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Analysis of the International communication of the Socialism with Chinese Characteristics from the Perspective of Conceptual Metaphor

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Abstract: Metaphor is a way of thinking and expression used by humans to understand and represent themselves and the world. As the latest achievement of the sinicization and modernization of Marxism, XI JINGPING The Governance of China IV is an important way of the international communication of Socialism with Chinese Characteristics in the new era, and these discourse uses a lot of metaphors with Chinese characteristics close to life. Based on parallel corpora, this study adopts the MIP and a research method that combines manual recognition, quantitative research, and qualitative research. Based on the mechanism of metaphors, it identifies conceptual metaphors in the corpus to try to explain the socialism with Chinese characteristics within discourses, and further analyzes their translation strategies. The results show that: 1) the most frequently used conceptual metaphors in the political discourse are travel metaphor, war metaphor and engineering metaphor; 2) While conveying the socialist culture with Chinese characteristics, the above conceptual metaphor mainly adopts the concretization translation strategy, followed by literal translation and omission translation strategy.

Keywords: Parallel Corpus; Conceptual Metaphor; Political Discourse; Translation Strategy.

1. Introduction

Metaphor is a way of thinking and expression used by humans to understand and represent themselves and the world. *XI JINGPING The Governance of China IV* is an important way of the international communication of the socialism with Chinese characteristics in the new era, and these discourse uses a lot of metaphors with Chinese characteristics close to life. Accurate translation of political discourse metaphor should not only convey the connotation of the original text to the maximum extent, but also maintain the unique language style of the original text. As the "translation prototype" of the same kind of political discourse, the English version has reference significance for the metaphor translation of other political discourse. As the "translation prototype" of the same kind of political discourse, the English version has reference significance for the metaphor translation of other political discourse. Based on parallel corpora, this study adopts the MIP and a research method that combines manual recognition, quantitative research, and qualitative research. Based on the mechanism of metaphors, it identifies conceptual metaphors in the corpus to try to explain the socialism with Chinese characteristics within discourses, and further analyzes their translation strategies.

2. Literature Review

Metaphor, as a linguistic phenomenon, essentially involves using one type of thing to understand another (Lakoff& Johnson, 1980). This concept originated from Aristotle's research in the field of rhetoric, where he regarded metaphor as an important rhetorical tool, using one word to replace another in order to express the same meaning. As one of the pioneers of conceptual metaphor theory, Lakoff point out that the daily conceptual systems used by human beings to think and act are metaphorical in nature. It introduces the concept of "domain" and classifies the working mechanism of conceptual metaphor, that is, the mapping from the source domain to the target domain, into the following four mapping relationships: slot mapping; Relation mapping; Property mapping; Knowledge mapping, which opens a new direction of metaphor research from a cognitive perspective.

At the same time, the study of conceptual metaphor translation shows a trend from metaphor rhetoric to cognitive perspective. Christina schaffcher (2004) believes that the mechanism of conceptual metaphor depends on culture. According to the cognitive differences between different cultures, metaphor is divided into the following three categories: Universal metaphor; Culture over overlapping metaphor and culture specific metaphor.

In recent years, domestic scholars have paid more and more attention to the study of metaphor in political discourse. Domestic scholars' research on conceptual metaphor in political texts is mainly carried out from the aspects of use characteristics, functionality, construction and so on. Its main research directions are: (1) metaphor use and cognitive characteristics; (2) Metaphorical construction; (3) Pragmatic function. Existing studies pay less attention to the excavation and interpretation of the culture contained in conceptual metaphor. And some existing research corpus have the following problems: (1) the sources of corpus are mixed; (2) The quantity of corpus is relatively small; (3) The authority of the corpus needs to be improved.

At the same time, domestic scholars' research on the translation of conceptual metaphor started late. As far as the study of metaphor translation process is concerned, the main research direction is English Chinese translation. Xiangxia and zhengbinghan (2015) explored the impact of background information on the quality of visual translation of metaphor through their speeches.

Wang Yifang (2019) focuses on the C-E translation process. The research results show that the cognitive load of parallel processing is affected by the language metaphor in the source language. Therefore, as far as conceptual metaphor analysis in political texts is concerned, there is still much room for

progress in the process of C-E translation.

3. Research Design

3.1. Research Questions

Based on the self-built parallel corpus, this study uses the research methods of MIP, quantitative research and qualitative research, and takes the metaphor working mechanism as the basis to identify and interpret the conceptual metaphor of political discourse in *XI JINGPING The Governance of China IV*, aiming to answer the following three questions:

(1) What types of conceptual metaphors are used in political discourse in the corpus?

(2) What kind of socialist culture with Chinese characteristics does the above conceptual metaphor convey?

(3) What translation strategies and factors affect the translation of the above conceptual metaphors?

3.2. Metaphor Identification Procedure

This study is an empirical research based on the conceptual metaphor and its English translation in XI JINGPING The Governance of China IV. The MIP proposed by Pragglejaz Group (2007) is mainly used in corpus processing and metaphor recognition, and it is combined with manual recognition to identify metaphors in political discourses. The main steps are as follows:

(1) Read the text carefully to understand the overall meaning of the text.

(2) Identify lexical units in text.

(3) Identify whether there are differences between the basic meaning of words and the contextual meaning, and mark the metaphorical units.

Through the above steps, this study labels lexical units as metaphors for further statistical analysis.

3.3. Data Statistics

This study uses the concept of "Resonance of Source Domain" proposed by Charteris Clack to calculate the universality of various metaphors in the text. According to his theory, the resonance value of the source domain measures the "extnet" of the metaphor source domain in a specific corpus, that is, the universality of the source domain. The specific calculation formula is: Source Domain Resonance Value=∑ the number of keyword type×∑the number of its' occurrence. Thus, the usage and distribution of conceptual metaphor of discourse are obtained.

4. Overall Use of Conceptual Metaphor

In order to identify metaphorical expressions in political discourse corpus, based on the MIP proposed by pragglejaz group (2007) combined with manual recognition, this paper extracts 6,652 conceptual metaphors from about 240,000 Chinese words.

Based on the thirteen common source domains proposed by K svecses, this study classifies conceptual metaphors in political discourse into the following ten categories: travel metaphor, war metaphor, engineering metaphor, human metaphor, mechanical metaphor, plant metaphor, disease metaphor, family metaphor, climate metaphor, and animal metaphor. Based on the source domain resonance value formula proposed by Charteris black, the source domain resonance value and its percentage of the above categories of conceptual metaphors are calculated. The specific use of conceptual metaphors in political discourse in the corpus is as follows:

Table 1. The Use of Conceptual Metaphor in Political Discourse

The use of conceptual metaphors in political discourse				
Conceptual Metaphors	Number of Keyword Types	Frequency of occurrence	Source Domain Resonance Value	Proportion in Percentage
travel metaphor	70	2336	163520	52.88%
war metaphor	44	1548	68112	22.02%
engineering metaphor	36	1620	58320	18.86%
human metaphor	24	374	8976	2.90%
mechanical metaphor	14	392	5488	1.77%
plant metaphor	12	188	2256	0.73%
disease metaphor	18	54	972	0.31%
family metaphor	11	73	803	0.26%
climate metaphor	12	51	612	0.20%
animal metaphor	12	16	192	0.06%

It can be seen from table 1 that the conceptual metaphors most frequently used in political discourse in the corpus are travel metaphors, war metaphors and engineering metaphors, and their source domain resonance values account for 52.88%, 22.02% and 18.86% respectively. Secondly, the conceptual metaphors with the lowest frequency of use in political discourse are family metaphor, climate metaphor and animal metaphor, and their source domain resonance value accounts for 0.26%, 0.20% and 0.06% respectively.

4.1. Usage of Travel Metaphor

Travel metaphor refers to the process and development of things as the position transfer from the perspective of space. The main elements include "the direction and path of displacement", "the action emphasizing displacement" and other related text expressions, such as "advance", " step by step", "be in the same boat", "road", "inflection point" and other metaphorical keywords indicating action, path and direction. The most commonly used conceptual metaphors are action related metaphors.

The typical travel metaphors in the political discourse in the corpus are: developing the cause of socialism with Chinese characteristics is a journey, the cause of the party is a journey, building a modern socialist country in an all-round way is a journey, and building a community with a shared future for mankind is a journey. Specific cases are as follows:

A. Developing socialism with Chinese characteristics is a journey.

Taking our own path is the foothold of all the party's theories and practices, and also the historical conclusion drawn from the party's hundred years' struggle.

In the case, the source domain refers to the journey, and the target domain is the development of socialism with Chinese characteristics. Mapping the concept of the journey to the development of socialism with Chinese characteristics shows that the history of socialism with Chinese characteristics is essentially a long-term journey, during which the Party led the people out of their own path. Secondly, the case also involves the travel metaphor related to the direction. It maps the source domain of the starting point in the travel to the basic

principles of the development of socialism with Chinese characteristics, indicating that only by finding a good direction and determining the goal at the beginning of the travel can we realize the long-term development of socialism with Chinese characteristics.

B. The cause of the party is a journey.

An all-out effort to enforce strict Party discipline is the only way for the party to maintain its vitality.

In the case, the source domain refers to the route chosen by the travel, and the target domain is the policy of an all-out effort to enforce strict Party discipline. Mapping the concept of the route chosen by the travel to the policy of an all-out effort to enforce strict Party discipline shows that the party's cause is essentially a journey. Only by choosing the policy of an all-out effort to enforce strict Party discipline, can the development of the party's cause be realized. Secondly, the case also involves the travel metaphor of the relevant directions, which maps the source domain of the destination in the journey to one of the goals of the development of the party's cause, that is, the party will always maintain vitality, indicating that only by choosing the right path in the development of the party's cause can the party always maintain vitality.

4.2. Usage of War Metaphor

According to the semantic meaning of the key words, the war metaphors in political discourse are divided into: strategic metaphor, attack metaphor, defense metaphor and process metaphor. The most frequent metaphors are strategic metaphors, such as "layout", "strategy", "overall situation" and "planning", followed by defensive metaphors, such as "strict defense", "hold", "defensive war", "defense line" and "gateway". The typical war metaphor in political discourse is that poverty eradication is war and anti-corruption is war. Specific cases are as follows:

A. Poverty alleviation is war.

The great struggle against poverty has forged the spirit of poverty alleviation, which is "working together from top to bottom, fighting with all the strength, being precise and pragmatic, pioneering and innovative, overcoming difficulties, and living up to the people".

In the case, the source domain refers to the tough battle, that is, the battle with greater difficulty in the war, and the target domain is the major task of poverty alleviation. Mapping the concept of tough battle in the war to the prominent problem encountered in national development - poverty alleviation, shows that in national development, the key and difficult problems of poverty alleviation have been solved one by one, and the task of poverty alleviation has been completed.

4.3. Usage of Engineering Metaphor

Engineering here specifically refers to the process in which the subject systematically transforms an entity into an entity with expected value through the application of knowledge and technology. Engineering metaphors are mostly related to architectural engineering and various buildings. The typical engineering metaphor in political discourse: the development of the party's cause is a project, and the maintenance of international peace is a project. The specific cases are as follows:

A. Maintaining international peace is a project

We should actively advocate political solutions to international and regional hotspot issues, and build an iron wall to safeguard regional peace and tranquility.

In the case, the source domain refers to the achievement of engineering construction - copper wall and iron wall, that is, like the walls made of copper, iron and other metals. The target domain is the security guarantee of international issues. Mapping the concept of "iron and steel walls" in engineering construction to the security guarantee of international issues shows that in the process of solving international and regional hot issues with politics, we should provide solid and reliable security guarantee for international and regional peace as in construction engineering.

4.4. Usage of Other Metaphors

In addition to the above three conceptual metaphors, political discourse also involves seven other conceptual metaphors, including human metaphor and mechanical metaphor.

The concept of human mentioned in the study mainly includes: 1) human entity, such as organs; 2) human behavior and its unique physiological phenomena and activities. Human metaphor refers to the use of human concepts to conceptualize abstract entities or processes, thus realizing the mapping of concepts from the source domain to the target domain.

Typical human metaphors in political discourse include: ecological environment is human. Specific cases are as follows:

The Loess Plateau is home to our ancestors and breeds our Chinese civilization

In the case, the source domain refers to that the mother breeds life, and the target domain refers to that the Loess Plateau gives human living space and necessary resources. Mapping the concept of human breeding life to the important role of the ecological environment for human survival and development shows the prominent position of the ecological environment. As the ecological environment has bred for generations, we should love the ecological environment like our mother.

The mechanical metaphor involved in this study is more a concrete concept of the process of mechanical operation to map the process of national development. The typical mechanical metaphor in political discourse is that government power is a machine and economic development is a machine. Specific cases are as follows:

A. Government is a machine.

We should strengthen the construction of grass-roots ethnic work institutions and the strength of ethnic work to ensure the effective operation of grass-roots ethnic work.

The grass-roots work is performed by each department, and departments cooperate with each other, so as to realize the effective implementation of grass-roots work. Because this mode is similar to the operation mode of the machine, the case uses the keyword "operation" to describe the machine, so as to vividly reveal the working mode of the grass-roots work.

As a common concept in daily life, plants are often used to construct concepts in the political field. The plant metaphors in political discourse mainly include: institution is a plant, and international relations is a plant. These conceptual metaphors convey: (1) only by digging deep into its roots and finding a system suitable for China's national conditions can it develop more prosperous; (2) Plants coexist harmoniously in their ecology. The relationship between countries is just like the growth of plants. Only through cooperation can mutual benefit be achieved.

5. Research on Conceptual Metaphor Translation

Based on the above analysis of conceptual metaphor, the main translation strategy used in political discourse is concretization, followed by literal translation and omission. This concretization translation strategy is more used in the translation of travel metaphor and disease metaphor. Political discourse is often based on a symbolic political discourse system constructed through a large number of metaphors, and a large number of metaphors with Chinese characteristics close to life are used (Cao Lingmei, Wang Hong 2017).

For example, the metaphorical cognitive model of "be in the same boat " in travel metaphor and "tackling the problem" in disease metaphor are more unique to Chinese culture. Adopting concretization translation strategies can make the English version convey the ideological connotation of the original to the greatest extent, while retaining the language style and readability of the original. As for the metaphorical cognitive models such as war metaphor and mechanical metaphor, which are accepted by both China and the west, the translation strategies of literal translation and omission are more adopted.

6. Conclusion

Metaphor, as a cognitive way, is often reflected in political discourse. Based on the parallel corpus, this study uses the combination of MIP metaphor recognition program and manual recognition research methods, based on the working mechanism of metaphor, identifies conceptual metaphor in political discourse, explains the socialist culture with Chinese characteristics in the new era, and further analyzes its translation strategies.

The results show that: (1) the conceptual metaphors most commonly used in the political discourse of the book are travel metaphors, war metaphors and engineering metaphors, and the other seven types of such metaphors are also involved; (2) Travel metaphors and disease metaphors mainly use concretization translation strategies, while other types of conceptual metaphors have a certain degree of consistency in the cognitive path of Chinese and Western metaphors, such as war metaphors and mechanical metaphors, and more use literal translation and omission translation strategies.

This study has conducted a comprehensive data analysis and Research on conceptual metaphor in political discourse and its translation strategies, but there are still some problems such as subjectivity in artificial metaphor recognition and relatively small sample size. Future research can expand the corpus of political discourse, and adopt metaphor recognition with multi person assessment to improve the comprehensiveness and objectivity of the research data.

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