

A Corpus-based Study on the Translation Strategies of Metaphors in President Xi's New Year's Speeches – A Case Study of New Year's Speeches from 2017 to 2022

By Sun Xueke*

The president's Speech for a New Year includes both the summary of the past year and the outlook for the coming year, which plays an important role in expressing good wishes and displaying the national image. Various types of metaphorical expressions frequently appear in President Xi's New Year's Speech. This paper selects the New Year's Speeches from 2017 to 2022 and builds a bilingual parallel corpus to explore the translation methods of metaphors in them. This study found that there are 4 main translation methods in them, which are literal translation for remaining metaphors, free translation to adjust metaphors, addition of similes or metaphors, and omission to delete metaphors. On this basis, this study proposed that different translation strategies should be adopted from the aspects of text type, cultural context, language characteristics, and readers' acceptance to maximize the effectiveness of the source text, so as to avoid cultural default and misreading.

Keywords: *New Year's speeches, metaphor, C-E translation strategy, Corpus-based*

Introduction

Metaphor is an important foundation of human cognition. The word metaphor originates from the Greek word "metaphora", which is used to describe the movement of an object and the change of its position. Then it is extended to use one thing to understand another thing. People recognize things by discovering and establishing the interrelation between different concepts. Throughout history, politicians have always used metaphors to connect political discourse with people's existing knowledge and experience to promote political ideas, which are easy to understand, shorten the distance with the audience and awaken their inner feelings. Nowadays, New Year's speeches, as an important vehicle for shaping and displaying the national image, have become the main forum for spreading mainstream ideology in various countries. New Year's greetings are words of good wishes to friends and relatives during the Spring Festival, while the New Year's speeches by national leaders are characterized by blessing the people, recalling the past, and shaping the national image. In the current strategic context of "going global" for Chinese culture, the translation of New Year's Speeches should achieve multiple goals, with political, nationalistic and artistic features. The New Year's speeches of contemporary Chinese leaders comprehensively review the growth trajectory of the Party, the country, and the people in the past year, and look forward to the development, opportunities, and challenges in the new year, which unite the

*Graduate Student, Harbin Engineering University, China.

consensus of the whole Party and the people of all nationalities. President Xi's New Year's speeches have used many characteristic metaphors close to people's lives, which have unique stylistic and pragmatic functions. The corresponding translation is also unique, and the study on its metaphorical translation is of strategic significance to promote Chinese culture and improve international discourse power.

The CNKI search reveals that there are only 11 research papers on the metaphors of New Year's speeches, published from 2012 to 2021, a short time span. Among them, there are only two papers on the translation of New Year's speeches, both of which were published in 2021. This shows that the academic community has paid little attention to the study of metaphors in New Year's speeches. Most of the existing studies focus on the universality and function of metaphors in New Year's speeches. But they do not fully integrate metaphors with translation studies and very few of them are involved. Based on the conceptual theory proposed by Lakoff and Johnson, this study takes the bilingual text of President Xi's New Year's speeches from 2017 to 2022 as the corpus, analyzes and summarizes the metaphorical types, and then summarizes the relevant Chinese to English (E-C) translation strategies of metaphors in the New Year's speeches. The purpose of this paper is to provide a reference for the translation of New Year's speeches and other political texts.

Theory and Literature Review

In 1980, cognitive linguists Lakoff and Johnson published *Metaphors We Live By*, a book in which they first proposed the theory of conceptual metaphor. The book greatly shocked the linguistic community and set off another new wave of metaphor research. In 1989, Lakoff and Turner further elaborated on the working mechanism of metaphor by using the concept of "domain" on this basis, that is, people use metaphor to map part of the source domain into the target domain, thus forming a new understanding of the target domain (Lakoff et al. 1989, pp. 38–39).

According to Lakoff's metaphor theory, metaphor is mainly realized through semantic mapping between two semantic fields, that is, from a more familiar, concrete and easy-to-understand source domain to a less familiar, abstract and difficult-to-understand target domain. In short, it is a mapping from concrete things to abstract things, and from familiar categories to unfamiliar concepts. Meanwhile, Lakoff and Johnson classified conceptual metaphor into three categories, namely, structural metaphor, orientation metaphor, and ontological metaphor. Through this mapping across cognitive domains, people are able to understand the more abstract things. Due to the differences in cultural customs and cognitive styles among ethnic groups, conceptual metaphors are expressed differently. Therefore, the mapping relationship from the origin domain to the target domain is rooted in the unique culture of each ethnic group. Therefore, the translation process of conceptual metaphors is not a simple code-switching process, but a more complex one involving language, culture, and social psychology, and many other fields in various ethnic groups.

Studies on metaphor originated in the 1970s and started in the 1980s, mainly from the perspectives of rhetoric, cognitive linguistics and pragmatics, with few involving political discourse and even fewer studies on the combination of metaphor and translation. The traditional methods of metaphor translation include literal translation, substitution and free translation. Then it develops into different translation methods that distinguish the source language or the target language. In recent years, these translation methods have been promoted to a variety of theory-oriented studies on metaphor translation, such as rhetoric, component analysis, discourse analysis, pragmatics, culturology and cognitive linguistics (Hu 2019).

Different from traditional research approaches, cognitive metaphor translation research is based on conceptual metaphor theory (Lakoff and Johnson 1980), which explores how metaphor translation achieves cognitive correspondence at the conceptual level. According to this theory, conceptual metaphor is the mapping of concepts from the source domain to the target domain. This mapping is mainly based on image schema, that is, the abstract conceptual structure generated by the interaction between body experience and external environment, such as the sourcepath-goal schema. On this basis, the relevant knowledge of the source domain is mapped to the target domain to generate entailment. This knowledge involves rich encyclopedia knowledge in the source domain, which is not explicitly stated, but can be inferred from the mapping as an implicit meaning to help further understand the target domain (Lakoff 1993). From the perspective of the use of metaphor in discourse, speakers can use a source domain metaphor to represent the world from a specific perspective to achieve conceptual functions, as well as interpersonal functions such as persuasion, attitude and evaluation (Charteris-Black 2004, Semino 2008). Under the above background, cognitive metaphor translation studies are often combined with descriptive studies. For example, Deignan et al. (1997) found four translation methods: the target language uses conceptual metaphors that are identical with the source language and their metaphorical expressions, conceptual metaphors that are identical with the source language but different from the source language and their metaphorical expressions, and metaphorical expressions that have similar literal meanings but different metaphorical meanings with the source language. Chesterman (1997) believed that the target language could retain, replace or abandon the image schema of the source language or use the non-source language-driven image schema. Schäffner (2004) and Papadoudi (2010) also pointed out that the target language would explicate or refine the source language metaphor or stress other aspects. Beaton (2007) points out the influence of de-metaphorization and re-metaphorization on discourse function. Therefore, cognitive metaphor translation research is mostly based on the descriptive translation research paradigm, making a more detailed classification of metaphor translation strategies, and trying to reveal that metaphor strategies are not only affected by the conceptualization differences of different cultures, but also related to discourse functions, translators' decision-making preferences and translation norms in a specific period (Sheng 2021).

In recent years, there has been an increasing number of studies on metaphor translation, but most of them are related to political books and work reports, and most of them are traditional metaphorical translation methods. For example, Huang

and Luo (2021) have studied the Korean translation of metaphors in *Xi Jinping: The Governance of China* from the perspective of conceptual metaphor. Hou (2021) once studied the English translation of *Xi Jinping: The Governance of China* based on the attitudinal political metaphor translation model, and proposed three translation strategies of local mapping, domain switching mapping and domain de-mapping. From the perspective of "political equivalence", Ren and Ji (2021) have studied the translation strategies of metaphors in diplomatic discourse by taking the *Remarks at the Regular Press Conference of the Foreign Ministry* as an example, and put forward the translation strategies of preserving metaphors and switching metaphors. Sheng (2021) studies journey metaphor in Chinese-English conference interpretation based on corpus, and concludes with four translation strategies: metaphor equivalence, re-metaphor, de-metaphor and metaphorization. Yang and Zhao (2020) have proposed a translation method of image preservation, Transformation, Rejection and supplement in their research on *Strategies for Translating Diplomacy-serving Metaphors with Chinese Characteristics*. These studies organically combine political texts with metaphorical translation strategies and creatively propose some translation methods. But most of them are related to political papers, books and work reports. The research texts are monotonous, and most of the translation methods are based on traditional translation methods, which are too general and not specific enough. Therefore, the academic circle urgently needs to put forward new and specific metaphorical translation strategies to meet the needs of more and more diverse text types, and New Year's Speeches is a relatively new text type.

Methodology

This study adopts inductive analysis method. It collects the official Chinese and English bilingual versions of President Xi's New Year's speeches from 2017 to 2022, with a total of five. This study builds a small self-built Chinese-English parallel corpus that includes two parts namely the Chinese corpus and the corresponding English translation corpus. The bilingual corpus resources are from the official website of *China Daily*. According to statistics, in the corpus, the total number of words in Chinese is 9,587, and the total number of words in English is 7,652, which is 17,239 in total. Based on the existing corpus, this study uses manual annotation to analyze and summarize the metaphor types in New Year's speeches. The main metaphor types are war metaphor, architecture metaphor, journey metaphor, organism metaphor, climate metaphor and, culture metaphor, as shown in Table 1.

Table 1. Main Types of Metaphors in New Year's Speeches from 2017 to 2022

Metaphor	War	Architecture	Journey	Organism	Climate	Culture
Frequency	44	38	27	26	21	11

Among the metaphor types that appeared in the New Year's speeches from 2017 to 2022, war metaphors appeared 44 times, with the keywords being zhandou (battle), zhanlve (strategy), shengli (victory), zonggong (general attack), juezhan

(decisive battle), etc. Architectural metaphors appeared 38 times, with the keywords being jianshe (construct), jiancheng (finish building), goujian (build), gongjian (co-building), etc. Journey metaphors appeared 27 times, with the keywords being zhengcheng (journey), changzheng (long march), qianjin (go forward), daolu (road), etc. Organism metaphors appeared a total of 26 times, including human body metaphor 12 times, plant metaphor 13 times, and animal metaphor 1 time. The keywords are xinxue (heart blood), hanshui (sweat), yinggutou (hard bone), gengyun (cultivate), shouhuo (harvest), chengguo (fruit), laohu (tiger), cangying (fly), etc. Climate metaphors appeared 21 times, the keywords are feng (wind), yun (cloud), mai (haze), etc. Culture metaphors appeared 11 times, mainly poems, proverbs, etc. (See Table 2 for details).

Table 2. Main Metaphors and Key Words in New Year's Speeches from 2017 to 2022

隐喻类型 (次数) Metaphor (Frequency)	关键词 (次数) Key Words (Frequency)
战争隐喻 (44) War (44)	战斗 zhandou(battle) (20) 战略 zhanlue(strategy) (3) 胜利 shengli(victory) (3) 攻坚战 gongjianzhan(the battle against) (3) 上阵 shangzhen(go into battle) (2) 决战 juezhan(decisive battle) (2) 总攻 zonggong(general attack) (1) 战胜 zhansheng(defeat) (1) 战乱 zhanluan(chaos caused by war) (1) 挑战 tiaozhan(challenge) (1) 利剑 lijian(sword) (1) 抗战 kangzhan(War of Resistance) (1) 捷报 jiebao(news of victory) (1) 奋战 fenzhan(fight bravely) (1) 出战 chuzhan(go out to fight) (1) 冲锋号 chongfenghao(bugle call) (1) 保卫战 baoweizhan(defense war) (1)
建筑隐喻 (38) Architecture (38)	建设 jianshe(construct) (15) 建成 jiancheng(finish building) (5) 构建 goujian(build) (5) 共建 gongjian(co-building) (3) 构筑 gouzhu(construct) (2) 建立 jianli(set up) (1) 建造 jianzao(build) (1) 重建 chongjian(rebuild) (1) 四梁八柱 siliangbazhu(multiple pillars) (1) 主体框架 zhutikuangjia(Main steel frames) (1) 钢铁长城 gangtiechangcheng(great wall of steel) (1) 众志成城 zhongzhichengcheng(unity is strength) (1) 铜墙铁壁 tongqiangtiebi(impregnable fortress) (1)
旅途隐喻 (27) Journey (27)	征程 zhengcheng(journey) (7) 长征 changzheng(Long March) (5) 前进 qianjin(go forward) (3) 道路 daolu(road) (2) 里程碑 lichengbei(milestone) (2) 前行 qianxing(move ahead) (2) 奔波 benbo(rush about) (1) 步伐 bufa(step) (1) 奋进 fenjin(advance bravely) (1) 奔驰 benchi(run quickly) (1) 沿着 yanzhe(along) (1) 进程 jincheng(course) (1)
生物体隐喻 (26) Organism (26)	Human Body Metaphor (12): 汗水 hanshui(sweat) (3) 热泪盈眶 releiyingguang(be filled with tears) (1) 硬骨头 yinggutou (hard bone) (1) 心血 xinxue (heart blood) (1) 脊梁 (1) 双臂 shuangbi(arms) (1) 手 shou(hands) (1); Plant Metaphor (13): 收获 shouhuo(harvest) (4) 成果 chengguo(result/fruit) (2) 生机勃勃 shengjibobo(full of vigor) (2) 落地生根 luodishenggen(bryophyllum/life plant) (1) 生机勃勃 shengjibofa(Vigorous Renewal) (1) 耕耘 gengyun(cultivate) (1) 浇灌 jiaoguan(irrigate) (1) 根基 genji(foundation) (1); Animal Metaphor (1): 打虎拍蝇 dahupaiying(crack down on both "tigers" and "flies") (1)
气候隐喻 (21) Climate (21)	风 feng(wind) (风雨 fengyu (wind and rain)、风平浪静 fengpinglangjing(dead calm)、风云变换 fengyunbianhuan(changes of wind and cloud)、风吹浪打 fengchuilangda(be battered by a storm)等) (18) 乱云飞渡 luanyunfeidu(riotous clouds past swiftly) (1) 惊涛骇浪 jingtaohailang(terrifying waves) (1) 波涛汹涌 botaoxiongyong(roaring waves) (1) 阴霾 yinmai(haze/specter) (1)
文化隐喻 (11)	天眼 tianyan(eye in the sky) (1) 悟空 wukong(Goku)

Culture (11)) (1) 墨子 Mozi(Mo-tse) (1) 神州 shenzhou(the Divine Land) (1) 天宫 tiangong(heavenly place) (1) 世界大同 shijiedatong(a Utopia) (1) 上下同欲者胜 shangxiatongyuzhesheng(Success comes to those who share in one purpose.)) (1) 天上不会掉馅饼 tianshangbuhuidiaoxianbing(There are no free lunches in life.) (1) 天道酬勤，日新月异 tiandaochouqin, rixinyueyi(God rewards those who help themselves, and every day changes with each passing day) (1) 岁月不居，时节如流 suiyuebuju, shijieruliu(time and tide wait, season is like a stream) (1) 安得广厦千万间，大庇天下寒士俱欢颜 andeguangshaqianwanjian,dabitianxiahanshijuhuanyan("How I wish I could have ten thousand houses, to provide shelter for all who need it!") (1)
---------------------	---

Metaphors in New Year's Speeches from 2017 to 2022

These studies organically combine political texts with metaphorical translation strategies and creatively propose some translation methods, but most of them involve political papers, books and work reports. The research texts are too monotonous, and most of the translation methods are based on traditional translation methods, which are too general and not specific enough. Therefore, the academic circle urgently needs to put forward new and specific metaphorical translation strategies to meet the needs of more and more diverse text types, and New Year's speech is a relatively new text type.

Chinese to English Translation Strategies of Metaphors in New Year's Speeches - A Case Study of President Xi's New Year's Speeches from 2017 to 2022

Literal Translation to Remain Metaphors

Literal translation, or directed translation, is the rendering of text from one language to another "word-for-word" (Latin: "verbum pro verbo") with or without conveying the sense of the original. Many words in English have the same metaphorical meaning as their Chinese counterparts, and literal translation is the most commonly used method. Literal translation is a common translation strategy in which the source-domain conversion into literal translation method can be used to retain the same conceptual metaphor imagery in the translation as in the original if the same source-domain concept and target-domain concept both exist in the Chinese-English bilingual (Li 2021). In addition, the use of literal translation method to retain the image characteristics of the original metaphor helps to retain the cultural characteristics of the source language metaphor and enrich the expressive ability of the target language. Literal translation to remain the same metaphor imagery is commonly found in the English translation of New Year's Speeches from 2017 to 2022, which accurately conveys political ideas.

1. 只要我们 13 亿多人民和衷共济，只要我们党永远同人民站在一起，大家撸起袖子加油干，我们就一定能够走好我们这一代人的长征路。（旅途隐喻，2017）

Translation: As long as our 1.3 billion-plus people are pulled together for a common cause, as long as the Party stands together with the people and we roll up our sleeves to work harder, we will surely succeed in a Long March of our generation.

2. 人民子弟兵永远是保卫祖国的钢铁长城，让我们向守护家园的忠诚卫士们致敬！（建筑隐喻，2020）

Translation: The people's army will always serve as a great wall of steel that guards our motherland. Let's salute those loyal soldiers who safeguard our home.

3. 这些成就凝结着新时代奋斗者的心血和汗水，彰显了不同凡响的中国风采、中国力量。（人体隐喻，2020）

Translation: All these achievements are the result of the efforts and sweat of those who strive in the new era, and they demonstrate extraordinary Chinese splendor and Chinese strength.

In example 1, the original text uses "长征" to map "the reform and development process of the Party and the country", and it is a great victory and feat achieved by the Communist Party of China. The literal translation of the metaphor of the "长征" into "Long March" accurately conveys the political connotation of the original text. In example 2, the original text uses "钢铁长城" to describe the "the people's army", and it is an ancient Chinese military fortification. The construction metaphor "钢铁长城" is directly translated as "a great wall of steel", which accurately conveys the importance of the people's soldiers and reflects the profound connotation of the original text. In example 3, the original text uses "汗水" to map "the efforts of the strivers in the new era". "The word "汗水" was originally the liquid secreted by people in ancient times due to their hard work, which is a common cognitive experience. The translation of the human body metaphor "汗水" as "sweat", which means "hard work", completes the image transformation and conveys the connotation of the original text more accurately. Literal translation to remain metaphors helps to keep the words in the original text with popular and colloquial features, showing President Xi's Speeches is distinct, and close to the people's lives (Cao and Wang 2017). When the metaphor translation is greatly influenced by the literary context and the metaphor concept of the original text plays an important role in the text, the translator will generally try to retain the metaphor concept of the original text in the translation operation.

Free Translation to Adjust Metaphors

Free translation is to translate something according to the general meaning of the original text, and it does not translate word by word, which is different from literal translation. Free translation reflects the difference among different nations in ecological culture, language culture, religious culture, material culture and social culture. Since the difference of language and culture between Chinese and English, many things that are obviously known to the source-language audience may cause misunderstanding to target-language audience. Under this circumstance, free translation is commonly used to transfer language and cultural images to some words that foreigners are familiar with. Due to the differences in social, cultural background and thinking habits between the East and the West, English and Chinese people tend to use different metaphors when expressing the same concept for metaphor. Although human beings have the similar cognitive basis, when the mapped meaning of the same metaphor in the source language is different from its mapped meaning in the target language, the mapping from the source domain to

the target domain in the target language cannot be realized, and even leads to confusion in the mapping (Su and Li 2009). In this case, we can adopt free translation by transforming or adjusting the metaphorical imagery according to the target language habits so that it can accurately convey the connotation of the original text while conforming to the target language habits.

4. 天上不会掉馅饼，努力奋斗才能梦想成真。（文化隐喻，2017）

Translation: There is no such thing as a free lunch, and only hard work will make dreams come true.

5. 中国人历来主张“世界大同，天下一家”。（文化隐喻，2017）

Translation: The Chinese people have always believed that the world is a commonwealth.

6. 我们向深度贫困堡垒发起总攻，啃下了最难啃的“硬骨头”。（人体隐喻，2021）

Translation: We launched the final assault on the fortress of entrenched rural poverty, and cracked this "hardest nut".

In example 4, the original word "馅饼" is translated as "a free lunch", "馅饼" refers to the idea of "to gain without work", "daydreaming", etc. The proverb "天上不会掉馅饼" corresponds to "a free lunch" in English, and the translation converts the cultural metaphor "馅饼" in the original text into the corresponding metaphor "a free lunch". This not only replaces the imagery of the original text but also conforms to the target language habits and accurately conveys the connotation of the original text. It cannot correspond to the source domain of the original text and has no relevant significance if translated directly as "pancake". In example 5, the word "大同、一家" is translated as "commonwealth", which is a unique cultural symbol of Chinese culture, emphasizing integrity, unity and solidarity. The source domain of the target language corresponding to the source domain of the original text is "commonwealth", which refers to the concepts of state, federation, political community, etc. in English. The translation of the cultural metaphor "大同、一家" in the original text into "commonwealth" not only conforms to the target language and cultural habits but also accurately conveys the political concept of the original text, which is easy for the target readers to understand. In example 6, the human body metaphor "硬骨头" in the original text is translated as "hardest nut", "硬骨头" means "difficult thing". If translated directly as "hard bone", this concept in English does not have the meaning of the Chinese source domain, which may cause misinterpretation by readers. But the metaphor is translated as "hardest nut", which has the same meaning as "difficult situation or problem" in the English source domain, which could exactly convey the connotation of the original text. Free translation to adjust metaphors accurately conveys the political connotation of the original text in line with English habits, which makes it catchy and readable for English readers. It also reappears the colloquial and popular characteristics of the original text, and reflects the approachability and closeness of *President Xi's speeches*. The metaphorical meanings of a large number of English words are unique to English culture, and Chinese readers cannot associate their figurative meanings from the figurative images, so they can only translate their figurative meanings in translation, which is

conducive to the understanding of Chinese readers and the fluency of the target language. Different languages and cultures inevitably form different thinking forms and expression habits, and often use different figurative bodies to express the same concept. Therefore, when translating some metaphorical words, it is necessary to change the figurative bodies and adopt the figurative images familiar to Chinese readers, so as to facilitate the expression of the translated language and the understanding of the readers.

Addition of Similes or Metaphors

Addition is to add some words semantically, rhetorically or syntactically to express the original meaning more faithfully. At semantic level, translator needs to supplement the part that is omitted in the source-language to keep the complete sentence structure and convey the content and style of the original text faithfully in translation. The simile is a rhetorical device that connects two different things that have some common characteristics, usually formed with "like" and "as". Unlike similes, metaphors do not use figurative words such as "such as" or "like" to express themselves but are a rhetorical device to hide comparisons. Addition of similes means adding metaphors to the translation so that the conceptual metaphors in the original text are presented in the form of similes for readers to understand. Addition of metaphors refers to adding metaphorical imagery in the translation process to convert the non-conceptual metaphorical expressions in the original text into metaphorical expressions in order to make the target language readers understand the meaning of the original text more vividly (Wang 2021).

7. 历史长河奔腾不息，有风平浪静，也有波涛汹涌。（河流隐喻，2020）

Translation: Human history, like a river, runs forever, witnessing both peaceful moments and great disturbances.

8. 人民子弟兵永远是保卫祖国的钢铁长城，让我们向守护家园的忠诚卫士们致敬！（建筑隐喻，2020）

Translation: The people's army will always serve as a great wall of steel that guards our motherland. Let's salute those loyal soldiers who safeguard our home.

9. 2019年，有机遇也有挑战，大家还要一起拼搏、一起奋斗。（人体隐喻，2019）

Translation: 2019 will see both opportunities and challenges that will require us to work together shoulder to shoulder.

In example 7, "like" is added, and in example 8, "serve as" is added, both of which are addition of similes. By adding the words "like, as" and so on, the river metaphor and the architecture metaphor in the original text are expressed more explicitly, with clear logic and rigorous structure, in line with the hypotactic characteristics of English to make readers understand the simile more intuitively. In Example 9, the human body metaphor of "shoulder to shoulder" is added to make the translation more vivid and convey the cohesion of the Chinese people's struggle which enriches the connotation of the original text and makes it easier for the target readers to understand. Addition of similes or metaphors directly reappears the images of the original text, so that English readers can more intuitively understand and feel the approachability and closeness of *President Xi's speeches*, which also reflects the state leaders' concern for the people's lives. Due to certain

differences in geographical environment, social life and way of thinking, there may be inconsistencies in the expression of the same thing between two languages and cultures. This situation can explain why the source language is non-metaphorical in the translation process, while the target language can add metaphorical usage.

Omission to Delete Metaphors

Omission is to omit some unnecessary or redundant words in the original text that violate target language habits, which is commonly used in translation process. When the cultural conflicts and differences between the source language and the target language cannot be reconcilable, and the metaphor concept of the original text does not affect the general meaning of the paragraph and the context of the text, the translator can delete or omit the metaphor concept of the original text according to the situation. Due to the differences between Eastern and Western expressions, for metaphors with redundant meanings or no meanings or even easy to misinterpret, we can adopt omission to delete the metaphorical imagery in the original text that has repeated meanings or affects the understanding and acceptance of the target audience. We can use non-metaphorical language to express the implied message and content of the metaphor in the original text more directly.

10. 无论国际风云如何变幻，中国维护国家主权和安全的信心和决心不会变，中国维护世界和平、促进共同发展的诚意和善意不会变。（气候隐喻，2019）

1 Translation: No matter what these changes bring, China will remain resolute and confident in its defense of its national sovereignty and security. And China's sincerity and goodwill to safeguard world peace and promote common development will remain unchanged.

11. 2021 的脚步越来越近，我在北京向大家致以新年的美好祝福！（拟人隐喻，2021）

Translation: The year 2021 is arriving. From China's capital Beijing, I extend my New Year wishes to you all!

12. “十三五”圆满收官，“十四五”全面擘画。新发展格局加快构建，高质量发展深入实施。（围棋隐喻，2021）

Translation: The 13th Five-Year Plan has been accomplished in full. The 14th Five-Year Plan is being comprehensively formulated.

In example 10, "风云(wind and clouds)" is a climate metaphor, and "风云变幻" means "the situation is unstable". In example 11, "脚步(footstep)" is an anaphoric metaphor, "脚步来临(footsteps approaching)" means "coming soon". In Example 12, "收官(closing)" is a Go(Weiqi) metaphor, meaning "the final stage in the game of Go, meaning the end". These three metaphors have no related concepts in the source domain of the target language, so we can adopt omission to delete the metaphors and translate the connotation of the original text directly to avoid the confusion caused by the lack of concept source domain and make the translation more concise and easier for readers to understand. In intercultural communication, the translator omits the original metaphor when the translation of metaphor cannot be operated. At this point, the translation cannot realize the connection with the original text in terms of image and meaning. Sometimes, in

order to compensate for the information loss in the translation, the translator may adopt some compensation strategies to convey the basic meaning of the original metaphor.

Conclusion

This study classifies the metaphorical phenomena appearing in President Xi's New Year's Speeches from 2017 to 2022 from the perspective of metaphor. On this basis, it summarizes four translation methods of metaphor, namely, literal translation to remain metaphors, free translation to adjust metaphors, addition of similes or metaphors, and omission to delete metaphors. However, when choosing a specific translation method, different translation strategies should be selected to maximize the effectiveness of the source text in terms of text type, cultural context, language features, and readers' acceptance, so as to avoid cultural default and misinterpretation. It is significant to provide some reference and help for the construction of the Chinese foreign discourse system and language learners. However, the universality of the four translation methods of the conceptual metaphors in New Year's Speeches in this study needs to be further explored.

References

- Beaton M (2007) Interpreted ideologies in institutional discourse: the case of the European Parliament. *The Translator* 13(2): 271–296.
- Cao L, Wang H (2017) English translation of metaphors with Chinese characteristics in Xi Jinping's speeches: from the perspective of embodied philosophy. *Language and Translation* 3: 65–70.
- Charteris-Black J (2004) *Corpus approaches to critical metaphor analysis*. Basingstoke/New York: PalgraveMacMillan.
- Chesterman A (1997) *Memes of translation: the spread of ideas in translation theory*. Amsterdam/Philadelphia: John Benjamins Publishing Company.
- Deignan A, Gabrys D, Solska A (1997) Teaching English metaphors using cross-linguistic awareness-raising activities. *ELT Journal* 51(4): 352–360.
- Hou Y (2021) Research on attitude-based political metaphor translation model: a case study of the English version of Xi Jinping: *the governance of China*. *Foreign language and Literature* 37(4): 122–130.
- Hu Z (2019) Methods and theories of metaphor translation. *Contemporary Rhetoric* 4.
- Huan J, Luo Z (2021) A study of Korean translation methods of metaphors in Xi Jinping: *the governance of China* from the perspective of conceptual metaphor. *Foreign Language and Literature* 37(5): 17–26.
- Lakoff G, Johnson M (1980) *Metaphors we live by*. Chicago & London: The University of Chicago Press.
- Lakoff G (1993) The contemporary theory of metaphor. In A Ortony (ed.), *Metaphor and Thought*, 202–251. Cambridge: Cambridge University Press.
- Lakoff G, Turner M (1989) *More than cool reason*. Chicago: Chicago University Press.
- Li Y (2021) A study on the English translation method of New Year's greetings under conceptual metaphor theory. *Journal of Baoshan University* 40(3): 92–97.
- Papadoudi D (2010) *Conceptual metaphor in English popular technology and Greek*

translation. Manchester: University of Manchester.

- Ren D, Ji X (2021) On strategies for interpreting metaphors in diplomatic discourse for political equivalence: a case study of Chinese Foreign Ministry's 2019 regular press conferences. *Contemporary Foreign Languages Studies* 453(3): 84–95.
- Schäffner C (2004) Metaphor and translation: some implications of a cognitive approach. *Journal of Pragmatics* 36(7): 1253–1269.
- Semino E (2008) *Metaphor in discourse*. Cambridge: Cambridge University Press.
- Sheng D (2021) A Corpus-based Study on journey metaphors in Chinese-English conference interpreting. *Shanghai Journal of Translators* 1: 65–70.
- Su L, Li J (2009) A Study on metaphor translation from conceptual synthesis theory. *Journal of Tianjin Foreign Studies University* 16(3): 29–33.
- Wang Y (2021) English translation of metaphors in President Xi Jinping's New Year greetings. *Journal of Eastern Liaoning University (Natural Science Edition)* 23(4): 76–81.
- Yang M, Zhao Y (2020) Strategies for translating diplomacy-serving metaphors with Chinese characteristics. *Chinese Translators Journal* 41(1): 151–159.