

Translation Strategies of Travel Metaphor in *Xi Jinping: The Governance of China*

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Abstract

Xi Jinping: The Governance of China (Volume III) profoundly answers important theoretical and practical questions about the development of the Communist Party of China and the country under the new historical conditions, and is a representative work of the current Chinese political literature, focusing on the governance concept and governing strategy of the new Central Committee of the Communist Party of China, in which various travel metaphors are used. This research makes a discourse analysis of travel metaphor to help study the translation strategies of the book.

Keywords: *Xi Jinping: The Governance of China* Travel Metaphor Translation Strategy.

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1. INTRODUCTION

Since *The Metaphors We Live By* by Lakoff (G) and Johnson (M) was published in the eighties, metaphors have been incorporated into the cognitive realm. Lakoff believes that metaphor is not only a rhetorical method of language, but also a way of thinking and cognitive mechanism. On this basis, he put forward the conceptual metaphor theory and elaborated the operation mechanism of conceptual metaphor in detail. Lakoff applied conceptual metaphor theory to political literature analysis and made great achievements. In recent years, Chinese scholars have introduced this concept into China and brought it into the study of Chinese political literature, which further proves the applicability and explanatory power of Lakoff's conceptual metaphor theory [1].

Xi Jinping: The Governance of China (Volume III) compiles 79 articles, including speeches, talks, instructions and congratulatory letters from Xi Jinping during the period from Nov 15, 2012 to June 13, 2014, covering many aspects including politics, economy, culture, national defense and military, rule of law, ecology, international and domestic relations, the fight against corruption, and relations between the Communist Party and the masses. *Xi Jinping: The Governance of China (Volume III)* is a window for the world to fully understand China and understand the current situation in China. It is also an important way to demonstrate the governance concept and governing strategy of the new Party Central Committee leadership

with General Secretary Xi Jinping at the core. It can make people around the world understand China's development path, development concept, and domestic and foreign policies more objectively and directly, and also make readers feel China's broad and profound history and culture. Through this book, the international community can understand Xi Jinping's concept of governing the country and further understand China.

Nowadays, there is a relative lack of domestic research results on Xi Jinping's political literature metaphors, and no analysis system suitable for his political metaphorical characteristics has been formed. The purpose of this research is to analyze *Xi Jinping: The Governance of China (Volume III)*, the most outstanding representative of political literature with Chinese characteristics, and to explore the characteristics of Xi Jinping's political language metaphors, and to explore the cognitive law of political metaphor unique in the cognitive system of this book. Through the analysis of political literature, we can more clearly grasp the political concepts and values of our national leaders, better grasp the connotation of this political literature, and promote the international dissemination of political literature with Chinese characteristics.

2. Concept metaphor and travel metaphor

2.1 Concept Metaphor Related Theories

Metaphors are omnipresent in everyday language. Cognitive linguistics is to analyze

metaphorical phenomena in daily language and study the causes of metaphorical phenomena based on physical experience or physical environment [2]. Metaphor is no longer a purely linguistic subject, but is related to cognitive methods, and has developed into an important topic to reveal the relationship between language and thinking, and even between language and culture.

Lakoff defines metaphor as a systematic mapping that uses a specific conceptual domain to understand another abstract conceptual domain. Among them, the specific concept domain is called the source domain, and the abstract concept domain is called the target domain [3]. The understanding of metaphorical meaning is actually to map the experience of source domain to the target domain, so as to achieve the purpose of re-recognizing the characteristics of the target domain. Usually, people map more familiar and specific conceptual fields to less familiar and abstract conceptual fields. After a long period of development, Lakoff's conceptual metaphor theory has formed a mature theoretical system. In conceptual metaphor theory, metaphor is regarded as the mapping of one conceptual domain to another conceptual domain, that is, the source domain transfers its structure to the target domain. There is a semantic or contextual conflict between the source domain and the target domain, and the intent pattern structure of the target domain is changed or denied, but this conflict does not violate the inherent principle of constancy [4]. Conceptual metaphor has actually been solidified in people's minds, or has become a perspective and way for people to understand things. When propagating their own political ideas, politicians often use this kind of highly solidified and easily accepted conceptual metaphor to frame their own political issues in order to ensure the maximum dissemination effect.

2.2 Travel Metaphors

Traveling is an indispensable experience in our daily life. We often travel long or short for various reasons in our lives. Travel is a kind of long distance spatial displacement from departure place to destination. Its basic concept elements usually include traveler, journey, path, departure place, destination, travel route and so on. Lakoff describes the travel metaphor as "purposeful behavior is a journey along the road to a destination." In the political field, because statesmen are concerned about purposeful social behavior, they also describe the travel metaphor in the political field as "purposeful social behavior is travel along the road to the destination [5]". Travel metaphors can meet the political needs of speakers, point out the direction for the country's innovation and development, inspire people to move towards a common destination, and make people's thinking developed according to the requirements of speakers.

Travel is a process that covers time, space, state, purpose, action, mode and many other aspects. The metaphor of "travel" in political discourse maps into the political issues and policies of the party and the country. To realize the principles and policies and various activities related to the lifeline of the country and the nation is not a one-stop effort, but a lasting process. This process also includes purposes, directions, methods, difficulties, etc., similar to the travel process. During the journey, we will encounter various road conditions, such as smooth roads, gullies, wrong paths, and detours. Similarly, in the practice of national political activities, similar situations will be encountered, either smooth or reversed, and mistakes will occur and they will go astray. In this conceptual metaphor, the "path" in the travel process is mapped to the development process of the country [6]. Therefore, political activities are metaphorically described as travel in line with people's cognitive experience of the objective world. Political issues and political activities include many aspects, such as politics, economy, culture, diplomacy, ecology, military, etc., which can be metaphorically referred to as travel.

3. Travel Metaphors and Classifications

Based on Lakoff's conceptual metaphor theory, this research analyzes the book, finds out the metaphorical expressions in it, classifies them and strives to construct a complete conceptual metaphor classification pattern and accurate data results on the text of the political discourse. We can divide the metaphors in *Xi Jinping: The Governance of China (Volume III)* into 17 types, namely: organism, travel, family, current, painting, war, logo, music, tools, drama, books, inorganics, architecture, competition, learning, magic, meteorology [7].

These metaphors can help readers better understand Xi Jinping's views. This research takes travel metaphors as an example to study the translation strategies of these metaphors. For example, Xi Jinping mentioned the "road of socialism with Chinese characteristics" and used the "road" as a travel metaphor to express the concept. The study of travel metaphors in *Xi Jinping: The Governance of China (Volume III)* is a study of Xi Jinping's concept of governance, and it is of great significance for understanding Xi Jinping's thoughts and policies on governance. Through the study of English translation strategies for these metaphors, Xi Jinping's thoughts on governing the country can be better understood and accurately expounded.

4. Translation Strategies of Travel Metaphor

4.1 Direct translation

A concept exists in both the language system of the original language and the target language and corresponds to the same objective entity, and can arouse the same conceptual association in the cognitive

thinking mode of the two cultural backgrounds, so that the direct transformation of language structure and cultural connotation can be realized. Therefore, the translation method is mainly direct. Liu Kuijuan, one of the translators of volumes I to III of *Xi Jinping: Governance of China*, made it clear that if the rhetoric in the original text can find a corresponding or similar expression in the target language, it should be retained as much as possible, but if it is translated bluntly, it will most likely distort the original meaning.

Example 1: 一国两制这艘航船才能劈波斩浪、行稳致远。

Only in this way can we ensure that the "one country, two systems" ship will maintain a steady course and reach its destination despite any rough seas.

The direct translation of "one country, two systems" into 航船 (ship) means that compatriots on both sides of the Taiwan Strait are likened to fellow travelers in the same boat, and the image of the people on both sides of the strait is derived. In addition, the "劈波斩浪、行稳致远" (rough seas, steady course) uses the philosophical experience to copy and start people's experience senses, maps the navigation experience to the political field, activates people's knowledge and experience in the non-political field, transmits political ideas, enables the people on both sides of the strait to reach a political consensus on the issue of "one country, two systems" and safeguarding the peaceful reunification of the motherland, and embodies the true demands of political metaphors.

例 2: 今天, 我们这一代人的长征, 就是要实现“两个一百年”奋斗目标、实现中华民族伟大复兴的中国梦。我们还有许多“雪山”“草地”需要跨越, 还有许多“娄山关”“腊子口”需要征服。

Today, the goal of our generation's long march is to attain the Two Centenary Goals and realize the Chinese Dream of national rejuvenation. There are still many snow-capped peaks that we must scale, many grasslands that we must cross, and also many Loushan Passes and Lazikou Passes that we must conquer.

"长征" is translated as "long march" according to the usual practice. For the target readers, this is a familiar context, which aims to make clear to the audience the goal of China's socialist cause in the context of the new era, that is, to achieve the "two centenary" goals and realize the Chinese Dream of national rejuvenation. General Secretary Xi Jinping then mentioned "Snow Mountain", "Grassland", "Lou shanguan" and "Lazikou". The first victory of the Long March was in Loushanguan, and "Lazikou descended the magical soldiers, and the cliff was used as a ladder" to describe the battle of Lazikou, which was won by the Red Army in the long March with weak victory over strong ones, and these stories of the Long March were

mostly strange and difficult for readers of the target language to understand. For the translation of these proper nouns, the translator does not adopt the translation strategy of deep translation, and adopts the method of direct translation to construct a communicator-centered cognitive translation context model in the new context, that is, to bring the "Long March-New Long March" into the context, and to use the explicit and reasoning nature of the context to reveal the opportunities and challenges in the new development of the great cause of socialism with Chinese characteristics.

4.2 Interpretation

When there are some differences in the mappings of political discourse metaphors in the target languages, the translators take into account the linguistic structure of the original language while understanding the spiritual essence of the original text, and at the same time take the deep connotation of the political discourse metaphors in the original text as the guide, and comprehensively use the means of intentional translation to reconstruct the target language metaphor mappings, avoid direct translation, adopt the most accurate English expression, and interpret the obstacles that may occur when the reader reads the original language to ensure that the visual field of the reader and the author of the original language can achieve the effect of integration.

例 1: 脱贫攻坚“最后一公里”

The last major hurdle of poverty alleviation

Translate the "last kilometer" as "cricket major hurdle". Helping the impoverished out of poverty and achieving poverty alleviation is a tough battle. Achieving poverty alleviation across the country means that the "last kilometer" not only enters the final stage in time, but more importantly, the arduous tasks facing the poverty alleviation period, the shortage of resources, and the difficulty are so great that if it is translated as "cripple", it cannot accurately convey the deep meaning of the source language; "last major hurdle" frequently appears in the sports events of hurdles in the target language. Participants need to make overall arrangements in many aspects, such as time, physical strength, skills, strategy, etc., to cross the last "hurdle" of the obstacle competition in order to complete the race, which coincides with the connotation of "the last kilometer".

例 2: 这一伟大胜利, 开辟了中华民族伟大复兴的光明前景, 开启了古老中国凤凰涅槃、浴火重生的新征程。

This great triumph represented the rebirth of China, opened up bright prospects for the great renewal of the Chinese nation, and set our ancient country on a new journey.

Translate "Phoenix Nirvana" into "rebirth". The "Phoenix" prototype refers to the immortal bird Phoenix in Western legend. Although Mr. Guo Moruo translated the immortal bird Phoenix into Phoenix, the two are completely different in nature. In ancient Greek mythology and legend, the immortal bird, known as the Firebird, died in flames and was revived from ashes three days later. In Catholic culture, the Catholic faith regards the immortal bird as a symbol of life after death and the great resurrection of Jesus Christ.

In other words, "phoenix" and "phoenix" belong to the metaphorical concept of source domain, but the content of mapping in their respective target domains is different, which is determined by the regularity and nationality of cognition. The "Phoenix" in the source domain maps "ancient China" in the target domain. The connotation of "rebirth in fire" refers to the difficult and dangerous obstacles experienced in the process of rejuvenation of the Chinese nation. Therefore, the new journey of "Phoenix Nirvana and rebirth in fire" reflects the great rejuvenation of the Chinese nation, that is, the "rebirth" of China.

To sum up, the source language and the target language have the metaphorical image of "phoenix", but due to the cognitive differences brought about by the regularity and nationality, the translation hides "phoenix" and opens up the cognitive channels of the two regions with "rebirth". Although it does not reach the maximum similarity, it achieves the best connection.

4.3 Incremental translation

While the mapping of political discourse metaphors in the original language is completely different from the target language, translators know that if copied to the translation, it will not only fail to achieve the function of disseminating Chinese political discourse, but also make the original obscure political discourse more difficult to understand, preventing the translation audience from understanding and sharing China's economic development ideas. Therefore, the translators adopt the strategy of increasing translation, which changes the metaphorical structure of the original text but translates the essential content.

例 1：“长江后浪推前浪”。

"The waves behind drive on those before, and the younger generation will excel the previous one".

The proverb here is not directly translated as "the waves behind the Yangtze River push the waves in front forward", but as "the waves behind erode the waves in front, and the waves in front will surpass the back waves." The added part not only retains the original meaning of this sentence, but also ensures the complete translation and clear meaning of the grammatical structure.

5. CONCLUSION

Metaphors can transform esoteric and obscure political discourse into easy-to-understand expressions, but because of their long history of characteristic culture, translators should carefully consider and focus on the translation process. The basic principle of translation of political discourse metaphor is to ensure the effect of external dissemination. Compared with the language structure, more attention should be paid to the transmission of semantic connotation. The use of metaphors is to help readers better understand the connotation of political discourse. In translation, translators should ensure that the readers of translated texts can also obtain the same reading experience. They cannot be bound by the metaphorical language structure of the original texts and stick to a certain kind of direct translation or free translation. Instead, they should analyze the profound political connotation contained in them through the structure, take the culture and values of the target language as the guidance, and change according to the expression habits of the target language. Specifically, in the case of mapping equivalence, decisive direct translation can completely retain the linguistic structure and semantic connotation of the metaphor of the original political discourse. When there are differences in mapping, it is necessary to reconstruct the conceptual metaphor in the target language by using the methods of free translation and additional translation, which can not only preserve the language characteristics of the original text, but also eliminate the obstacles when the audience reads the translation. When the mapping is completely different, on the basis of understanding the spiritual essence of the original political discourse metaphors, it is necessary to abandon the language structure of the original text, adopt a metaphorical translation strategy, and carry out free translation and even introspection translation to convey the core connotation of the original metaphors, ensure that the translation is smooth, meet the requirements of the target language culture, and then meet the reading habits of the readers of the translation to promote their understanding and acceptance of China's unique political ideas and ideas.

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