2008; Pariasa et al. 2017); MIP in TS (Abdullah and Shuttleworth 2013; Buakhao and Deocampo 2017); and MIP in an analysis of different textual types (Boontam 2019). The MIP is as follows:

- A. Read the entire text-discourse to establish a general understanding of the meaning.
- B. Determine the lexical units in the text-discourse.
- C.
  - I) For each lexical unit in the text, establish its meaning in context, that is, how it applies to an entity, relation or attribute in the situation evoked by the text (contextual meaning). Take into account what comes before and after the lexical unit.
  - II) For each lexical unit, determine if it has a more basic contemporary meaning in other contexts than the one in the given context. For the purposes of this study, basic meanings tend to be: more concrete; what they evoke is easier to imagine, see, hear, feel, smell and taste; related to bodily action; more precise (as opposed to vague); historically ordered; and not necessarily the most frequent meaning. In other words, basic meanings are not necessarily the most frequent meanings of the lexical unit.
  - III) If the lexical unit has a more basic current-contemporary meaning in other contexts than the given context, decide whether the contextual meaning contrasts with the basic meaning but can be understood in comparison with it.
- D. If yes, mark the lexical unit as metaphorical (Pragglejaz Group 2007, 3).

The lexical metaphors in the ST are identified by the researcher and also independently by a native speaker of English who teaches English language

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6 The original members of Pragglejaz were Peter Crisp (Chinese University of Hong Kong), Raymond Gibbs (University of California, Santa Cruz), Alice Deignan (University of Leeds), Graham Low (University of York), Gerard Steen (Vrije University of Amsterdam), Lynne Cameron (University of Leeds/The Open University), Elena Semino (Lancaster University), Joe Grady (Cultural Logics), Alan Cienki (Emory University) and Zoltan Kövecses (Eötvös Loránd University) (Pragglejaz Group 2007).



at a university and who has knowledge of figures of speech. Identification of the TT lexical metaphors is carried out similarly. A Thai language scholar independently identifies the Thai lexical metaphors. Comparison for similarities and differences between these two versions of the identification is carried out afterwards. If there is any difference in identification, decisions are made based on the MIP to confirm whether the word in question is a metaphor or not. The online versions of the Longman Dictionary of Contemporary English, the Online Etymology Dictionary and the Royal Institute Dictionary B.E. 2554 (an official Thai dictionary) are also used as references to find out the meanings of those words because they are reliable and popular online dictionaries.

## 5 Analysis and Discussion

The analysis found a total of 582 parallel clauses collected from the websites. Among these, metaphors are found in 135 parallel clauses, in which a total of 154 metaphors are identified in the source text (ST) and 81 in the target text (TT).

The English clauses that contain lexical metaphors are analysed together with the Thai parallel clauses according to the transitivity structure. The analysis found the metaphors in the ST in various systems of process, participant and circumstance. Some of these metaphors that are phrases or clauses are realised in the systems of process and participant, such as “Raise [Material Process] your expectations [Goal Participant] when you step into First Class”; some in process and circumstance, such as “Unwind [Behavioural Process] in the perfect living space [Location Circumstance]”; and some in these three systems, such as “Every flight [Carrier Participant] is [Relational Process] a destination [Attribute Participant] in itself [Manner Circumstance]”. In the TT, these metaphors are the same and different from the ST. The study also found a few clauses that show the reduction from clause in the ST to phrase in the TT.

Although the lexical metaphors are identified in all the three elements of transitivity, the study discusses and exemplifies the lexical metaphors realised in the types of process and circumstance because process is regarded the main system of the transitivity (Halliday and Matthiessen 2014) and circumstance informs us how the process is carried out. As for participant, the research finds most clauses begin with a verb (as in the imperative sentence) that omits the subject “you”, which addresses the webpage viewer. Therefore, participant is toned down in comparison with process and circumstance. However, the lexical metaphors that are realised both in the process and participant types are exemplified here, too.

### 5.1 *Translation of Lexical Metaphors in Process Types*

Tables 2 illustrates numbers of lexical metaphors in the ST and TT which are found in the four process types: material, mental, behavioural, and relational.

From the analysis, a total of 109 ST metaphors are found to be realised in process types. Among the process types, the metaphors belong mostly briefly to the material process (82), followed by behavioural (14), relational (12) and mental (1), respectively. This partly corresponds with what Halliday and Matthiessen (2014) state, that the main processes are material, mental and relational processes. However, the analysis found behavioural process to be the second most realised process type. This may concern the type of text under study that describes more how passengers can behave than feel during the flight. The findings also share similarities with those of Rosa et al. (2018), who found material process the most-used process in the translation of an English history text into Bahasa Indonesia and of Veroz (2017) who analysed the linguistic features of the European Parliament technical texts in English, Spanish, and French and found the dominance of material process as the texts involve mostly legal actions. Although their data and the current data sets are of different genre, these texts provide information concerning the 'doing' action which is realised in the material process.

In the TT, slight alterations are found as the result of translation techniques and SL and TL distinction. In terms of the process types, the translation retains the same process types mostly. They are, for example, all of the 82 lexical metaphors identified as the material process in the ST, 61 of them remain the same process in the translation while 9 are adjusted to behavioural, 6 mental, 3 relational and 3  $\emptyset$  process. As for the behavioural process, 12 lexical metaphors are reproduced to the same process type in the translation while 1 is changed to the material, and 1 mental, respectively.

TABLE 2 Number of Process Types found in ST and TT

ST	TT					TOTAL
	Material	Mental	Behavioural	Relational	$\emptyset$ Process	
Material	61	6	9	3	3	82
Mental	-	1	-	-	-	1
Behavioural	1	1	12	-	-	14
Relational	5	2	-	2	3	12
TOTAL	67	10	21	5	6	109

Examples of the metaphor translation that belong to various process types are shown below. The identified metaphors are in bold in both languages. In cases of a long compound and/or complex clauses with co-ordinate and/or subordinate conjunctions, such as and, then, etc., that belong to the thematic structure, it is marked with ‘:’. Also, in such cases, the transitivity analysis is made only in the specific clauses where metaphors are identified in order to keep the appropriate example size and accommodate the reader. The transitivity configurations and the terminologies of the identified transitivity structure are in the square brackets. In the TT, both the Thai and Roman scripts are given.

The analysis divides the findings into the lexical metaphors translated in the same process type and the lexical metaphors translated in a different process type, each of which is further divided into the same process type with/without a metaphorical sense and the different process type with/without a metaphorical sense.

### 5.1.1 Lexical Metaphors Translated in the Same Process Type

A number of identified lexical metaphors of the ST remain in the same process type in the TT. However, the metaphorical sense may or may not be kept as the original as it is exemplified below.

#### 5.1.1.1 *The Same Process Type with a Metaphorical Sense*

##### Example 1

ST: **Fly** [Pr: material] First Class [Cir: location] and arrived inspired [-]  
 TT: **bin** [Pr: material] dooy lûak dooysăan chănnàŋ [Cir: manner] lé  
 dænthaaŋ thăŋ thîimăay yàaŋ sŏmbuunbèep [-]

The TT shares the same process with ST in Example 1. The back translation of the TT is “Fly by choosing to travel in First Class”. The lexical metaphor *fly* is translated literally as *bin*. Although *fly* as a verb is defined by the Longman Dictionary of Contemporary English by its first definition as ‘to travel by plane’;<sup>7</sup> its original basic meaning is ‘move through the air with wings’. According to the MIP guideline, the basic meaning of a word tends to occur before its figurative meaning although the latter may be more popular at a later time (Pragglejaz Group 2007). Nowadays, *fly* seems to lose its literal sense when used as a reference to people travelling by plane. In the TT context, *fly* is defined by the Royal Thai Institute Dictionary as ‘go in the air by, for example, the wing or engine

<sup>7</sup> [http://global.longmandictionaries.com/ldoce6/dictionary#fly\\_1](http://global.longmandictionaries.com/ldoce6/dictionary#fly_1) last accessed on 1 June 2020.

power, such as birds fly, planes fly'.<sup>8</sup> *Fly* in the Thai context is also used literally with winged animals as its basic meaning. "Fly" in the sense of 'to travel by plane' is thus later in use and it has a small degree of a metaphorical sense. In other words, the specific word is considered to be a dead metaphor which is referred to as metaphors that have lost their figurative and connotative meanings and are used like ordinary words (Newmark 1988). In this example, *fly*, with a literal translation, can thus retain its metaphorical sense though the metaphorical force is faint.

Example 2

ST: **Explore** [Pr: material] our Emirates A380 First Class [Goal]

TT: *sămruàt* [Pr: material] *chánnàŋ bon khruàŋbin A380 khǒŋ sǎay-kaanbin eemíreet* [Goal]

Example 2 also shows the same process type in the TT. The back translation is "Explore First Class of A380 of Emirates Airline". *Explore* in the ST has the basic meaning of to search out, examine and investigate. Its original meaning seems to engage in significant physical activity and movement. Here it is used metaphorically as the passenger can simply explore the First Class cabin online. In the TT, the metaphorical sense is also kept through literal translation as *sămruàt* 'explore' is also used in an activity with a certain level of physical movement.

#### 5.1.1.2 *The Same Process Type without a Metaphorical Sense*

Example 3

ST: **Fly** [Pr: material] better [Cir: manner] with Emirates [Cir: accompaniment]

TT: *dǎnthaaŋ* [Pr: material] *bèep nǎa rádàp* [Cir: manner] *pay kàp eemireet* [Cir: accompaniment]

Example 3 shows the same transitivity structure of both ST and TT versions. The back translation is "Travel superiorly with Emirates". In this example, *fly* is adjusted to a non-metaphorical sense *dǎnthaaŋ* 'travel' that also belongs to the material process. Therefore, adaptation<sup>9</sup> removes the original metaphorical

8 <https://dictionary.apps.royin.go.th/> last accessed on 1 June 2020.

9 In this article, the translation technique is divided into literal and adaptation. While literal translation directly preserves the original meaning such as *fly* to *bin*, adaptation refers to techniques of changing, removing, adding, explaining, etc. the source text in the

sense resulting the loss of metaphoricity although they share the same process type.

Example 4

ST: Taste [Pr: behavioural] your way [Phenomenon] around the world  
[Cir: location]  
TT: **límlóok** [Pr: behavioural] aaháan [Phenomenon] càak thùalòok [Cir:  
location]

As for Example 4, both versions share the same transitivity structures. The back translation is “Taste the foods from around the world”. The Phenomenon participant *your way* belongs to the behavioural process *taste*. The participant in the behavioural process, the “*process of physiological and psychological behaviour*” (Egins 2004, 233), is also called “Phenomenon” as the participant in the mental process. The ST expression is probably taken from the food and wine festival organised by Disney.<sup>10</sup> It clearly suggests a metaphorical sense as the Phenomenon *your way* that does not literally involve the meaning of food being used with *taste* to refer to experiencing or recognising the taste of food or drink. Its translation de-metaphorises the original version by adjusting the TT expression according to its original meaning. The Phenomenon in the TT is modified from the ST’s Phenomenon as it seems impossible to literally translate this specific phrase to make sense with the TT’s behavioural process. Therefore, the translation has no metaphorical meaning since adaptation removes the original metaphorical sense.

Examples 1–4 showcase certain lexical metaphors that are translated in the same process type with and without a metaphorical sense. The first two examples display how the original metaphorical sense is preserved via the literal translation whereas the third and fourth examples demonstrate that, by adaptation, it removes the metaphoricity of the ST.

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translated text such as *fly to dænthaaŋ* ‘travel’. These two terminologies are adjusted from Newmark’s (1988) eight translation methods that are divided into: a) source language oriented semantic translation spectrum comprised from word-for-word, literal, faithful and semantic translation; and b) target language oriented communicative translation comprising communicative, idiomatic, free and adaptation at the other end of spectrum. This detailed classification proves useful in labelling translation techniques yet it is not always easy to categorise different techniques or methods being employed in a single text. Therefore, for the sake of clarity, the current article defines literal and adaptation differently by simply dividing them into two translation dichotomies as briefly mentioned above.

<sup>10</sup> <https://www.disneyfoodblog.com/tag/taste-your-way-around-the-world/> last accessed on 1 June 2020.

### 5.1.2 Lexical Metaphors Translated in the Different Process Type

The analysis also indicates certain cases where the TT lexical metaphors belong to the different process type from the ST. However, certain translations can preserve the metaphorical sense whereas certain clauses cannot.

#### 5.1.2.1 *The Different Process Type with a Metaphorical Sense*

##### Example 5

ST: **Raise** [Pr: material] **your expectations** [Goal] when you step into First Class [-]

TT: **tùuntaatùuncay** [Pr: mental] **mêa khun kâawyâaη khâwsùu hōη dooysăan nay chännàη** [-]

*Raise your expectations* is considered a metaphor realised in the material process and Goal participant. *Raise* has the basic physical meaning of ‘to make higher’ and a contextual abstract meaning of ‘to elevate (the consciousness)’. The ST metaphorical phrase ‘to raise someone’s expectation’ means ‘to make someone expect more success, money etc.’<sup>11</sup> However, it is adjusted to *tùuntaatùuncay* ‘be thrilled’ in the TT where it belongs to the mental process.<sup>12</sup> This specific Thai expression also bears the metaphorical sense of being thrilled and it is used in an abstract sense rather than its original concrete sense of waking up the eyes and heart. Therefore, the ST metaphorical sense is reproduced in the other metaphorical sense in the TT. So, the adaptation still retains the ST metaphorical sense but in a different meaning.

##### Example 6

ST: **Explore** [Pr: material] **new worlds** [Goal] **in every bite** [Cir: manner]

TT: **sămphàt** [Pr: mental] **kàp pràsòpkaan mày** [Phenomenon] **dây nay thúk kham thii khun ráppràthaan** [Cir: manner]

Example 6 demonstrates another process type difference between the two versions. The TT back translation is ‘Feel the new experience in every bite you eat’. The English version denotes a metaphorical meaning when *Explore* is used in a different context from its original concrete meaning in which it is similar to Example 2 above. The *new worlds* is presented as if it were able to be

11 <http://global.longmandictionaries.com/ldoce6/dictionary#expectation> last accessed on 1 June 2020.

12 <https://dictionary.apps.royin.go.th/> last accessed on 1 June 2020 *tùuntaatùuncay* ‘be thrilled’ is a verb.

explored through the food one chews with each bite. In other words, it refers to having new experience of food from around the world. The TT tends to preserve the ST figurative sense. However, it opts for *sămphàt* ‘feel’ that is used here in an abstract sense rather than its original meaning of touch. One cannot touch the new experience but feel it. Therefore, the TT also preserves the ST metaphorical sense through adaptation.

#### 5.1.2.2 *The Different Process Type without a Metaphorical Sense*

##### Example 7

ST: **Explore** [Pr: material] thousands of channels [Goal]

TT: duu [Pr: behavioural] chôn raaykaan lăay phan chôn [Behaviour]

As for Example 7, ST comprises the material process and Goal participant while the TT with the back translation “Watch thousands of channels” is the behavioural process and Behaviour participant. Again, *Explore* in the ST, is used in a specific context that is different from its basic meaning. Here it is used metaphorically as the passenger can simply use a remote control as a tool for exploration while sitting in his or her seat. The translation is non-metaphorical as it is used by the basic meaning. Therefore, the adaptation of the original process in the translation eliminates its metaphorical meaning.

##### Example 8

ST: **Stay** [Pr: intensive] **connected** [Attribute]

TT: mây phlâat [Pr: material] kaan tittô [Range]

The ST consists of the intensive relational process and Attribute participant while the TT with the back translation “Never miss the communication” is the material process in the negative form<sup>13</sup> and Range participant. *Stay* here functions as a linking verb and a synonym of the verb *be* with the contextual meaning of ‘to continue to be in a particular state without changing’ rather than its basic meaning of ‘to remain in a place rather than leave’,<sup>14</sup> which is the material process. So, it is considered a metaphor when used as *stay connected*. The TT adjusts the verb and uses the negative form. It shares the original meaning but not the metaphoricity. The translation thus is non-metaphorical as it

13 *mây* is normally ‘no’ in English, but in this clause, it should be ‘never’. So, *mây phlâat kaan tittô* is translated back as ‘Never miss the communication.’

14 [http://global.longmandictionaries.com/ldoce6/dictionary#stay\\_1](http://global.longmandictionaries.com/ldoce6/dictionary#stay_1) last accessed on 1 June 2020.



seems hardly possible to literally translate the expression yet retain its original meaning.

Examples 5–8 demonstrate the lexical metaphors that are translated in a different process type in which in the cases of Examples 5 and 6 the translation still embrace the ST metaphorical sense by means of adaptation. Nevertheless, what is shown in Examples 7 and 8 exhibits that the choice of adaptation discards the ST metaphorical sense.

### 5.2 *Translation of Lexical Metaphors in Circumstance Types*

Tables 3 illustrates numbers of lexical metaphors in the ST and TT that are found in the four types of circumstance: location, manner, cause, and accompaniment. The metaphors are found in the location circumstance the most (17), followed by manner (14), cause (1) and accompaniment (1), respectively. These occurrences may be explained in terms of the places on board where passengers perform different processes and then how they do it. Rosa et al. (ibid.), also found the location circumstance the dominant type of circumstance that corresponds to the characteristics of history texts that usually describe places where events took place.

As briefly described earlier, circumstance is configured to answer when, where, why, how, etc., and appears as prepositional phrases or adverbial clauses in the clauses. The analysis found that in case of the circumstantial system only the metaphors identified as the same type of circumstance are reproduced in the TT. Similar to the process type, it is divided into the same circumstance type with and without a metaphorical sense as follows.

TABLE 3 ST and TT Lexical Metaphors in Circumstance Types

ST	TT				ø	TOTAL
	Location	Manner	Cause	Accompaniment		
<b>Location</b>	14	1			2	17
<b>Manner</b>	1	9			4	14
<b>Cause</b>			1			1
<b>Accompaniment</b>				1		1
<b>TOTAL</b>	<b>15</b>	<b>10</b>	<b>1</b>	<b>1</b>	<b>6</b>	<b>33</b>

### 5.2.1 The Same Circumstance Type with a Metaphorical Sense Example 9

ST: Slide the privacy doors closed, choose your entertainment and [-] **unwind** [Pr: behavioural] **in your own world** [Cir: location]

TT: pìtpràtuu baan lèan phâa khwaampensùantua lâak khwaambanthəəŋ khǒŋ raw léew [-]phònkhləay [Pr: behavioural] yùu nay **lòok khǒŋ khun** [Cir: location]

Both ST and TT clauses consist of the same types of process and circumstance. The back translation of the TT is “Unwind in your world”. *Unwind* in the ST is used by its contextual abstract meaning of ‘to relax’ rather than its basic meaning of ‘to undo something’.<sup>15</sup> The location circumstance that informs the spatial aspect suggests also a metaphor because the *world* here is also used by its contextual abstract meaning that compares the first-class enclosed compartment with the world. *Your own* further stresses the sense of sole ownership. In the TT, the process also belongs to the behavioural group. However, it has no metaphorical meaning. The location circumstance shares a metaphorical sense with the ST because *lòok* ‘world’ here is not meant to convey its physical meaning but rather an imaginative meaning. Therefore, literal translation preserves the original metaphorical meaning in this example.

#### Example 10

ST: Experience [Pr: mental] true luxury [Phenomenon] with **your own private hotel room** [Cir: manner] **in the sky** [Cir: location]

TT: sǎmphàt [Pr: mental] kàp thîisùt hèn khwaamrűurǎa [Phenomenon] kàp hǒŋphák sùantua [Cir: manner] **bon thǒŋfáa** [Cir: location]

Example 10 showcases how the translation retains the same circumstance as the ST. Both versions have the same transitivity structure. The back translation is “Feel the ultimate luxury of a private room in the sky”. The metaphorical phrase in the ST is identified as the manner and location circumstances describing ‘with what’ and ‘where’, respectively. *Hotel room* is used by its contextual meaning that compares the first-class compartment with a hotel room providing both a sense of privacy and the luxury available on board. The translation of the manner and location circumstances removes *hotel* yet still preserves the original metaphorical sense by means of adaptation.

<sup>15</sup> <http://global.longmandictionaries.com/lđoce6/dictionary#unwind> last accessed on 1 June 2020.

### 5.2.2 The Same Circumstance Type without a Metaphorical Sense Example 11

ST: Welcome [Pr: material] to **the business of living** [Cir: Location]  
 TT: khǎw tǎnráp [Pr: material] sùu kaanphákphòn nay chán thúrákit  
 [Cir: Location]

Both English and Thai clauses have the same transitivity structure. The back translation is “Welcome to relaxation in Business Class”. This specific clause appears at the top of the Business Class cabin menu on the airline’s webpage. Therefore, the ST may intend to play with the word *business* that is used metaphorically with the word *living*. The TT interprets the original metaphorical sense to ‘relaxation in Business Class’ that carries no metaphorical meaning. Therefore, adaptation facilitates the meaning transfer yet the metaphoricity is removed.

#### Example 12

ST: **Unwind** [Pr: behavioural] **in the perfect living space** [Cir: location]  
 TT: phákphòn [Pr: behavioural] nay thîinâŋ thîi sǎmbuunbèep [Cir: lo-  
 cation]

Example 12 shows how the translation keeps the same circumstance type but without a metaphorical sense. The back translation is “Relax in the perfect seat”. Both ST and TT have the same transitivity structure. The whole ST is considered metaphor. *Living space* in the location circumstance is used metaphorically as it refers to a First Class private cabin instead of its original meaning. However, the ST metaphor is taken away through adaptation in the TT. So, the English lexical metaphor loses its sense by means of adaptation.

Examples 9–12 above demonstrate how the English metaphors identified as part of the circumstantial system are translated to Thai where the original type of circumstance is reproduced. The study found that the same type of circumstance in the translation usually occurs if the TT reproduces the same type of process with the ST. It also found that literal translation of the metaphor preserves the original metaphorical sense whereas the adaptation tends to diminish the ST metaphorical sense.

### 5.3 *Translation of Lexical Metaphors in Clauses*

Some lexical metaphors are realised in the full clauses comprising participant, process, and participant or circumstance<sup>16</sup> as Newmark (1988, 104) mentions that “*metaphors may be single, i.e., one word or extended, i.e., a collocation, an idiom, a sentence, a proverb, an allegory, and a complete imaginative text*”. Some of these clauses are shown in the following examples.

Example 13

ST: All your comforts [Token] are [Pr: intensive] within reach [Value]  
 TT: *khwaam sàduaksàbaay thànmòt khǒŋ khun thii ìam thǎj dâay* [Ø process]

The whole clause of the ST is considered metaphor with the Token as the object of comparison, the Value as the image or the picture that describes the object, and nearness as the sense. However, the TT is adjusted with the back translation “All of your comforts that are reachable”, a phrase that is considered Ø process although it shares the original metaphorical sense of nearness of the relative clause. This is due to the transitivity configuration in the current study that explores only the clausal structure.

Example 14

ST: Every flight [Carrier] is [Pr: intensive] a destination [Attribute] in itself [Cir: manner] when you Fly Better [-]  
 TT: *bon thúk thîawbin* [Cir: location] *khæu* [Pr: intensive] *cùtmăayp-laaythaaj* [Value] *mâa khun dănthaaŋ bèep nǎa rádàp* [-]

Example 14 instances another metaphorical clause in the ST. Token serves as the object of comparison, the Value as the image, and the place where one aims to go as the metaphorical sense. The adaptation in the TT manages to retain the original metaphorical meaning.

Examples 13 and 14 showcase lexical metaphors that are realised in clauses comprising the nominal group of participant as subject, verbal group of process as verb and the nominal group of participant as subject complement. It seems these two examples actually share the metaphorical characteristic of comparing one thing to another thing in terms of similarity with the relational

<sup>16</sup> Although in 5.1, process plus participant or circumstance is also considered a full clause and this specific clause structure seems to be in the majority found the analysis, it omits participant which is the subject of the clause.

process verbal group. The translation is being adapted yet it can still preserve the original metaphorical sense.

Section 5 analyses and discusses the lexical metaphors identified in the ST and TT by means of the transitivity configuration. As demonstrated, the study found lexical metaphors in the three transitivity systems, i.e., participant, process and circumstance. A large number of lexical metaphors are in the form of phrases comprising process and participant, or process and circumstance. Apart from the identification of metaphor following the MIP emphasising its contextual abstract use, it is also notable that atypical collocation of these systems tends to generate lexical metaphors such as *the business of living* and *taste your way* whereas typical collocation does not, as it appears in the TT *kaan-phákphòn nay chán thúrakit* 'relaxation in Business Class', and *límlǝǝ aahǝan* 'taste food'. These newly coined collocations can be considered original metaphors, which are metaphors that are created from the source language writer with original thoughts and new and fresh ideas (Newmark 1988).

## 6 Conclusion

The study attempted to find out firstly how the transitivity configurations comprising the systems of process, participant and circumstance inform us about the translation of lexical metaphors in a company website. The study found that metaphors are identified in all three elements, out of which two systems – process and circumstance – are exemplified in this article whereas participant is not discussed because the clause structure of imperative type, which begins with process, is in the majority. However, the lexical metaphors that are considered participants that receive and are affected by the actions are included in the analysis together with process and circumstance. From the analysis, most lexical metaphors are realised in the material process in both versions. This can be explained in that the text concerns mainly what the passengers can do during the flight. As for the circumstance system, the lexical metaphors identified in the location circumstance are in the majority. This is because the text tells the viewers where the processes take place. Transitivity thus facilitates the identification of lexical metaphors in the clauses in a detailed and systematic manner.

The second enquiry this study aimed to answer is how the translated lexical metaphors are similar and different from the original version. The analysis found both similarities and differences regardless of translation techniques, that is, the findings provide inconclusive evidence that literal translation or adaptation helps to preserve the original metaphors as these two techniques

both preserve and diminish the ST lexical metaphors as demonstrated in the given examples. However, the study found that the translation, at times, opts for adaptation because it is impossible to translate the original lexical metaphors literally as they are in the form of an expression. Thus, while adaptation can retain the sense, it cannot retain the metaphorical form. Literal translation, on the contrary, tends to reproduce the metaphor if the original version is not an expression.

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