CONCEPTUAL, LINGUISTIC AND TRANSLATIONAL ASPECTS OF
HEADLINE METAPHORS USED TO REFER TO
THE AMERICAN AND UKRAINIAN PRESIDENTIAL CAMPAIGNS OF 2004

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Olena A. Yasynetska
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BY
OLENA A. YASYNETSKA

has been approved
for the Department of Linguistics
and the College of Arts and Sciences by

Scott H. Jarvis
Associate Professor of Linguistics

Benjamin M. Ogles
Interim Dean, College of Arts and Sciences
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Director of Thesis: Scott H. Jarvis

The present study is developed in the framework of stylistics, sociolinguistics, pragmatics, and translation theory. Metaphors are researched from three perspectives: (1) conceptual semantics, (2) linguistic expression, and (3) translational equivalence. The research questions of this study explore the extent to which conceptual metaphors and linguistic metaphors used in American-English headlines are different from or similar to their Ukrainian counterparts, as well as how equivalence in translation affects conceptual metaphors and linguistic metaphors, to what extent translators agree on equivalence, and what aspects of metaphors influence language users’ decision on their appropriateness and equivalence across languages.

Lakoff and Johnson’s theory of conceptual mapping (1980) allows the observation of systematic semantic patterns, rather than random expressions. The idea of researching conceptual metaphors in two languages simultaneously was developed by Charteris-Black and Ennis (2001). The present study, however, has disclosed significant limitations of comparing concepts only. Therefore, the present research proposes using lexico-grammatical and structural classifications to examine similarities and differences in linguistic expression of conceptual mappings. Moreover, comparing concepts and linguistic expressions is supported by studying preferred equivalences observed in the work of ten professional and freelance translators and ten translators-raters who were employed in a translational experiment. Thus, metaphoric equivalence is researched in terms of conceptual, linguistic and translational aspects of American-English and Ukrainian data.

Approved

Scott H. Jarvis
Associate Professor of Linguistics
To my Parents and Sister
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1. Introduction

Metaphor evokes both conscious and subconscious responses and
produces, more fully than do logic and common sense,
an awareness of the implicit connectedness of things.
—Robert Grudin

1.1. General Statement

The present research is focused on exploring conceptual, linguistic, and
translational aspects of headline metaphors for the American and Ukrainian presidential
campaigns of 2004. First, the study describes the available research perspectives such as
semantics and pragmatics, cognition, neurocognition, psycholinguistics, sociolinguistics,
context, rhetorical preferences, translation, and teaching and learning. Further, I examine
similarities and differences between American-English and Ukrainian in their use and
translation of metaphors. A comparative study of headline metaphors and their
translations in American-English and Ukrainian is expected to be a useful framework for
exploring the parameters and techniques of using and translating metaphors for the two
languages and cultures.

This research is developed from the perspectives of stylistics, sociolinguistics,
pragmatics, and translation theory. Moreover, metaphors are studied from three
perspectives: (1) conceptual semantics, (2) linguistic expression, and (3) translational
equivalence. The present study employs the Lakoff and Johnson (1980) theory of
conceptual mapping, the Charteris-Black and Ennis (2001) idea of comparing conceptual
mappings across languages, and the classifications of translational equivalence by Broeck
(1981) and Schäffner (2004), respectively. The findings are obtained through discourse analysis and two stages of a translational experiment.

Previous studies of metaphor and metaphor translation highlight the conceptual sides of metaphors. However, linguistic equivalence of metaphors across languages needs to be analyzed with considerably more specificity. Therefore, in addition to the conceptual view, I am researching metaphors according to lexico-grammatical and structural types. I am distinguishing between five lexico-grammatical types of metaphor: (1) nominative, (2) verbal, (3) attributive, (4) adverbial, and (5) idiomatic. The second classification system subdivides metaphors into three structural types: (1) simple (word level), (2) phrasal (phrase level), and (3) sustained (sentence level).

Further, exploring equivalence in translation is intended to clarify what conceptual schemas are typical and supportive of American and Ukrainian political rhetoric in public speech. Since the presidential elections in 2004 were conducted in the two countries almost simultaneously (October 31st-December 26th in Ukraine and November 2nd in the United States), the research is expected to reveal what aspects of metaphors could constitute appropriate equivalents or differences for the audiences exposed to the conceptual schemas of elections in the two cultures. The research questions I pose in the present study explore the extent of differences and/or similarities of conceptual metaphors and linguistic metaphors used in American-English and Ukrainian headlines, as well as how equivalence in translation affects conceptual and linguistic metaphors, to what extent translators agree on equivalence, and what aspects of metaphors affect language users’ decision about their appropriateness and equivalence across languages.
The study consists of seven stages: (1) collecting discourse data, (2) analyzing the data according to conceptual, lexico-grammatical, and structural classes of metaphor, (3) organizing an experiment of translating twenty English and twenty Ukrainian metaphorical headlines by ten professional/freelance translators into Ukrainian and English, respectively, (4) carrying out an experiment of rating ten to nineteen English and ten to nineteen Ukrainian variants of twenty Ukrainian and twenty English previously translated headlines with the ratings performed by ten other professional/freelance translators, (5) specifying and analyzing the preferred translations, (6) comparing the research conclusions to the opinion of five translators, and (7) finalizing the conclusions, implications, and applications of the undertaken research.

1.2. Research Approaches to Metaphor Conceptualization and Interpretation

1.2.1. Metaphor Specification

Linguistic research indicates that conceptualization and lexico-semantic interpretation require communicative processing of both literally and figuratively expressed notions. Literal vocabulary exhibits a direct correspondence between the primary name and the primary meaning of a denoted object. Figurative expressions represent an identification of the meaning of an object with its secondary name transferred from another object. The secondary nomination presupposes that these objects are related either in their metonymic contiguity\(^1\) or metaphoric similarity\(^2\). Among the three variants of conceptual nomination—literal, metonymic, and metaphoric—the last of

\(^1\)E.g. in Collins *Eyes the Powers Bush Gave to CIA Chief*, the metonymy of the word ‘eyes’ is realized in the fact that considering the new policy of Bush is directly approximated to looking with the eyes.

\(^2\)E.g. in Kerry *Slams Bush on Terror*, the metaphor consists in observing analogy between the semantics of a conflict and an actual blow in the word ‘slam’.
the three requires the highest degree of both abstraction from the primary and association with the secondary meaning of a concept.

Metaphoric identification estimates and evaluates reality within communicatively significant experiential parameters of conceptual association. The process of estimation consists in providing analogies (e.g., *Beware Storms of 2nd Term*; problems are compared to storms); evaluation takes place when the writer involves an emotional aspect of the metaphoric connotation (e.g., *The Sweet Music of Activism*; both the attributive (‘sweet’) and the nominative (‘music’) metaphors describe activism as a positive and desirable aspect of a presidential campaign). Since in linguistic literature researching metaphor has been undertaken from different perspectives, the present chapter outlines and integrates the following dimensions relevant to the conceptualization and interpretation of metaphor: semantics and pragmatics, cognition, neurocognition, psycholinguistics, sociolinguistics, context, rhetorical preferences, translation, and teaching and learning.

1.2.2. Semantics and Pragmatics

Interpretation of metaphor depends on the semantic and pragmatic peculiarities of conceptual expressions (e.g., *Election Night Nail-Biter*; the metaphor ‘nail-biter’ semantically represents anxiety/agitation, while the pragmatics consist in reflecting an intense psychological aspect of the campaign). It appears that “the more emotive or expressive (vs. explanatory) and the more creative or novel (vs. frozen) the metaphor”, the more complex its processing seems to be (Russell 1986, p. 229). Understanding metaphor requires the lexico-semantic experience of both the author and the perceiver of a figurative expression. In this respect, Russell pointed out that both information and
experience in metaphor fulfill the speaker’s intentions to persuade the listener/reader into either an action or an attitude to the figurative conceptualization. Inferences, extracted from the metaphor, constitute experiential concepts within two perspectives—pragmatic salience for the author and a code of semantic insight into the nature and purpose of metaphor for the perceiver.

In the framework of pragmatic conceptualization, Emanatian (1995) observed that metaphor functions to transform feelings into particular figurative perspectives. Moreover, conceptual metaphors not only reflect human experience but also identify general semantic and pragmatic “constraints on human conceptualization and understanding” (p. 166).

According to Gentner and Clement (1998), the pragmatic and semantic peculiarities of metaphor are patterned into either attributional or relational conceptual expressions. Analyzing this classification, Bortfeld and McGlone (2001) explained that “attributional metaphors such as Matt is a pig highlight the common attributes (e.g., gluttonous, slovenly, [and] untidy) of topic and vehicle concepts that do not have obvious analogical similarities. In contrast, relational metaphors such as Memory is a sponge convey common analogical structures (e.g., information is to memory as water is to a sponge) in topic and vehicle concepts that do not have obvious attributional similarities” (p. 78). Bortfeld and McGlone considered the term “analogical” to be more suggestive than Gentner and Clement’s “relational” because it better distinguishes between the two illustrated types of metaphor.

Interpretation of metaphor constitutes an experiential mode of concept processing. Moreover, the pragmatic and semantic peculiarities of attributional or analogical
conceptual expressions are processed for appreciation and comprehension in attributional or analogical interpretations, respectively. That is, the given metaphors are supposed to be interpreted in the intended way. This correspondence is signified in the perspectives of appreciation and comprehension of what is expressed in experiential concepts.

1.2.3. Cognition

Consideration of metaphor processing involves integration between literary theory and cognitive psychology. According to Beardsley (1978), “metaphorical senses behave in many of the same ways as literal senses”, and both metaphorical and literal segments must be combined for metaphor to occur within “metaphorical equivocations” (p. 11). For example, the sentence-cluster Jones (reading Fichte at his desk) is in a fog was composed of One who is in a fog finds visibility low and Therefore, Jones finds visibility low (p. 11) by means of a transformation of the two components of causal-effective cognition into a metaphoric utterance. The combination of literal and metaphoric components is considered to be conventional.

Developing the consideration of literal vs. figurative language, Giora (2002) declared that the question of whether literal and nonliteral languages are equal or different is irrelevant to the initial processing of meaning. Moreover, the researcher claimed that the activated salience and functionality of an expression may leave literal language indistinguishable from nonliteral in, for instance, the following “equivocations”: the name of a shoe shop Body and sole (from ‘body and soul’—comfort for one’s sole is as important as a soul for one’s body), or an inscription in an airport
Concerning the distinction between metaphors and non-metaphors from the perspective of cognitive psychology, Shen (1992b) regarded metaphor comprehension as a process of category formation among “three different and psychologically distinct types of comparisons, namely, literal, metaphorical, and anomalous comparisons” (p. 780). Accordingly, Shen analyzed the illustrations of simile initiating metaphor—Billboards are like placards, Billboards are like warts, and Billboards are like pears—and concluded that in interpreting literal, metaphorical, and anomalous utterances “the comprehender is assumed to activate and construct common, ad hoc, and “random” categories, respectively” (p. 781), and, thus, a metaphoric expression is identified, evaluated, and interpreted as an independent categorization. For example, in the sentence ‘The Spin Begins’ the reader is supposed to identify an election campaign as a fast circular movement. These assumptions of cognition signify metaphor as a conceptual phenomenon with its own mechanisms of processing.

Analyzing metaphor in terms of its understanding requires considering its logical-semantic basis. Gibbs (1992) described metaphor understanding as “a continuous mental event that takes place in real time, starting with the first milliseconds of processing and potentially extending through long-term, reflective analysis” (p. 576). Gibbs claimed that this continuum of processing consists of metaphor comprehension, recognition, interpretation, or appreciation, and specified metaphor understanding as process vs.
product. Thus, comprehension was defined as “the immediate, moment by moment process of creating meaning for [encountered] utterances”. Recognition referred to “perceiving the products of comprehension as types (i.e., making some initial determination as to whether the meaning of an utterance that is a product of comprehension is literal, metaphorical, ironic, and so on)”. Interpretation was explained as “perceiving the products of comprehension, but as tokens (i.e., determining the specific content of the meaning type)”. Appreciation was analyzed as “an aesthetic value given to a product as either a type or a token” (pp. 576-577). However, the researcher explained that these stages of understanding are transparent and optional for linguistic understanding, as comprehension and interpretation of metaphors may occur without conscious or unconscious recognition of an expression as a certain type of figurative statement. Equally, the assessment of metaphorical aptness, i.e., appreciation of metaphor was also categorized as a non-obligatory stage.

Although “the anomaly view of metaphor [e.g., *War of Words*] proposes that metaphor comprehension proceeds by recognition that certain linguistic rules or norms have been violated” (Gibbs 1992, p. 578), Gibbs pointed out that the anomaly view can only explain, for instance, that a particular expression is metaphorical, but it does not additionally specify metaphor interpretation. Moreover, he questioned the assumption that the anomaly, or semantic view, would presuppose that people perceive syntactic structures of utterances before estimating semantic or pragmatic knowledge for appropriate and meaningful interpretations. Concerning syntactic and semantic frames, Gibbs concluded that though the structure-mapping model of distinction between analogy, metaphor, and literal similarity (Lakoff & Johnson 1980; Gentner & Clement
1988; Shen 1991; Shen 1992a; Russell 1986) showed lack of difference in the immediate, moment-by-moment processing of metaphorical and literal language, this “should not be automatically taken as evidence against the view of metaphorical meanings as special products. In the same way, the theoretical focus on the products of metaphor interpretation does not necessarily prove anything about the fundamental nature of early comprehension processes” (p. 602). However, sometimes it is obvious that literal nomination and conversational/traditional vs. novel metaphors require different amounts of time, effort, and mechanisms for recognition and interpretation of their conceptual referents. For instance, it may be more difficult for the reader to recognize an implied meaning of Kerry’s safe policy/tactics in the headline *Cooking His Own Goose*, which contextually is represented in its literal meaning, too—the article began by informing the reader of Kerry’s cooking a goose after a hunt during the presidential campaign. The traditional metaphors ‘race’ and ‘battleground’ in the headline *Poll: Close Race in Battleground States*, on the other hand, would be easily comprehensible in the context of an American presidential campaign, for they have been used in the media conventionally.

1.2.4. Neurocognition

Literal and metaphoric expressions involve different mechanisms of brain functioning. In order to explain the correlation between literal and metaphoric conceptualizations within the mind, Lakoff (1986a) pointed out three characteristics of metaphor, which can be illustrated as follows: “(a) the systematicity in the linguistic correspondences (e.g., consistent reference to the election campaign as to a race: *Tight Race Spurs Big Turnout, Dead Heat Race Heads For Home, Dan Rather Handicaps The*
Race), (b) the use of metaphor to govern reasoning and behavior based on that reasoning (e.g., the author of a metaphor encourages the reader to see the reason in a particular naming of a campaign conflict: It’s a Real Dogfight Here), and (c) the possibility of understanding novel extensions in terms of the conventional correspondences” (e.g., An Election of Many Hues, and Not Just Red and Blue—the metaphoric extension ‘hues’ is understood in terms of the traditional metaphors ‘red’ and ‘blue’ as referring to conservatives and liberals, respectively) (pp. 218-219). The scholar contrasted these features with four senses of literal: “Literal 1, or conventional literality: ordinary conventional language—contrasting with poetic language, exaggeration, approximation, embellishment, excessive politeness, indirectness, and so on [:] Literal 2, or subject matter literality: language ordinarily used to talk about some domain of subject matter [:] Literal 3, or nonmetaphorical literality: directly meaningful language—not language that is understood, even partly, in terms of something else [:; and] Literal 4, or truth-conditional literality: language capable of “fitting the world” (i.e., of referring to objectively existing objects or of being objectively true or false)” (Lakoff 1986b, p. 292).

According to Lakoff (1986b), the metaphorical expression He’s left us in the meaning “he has died” can be regarded as Literal 1, because this is a conventional way of talking about death. Moreover, because the expression is a conventional way of talking about the subject of death, it is Literal 2. Besides, for its metaphorical meaning, this expression can be true or false, and therefore it is Literal 4. However, because it is metaphorical,—referring to death as going away—it is not Literal 3. Consequently, Lakoff stated that only Literal 3 contrasted with metaphorical. Thus, although idioms and conventional
metaphors can be perceived as quickly as literal expressions, their comprehension involves different neurocognitive mechanisms of conceptual processing.

In terms of neurocognition, Burgess and Chiarello (1996) found that although “indirect speech acts, inferences, proverbs, humor, and some prosodic cues rely on similar mechanisms that are also shared with literal language comprehension”, “a theory of figurative language [has proved to depend] on a dynamic interplay of bottom-up semantic activation of word information and the top-down constraints offered by the comprehenders’ understanding of the conversational pragmatics” (p. 67). In this study, the researchers noticed that processing of figurative language seemed most impaired in patients who experienced right-hemisphere damage. According to the findings, while the left hemisphere controls top-down processes of semantic and syntactic recognition, the right hemisphere is responsible for top-down processes of such pragmatic interpretations as inferring and understanding the speaker’s mood and intention. Furthermore, the right hemisphere coordinates bottom-up semantic processing for interpretation of figurative conceptualization and social conventions of meaning. Thus, mechanisms of both hemispheres, but especially of the right one, are important for metaphor interpretation.

1.2.5. Psycholinguistics

Figurative conceptualization and interpretation signify a variety of pragmatic and psycholinguistic aspects of metaphor. According to Searle (1979) cited by Glucksberg (2003), a pragmatic model of metaphor comprehension requires three stages of processing: (1) derivation of the literal meaning of the sentence, (2) assessment of this interpretation in the context of the utterance, and (3) a search for a nonliteral meaning
that makes sense. Although Agerri (2002) pointed out that “there is not a commonly
accepted definition of terms such as ‘the proposition expressed’ by an utterance, ‘the
logical form’ of the sentence uttered, and ‘what is said’ by using a sentence” (p. 149),
pragmatic processing is resorted to so that semantic ‘undetermination’ or figurativeness
could be interpreted.

Glucksberg (2003), however, maintained that nonliteral interpretations should be
generated only if literal ones would be false, conceptually defective. Furthermore, the
researcher outlined psycholinguistic issues of metaphor processing in the following
claims: (1) metaphors are understood exactly as they are intended—as categorical
assertions, rather than as property-matching comparisons, (2) there is no priority of a
literal meaning over metaphorical, (3) salience and aptness of metaphor are more
important for comprehension of both conventional and novel meanings than the
comprehender’s familiarity with a particular figurative expression, (4) even “obscure”
metaphors are interpretable, (5) metaphors are interpreted more suggestively and
metaphorically than similes (e.g., some ideas are vs. are like diamonds), and (6) unless
the ground of a metaphor changes (e.g., my surgeon was a butcher—a negative comment
vs. my butcher is a surgeon—a positive comment), metaphors are non-reversible. From
the psycholinguistic perspective of metaphor processing, Giora (2002) claimed that
meanings are salient and apt if they are coded and codable in the mental lexicon.

Studies of metaphor reveal that the theory of mental systematicity of metaphorical
concepts, initiated by Lakoff and Johnson (1980), has spread as a popular categorization
of conceptual mappings (Shen 1992b; Giora 2002; Low 2003). According to this
semantic structuring, a common implicit metaphor can be realized through a number of
metaphorically experiential expressions: e.g., “ARGUMENT IS WAR [⇒] Your claims are indefensible; He attacked every weak point in my argument; [or] His criticisms were right on target” (Lakoff & Johnson 1980, p. 4).

In this view, Gibbs (1992) emphasized that considering metaphor as conceptual structure, i.e., categorical assertion, is a particularly valuable linguistic theory of metaphor, for it points to a difference between having a metaphorical mapping of two separate domains already existing as a unit in one’s conceptual system and the mental act of observing that same metaphor for the first time (pp. 596-597) in an experiential instance of figurative conceptualization.

The conceptual mapping view was criticized (Black 1981) for interpretations which were restricted to one conceptual perspective. The most vivid target of criticism was the illustrated expression ARGUMENT IS WAR, whereas argument could be quite rational, or tactics could imply a game of chess (Ritchie 2003). Despite the contrastive assumptions, conceptual mapping can be a productive psycholinguistic strategy for the communicator of a metaphor. Yet, it is often undetermined how a particular speaker intends and how a certain perceiver interprets metaphoric conceptualization.

1.2.6. Sociolinguistics

Metaphoric expressions can be characterized from three sociolinguistic perspectives—objectivism, subjectivism, and the author-perceiver collaboration. According to Lakoff and Johnson (1980), “the myth of objectivism is inadequate to account for human understanding, human language, human values, human social and cultural institutions, and everything dealt with by the human sciences” (p. 223). It fits the
conduit metaphor which is central for mapping, though. Concerning subjectivism, although the researchers stated that meaning is always particularly interpretable for a person, they observed that “metaphor provides a way of partially communicating unshared experiences, and it is the natural structure of our experience that makes this possible” (Lakoff & Johnson 1980, p. 225).

Ritchie (2003) viewed both indeterminacy of metaphors and stereotypic metaphoric properties as an implicit recognition of subjectivity in metaphor which can result in miscommunication; however, subjective experiences have social restrictions. These social “contentions” induce the interpreter of a metaphorical text to search for the author—the speaker’s intentions (Gibbs 1992). Moreover, “if an interpretation of a linguistic expression is derived without regard to the intention of the originator, it cannot be said to represent the complete meaning of the expression” (Russell, 1986, p. 230). As the purpose of participants of an intercourse is to exert for one another a certain attitude or action, metaphors may contain an experiential meaning of either information or emotions. The perceiver may “consequently either accept this image, fulfilling the speaker’s intent, or may recoil from the comparison if it seems too remote or even of poor taste” (Russell 1986, p. 231). For mitigation of meaning in either of the evaluative consequences, metaphor interpretations are context-oriented.

1.2.7. Context

Thus, conceptualization and interpretation of metaphor are realized contextually. From this perspective, Nilsen (1986) referred to three kinds of tension experienced by the perceiver in metaphor processing—to correct, invent, and discover within linguistic,
pragmatic, and hermeneutic parameters. Either with emotional intensity or a strong visual image, a contextually apt metaphor could be characterized by the following features: “(a) accommodated to the audience, (b) active, (c) appropriate, (d) concise, (e) defined, (f) didactic (in a good sense), (g) epiphanic, (h) ethos-messaging, (i) grounded, (j) compatible, and (k) structured” (Nilsen 1986, p. 127). Glucksberg (2003) claimed that aptness of conventional expressions recalls in the mind the idiomatic meaning without initiation of the literal sense. Peleg, Giora, and Fein (2001) found that even irrespective of contextual predictability, salient meanings are accessed faster.

While drawing a distinction between automatic vs. controlled processing, Blank (1988) asserted that automaticity was facilitated by the familiarity of a metaphor. However, in irrelevant-context situations, “figurative interpretation does not appear at all to be automatically derived [as for example, in the utterance A net with a hole in it won’t catch any fish said by a man on entering into an elevator]” (Honeck & Temple 1994, p. 89). In this view, contextual identification may require a lexico-semantic compositional analysis of figurative expressions and a symmetry control of literal and figurative meanings (Honeck et al. 1998). Thus, in an experiment, participants read short paragraphs that were followed by proverbs and judged which proverb was an appropriate restatement of the theme of the paragraph. For example, The naval officer loved looking at the waves when he was not on duty. One night when he was enjoying the view, the water suddenly turned rough and he was thrown overboard (composed of The cow gives good milk but kicks over the pail (figurative relation to the context) and The ocean delights the sailor then drowns him (literal relation to the context)). The reaction time to make this judgment was faster when the proverb was literally rather than figuratively
related to the context (Honeck et al. 1998). Consequently, the notion of “truth conditions” (Gibbs 1992; Black 1981; Ritchie 2003) was also specified contextually. Moreover, conceptual association could be identified as true vs. false from the perspectives of contextual salience and aptness.

1.2.8. Rhetorical Preferences

Besides linguistic representation, metaphor undergoes the processes of mapping and specification within nonverbal/non-language contexts such as culture and art. This view is consistent with the thesis that “language is required for certain kinds of thought; not that language is actually involved in or is the representational vehicle of those thoughts” (Carruthers 2002, p. 658). In consideration of contrastive rhetoric, Connor (2002) specified social context and “local situatedness” with regard to particularities of written discourse across cultures for the sake of comprehensible input for the reader. Thus, for instance, a comparative study of metaphors for the euro in British and German financial reporting revealed that metaphors that described euro trading in terms of (1) up/down movement and (2) health characterized financial reporting in both English and German. However, while English reporting also employed many combat metaphors in which the euro was an active agent (e.g., *Euro trading is combat*), German reporting presented the euro as “a passive beneficiary” of the actions of banks and governments (Charteris-Black & Musolff 2003).

Observing cultural and social metaphoric conceptualization, Forceville (1995) concluded that “under normal conditions metaphors always appear in a context extending beyond the sentence” (p. 686). For instance, in the sentence *Bush: Kerry Has ‘Amnesia’*
on Iraq the metaphor ‘amnesia’ does not specify what the negligence exactly is, and a context of the article has to follow to clarify the suggested metaphoric headline. Another observation in terms of rhetorical preferences was that “when students call a metaphor easily comprehensible and when they call it good, they mean exactly the same thing” (Forceville, p. 685) which is specified contextually. Accordingly, the researcher proved that the metaphors *Giraffes are skyscrapers* or *Skyscrapers are giraffes* would be apt rather than anomalous if they should be employed as comprehensible means—to describe giraffes to a child, or skyscrapers to African tribesmen.

In terms of artistic conceptualization, Forceville (1995; 1996; 2000) considered verbo-pictorial metaphors in advertisements (and in film metaphors) where one of the two terms of the metaphor is rendered pictorially and the other verbally. The metaphor is implied in a picture and expressed in a collision between the pictorial and verbal representations. One of the illustrated examples was: a Dutch advertisement from the 1980s for an BMW motorbike in which the visual part was a motorbike and the heading could be translated as “Instead of dating”, which suggested a metaphor *Motorbike is girlfriend*. Forceville (1995) extensively argued that this identification was a metaphorical association. Thus, metaphor conceptualization and interpretation extend beyond linguistic context to extralinguistic dimensions.

1.2.9. Translation

Metaphor interpretations should be specified in translational parameters, too. According to Halverson (1999), metaphor translation presupposes image-structuring, motivation, and lexico-semantic interpretation. Furthermore, concerning the parameters
of salience and aptness, conventional metaphors are more likely to be processed in automatic vs. controlled interpretations of novel metaphorical associations (Sovran, 1993). Accordingly, Sovran (1993, p. 45) stated that “there is no real borderline between metaphor and nonsense but only [between] good and bad metaphors.”

However, even translation of conventional metaphors requires control for conventional equivalents, contextual specifications or, for instance, false equivalents of metaphor within the source and the target languages: e.g., Spanish ‘burro’ (donkey) is a false equivalent of the Italian ‘burro’ (butter). Accordingly, the perception and interpretation of a character will be predetermined by what ‘burro’ is implied (Domínguez & Nerlich 2002).

For translatable figurative expressions, Broeck (1981) noted three types out of four basic modes of metaphor translation: 1(a) literal (e.g., Eng. Cooking His Own Goose—Ukr. Готуючи Своого Власного Гуся/Hotuyuchy Svoho Vlasnoho Husya; in this case, the literal translation, however, fails to represent the pun, an interplay of the literal and metaphoric meanings: Kerry’s hunting resulted in cooking a goose, rather than bringing down a beast of prey, which metaphorically symbolized his weak war-on-terror policy in Iraq), 1(b) onomasiological (translation of proper names: e.g., Eng. Is Colorado the Next Florida?—Ukr. Колорадо—Друга Флорида?/Kolorado—Druha Floryda), (2) semasiological (the main focus is on rendering the semantics/concepts in the translation: e.g., Eng. Scary Scenarios Haunt 2004 Election—Ukr. Жахливі Сценарії Виборів-2004/Zhahlyvi Stsenariyi Vyboriv-2004), and (3) discursive (e.g., a digressive from the original expression: e.g., Eng. Watching for a Groundswell—Ukr. Хто Переможе?/Khto Peremozhe?/Who Is to Win?). However, the researcher explained that
grammatical, prosodic, and culture-specific patterns of information constitute translation difficulties and exemplify limits of metaphor translatability. Consequently, translating the metaphors of one language into another should obey the requirements of appropriateness, parameters of translatability, lexico-semantic equivalence, and conceptual correspondence.

1.2.10. Teaching and Learning

Finally, the nature and function of metaphor are worth considering in the context of foreign language teaching and learning. From this perspective, Herron (1982) outlined several important features of metaphor interpretation for teaching: (1) “metaphor is intuitive in its origins”, (2) “metaphor operates by transferring […] implications”, (3) it also has “an active, structure-producing function”, (4) “[o]nce expressed metaphors also carry with them a hortatory dimension with power to fashion allegiances and to control attitudes”, (5) “if we lose sight of what is metaphoric about [a] particular metaphor, we may restrict our thinking or simply deceive ourselves”, (6) “[i]f we restrict our teaching to structured pattern drills, and allow no time for open-ended, trial and error language practice, then we are neglecting the creative functioning of language as explained by the first language acquisition metaphor”, and (7) metaphors “have the explanatory power to organize our thinking” (pp. 235-242).

With reference to processing unfamiliar metaphors in a self-paced reading task, Brisard, Frisson, and Sandra (2001) explained that “targets in nonapt metaphors should be read more slowly than those in apt ones, because aptness determines the ease of comprehension for unconventional metaphors” (p. 92). Accordingly, it was advised that
learners should have the preceding context long enough for them “to construct a workable ground for the interpretation of the metaphor that is to follow” (p. 101). In terms of advice for creative, metaphor-employing writing, Schor (1986) suggested that “although creative discovery continues throughout drafting and redrafting, most of it occurs in the first draft, where the writer has the greatest forgetting of constraints and the writing is most intuitive”(p. 192).

Concerning teaching of translation of metaphor, Osimo (2002) observed that if a writer chooses a metaphor, the translator, first, has to reconstruct the process which led the author of the original text to a given association; second, the subsequent interpretation should reflect the psychological objective of the source text. Moreover, as a translator tends to appear defensive against self-criticism, Osimo advised that the outcome of a translation process should be viewed by its author as if it were translation by a different person. Such kind of mediation may indeed turn helpful in an objective estimation of what is really appropriate in translation. Accordingly, psycholinguistic aspects of metaphor interpretation should be considered for the sake of both the process and the outcome of using or translating figurative associations.

1.3. Summary

In this chapter, conceptualization and interpretation of metaphor have been outlined from different mutually dependent perspectives. Among diverse classifications of metaphor, familiarity, salience, and aptness map figurative expressions into a framework of conventional vs. novel conceptual identifications. Experiential attributional and analogical associations constitute the semantic and pragmatic domains of metaphor
conceptualization. Cognitive mechanisms of metaphor processing incorporate comprehension, recognition, interpretation, and appreciation of figurative expressions. Implicitly associative meanings require neurocognition within the right hemisphere of the brain, which is responsible for social and contextual identifications.

Conceptual mappings exemplify meaningful patterns of one’s illocutionary experiential strategies, which become realized within both linguistic and extralinguistic contexts. A certain negotiation and mitigation of meaning occur in terms of the author-perceiver collaboration within which metaphoric estimation should be comprehensively perceiver-oriented. The parameters of aptness and salience of metaphor should be observed by both the initiator and the interpreter of figurative conceptualization. As metaphor formation and interpretation result in experiential evaluation of reality and art, conceptually and culturally meaningful figurative notions require semantically and pragmatically apt interpretations. Therefore, metaphor conceptualization and interpretation should be encouraged, practiced, and motivated for facilitating cognition, associative power of experiential thinking, and pragmatic categorization. Moreover, in view of interlanguage pragmatics, practice in metaphor processing improves competence and communicatively effective performance.

The previous research has pointed to different aspects of metaphor. An attempt to explore metaphoric expressions through a consistent comparing of concepts, linguistic expressions, and translational equivalence across languages within a particular discourse, however, has not been undertaken yet. Therefore, in the current study I intend to: (1) examine what conceptual mappings and linguistic structures represent metaphors in different languages within the same contextual category—presidential elections,
(2) determine to what extent the notions of appropriate and preferred equivalence in translating metaphors can be observed despite possible heterogeneous interpretations of a particular metaphor, and (3) discover what aspects of metaphors affect language users’ judgments about appropriateness, equivalence, and translatability of figurative expressions from one language into another.
2. The Course of Metaphor

*It may be that universal history is the history of the different intonations given a handful of metaphors.*

—Jorge Luis Borges

2.1. Purpose

The present study examines similarities and differences between American-English and Ukrainian in their use and translation of metaphors. It is expected that the comparative study of headline metaphors and their professional/freelance translations in American-English and Ukrainian will be a useful framework for learning the parameters and techniques of using and translating metaphors for the two languages and cultures.

2.2. Research Area

This research on metaphor in online reviews of the American and Ukrainian presidential campaigns of 2004 is developed in the framework of the disciplines of stylistics, sociolinguistics, pragmatics, and translation theory.

Stylistics is involved in three perspectives: (1) the choice of language for specific effects/purposes may depend on the preferred patterns of a particular stylistic discourse—journalism in this research, (2) media rhetoric employs metaphor as a stylistic device of naming one concept in terms of another because of their associative similarity in meaning (e.g., in the headline *Bush, Kerry Go on the Attack After Debate* political campaigning is figuratively named ‘attack’ because of an implied resemblance between the two notions of intensive tactics), and (3) metaphors even of the same style and content may differ across languages.
Sociolinguistics is considered in the view that linguistic and conceptual traditions of metaphoric associations in the society of one language can differ from those of another society, whereas translation may reveal cognitive equivalents of linguistic expressions for cross-cultural communication. Accordingly, sociolinguistic relations are observed within and across the languages in the concepts, linguistic expressions, and translational equivalents suggested by representatives (American and Ukrainian journalists, as well as Ukrainian translators who reside both in Ukraine and the United States) of both countries.

Considering pragmatics is important because it can specify: (1) why metaphors are employed in describing presidential campaigns, (2) why particular conceptual metaphors are more frequent than others, (3) why metaphors even of the same style and context may be different across languages, (4) why source and target texts in translation may contain different choice and/or frequency of metaphors, and (5) why particular metaphors can be considered acceptable or unnatural for readers of the source or translated text.

Finally, translation theory is believed to mediate the process of providing readers of different languages and cultures with analogical information, both contextual and linguistic. Therefore, in the present research, translation theory is likely to reveal which cross-language equivalents of headline metaphors can provide equivalently translated messages.
2.3. Key Concepts

In the study, metaphors are researched from three perspectives: (1) conceptual semantics, (2) linguistic expression, and (3) and translational equivalence. Since comparing concepts alone does not explain how metaphors are expressed linguistically, I intend to explore consistency between concepts, linguistic expressions, and their translational equivalence across American and Ukrainian corpora.

In a cognitive sense, the conceptual perspective is recognized as any coherent organization of experience (Emanatian 1995) that can be realized through a number of metaphorical expressions. The previous chapter has pointed to a strategic theory of semantic combinability of separate metaphoric expressions into a unified concept. The founders of this perspective—Lakoff and Johnson (Lakoff & Johnson 1980)—suggested that, for instance, argument is war if it is expressed through such words as ‘indefensible’, ‘attack’, or ‘target’. In terms of this example, the Lakoff and Johnson theory of conceptual mapping is based on two interrelated principles: (1) conceptual mapping is achieved when the source domain—war—is mapped onto the target domain—argument, so that argument could be described as war and (2) conceptual mapping is realized through lexico-semantic vehicles—the words ‘indefensible’, ‘attack’, and ‘target’—that provide the intended description of argument as war. The words ‘indefensible’, ‘attack’, and ‘target’ are considered to be linguistic metaphors (Charteris-Black & Ennis 2001) that characterize the conceptual metaphor ARGUMENT IS WAR.

In the present research, the Lakoff and Johnson idea is employed insofar as it allows observing systematic semantic patterns, rather than random expressions. For example, conceptual similarities between elections and theater must have been envisaged
since a presidential campaign could be described in the following headlines (metaphors are highlighted): e.g., *Foreign Policy Takes Rare Role at Center Stage, Curtain Rises on Next Presidential Drama, Behind the Scenes*, or *Chiller Theater*. If conceptual semantics represent rhetorical consistency, the conceptual mapping of metaphors from headlines of American-English and Ukrainian online media texts about presidential elections may help explore similarities and differences in the preferred conceptual schemas of the two languages and cultures.

I further argue that although conceptual mapping provides a framework for exploring semantics, it does not explain what linguistic patterns are preferred in expressing conceptual metaphors. The necessity of exploring the linguistic expression of conceptual metaphors has become evident from the following two observations. First, for instance, in the English-language headline *Bush Strikes at Kerry on Security, Iraq* the conceptual metaphor *DEBATE IN ELECTION CAMPAIGNS IS COMBAT* is linguistically expressed by the verb ‘*strike*’. In Ukrainian, it would likely be expressed by a noun—‘їдар’ (‘*blow*’): *Удар Буша по Плану Керрі Щодо Безпеки в Іраці/Bush’s Blow on Kerry’s Plan in Regard to Security in Iraq*. Second, the headline *Hitting the Road to Speak* would appear in Ukrainian with the same conceptual meaning—journey—but the phrase ‘*hitting the road*’ would likely be expressed by a single word—‘мандрі’/’*journey*’: *Мандри для Промов/Journey for Speeches*. Accordingly, researching whether there is a significant difference in the frequency of particular lexicogrammatical and structural schemas in the two languages seems to be important in two interrelated respects: (1) it can specify rhetorical patterns and preferences in the

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1 Ukrainian wording
lexicalized descriptions of the American-English and Ukrainian elections and (2) it may provide explanations for preferred equivalence in English-Ukrainian and Ukrainian-English translation.

In the present study, the two observed perspectives—lexico-grammatical and structural—are addressed through the development of two systems for classifying the linguistic expression of metaphors. The first system distinguishes five lexico-grammatical types of metaphor: (1) nominative (expressed by nouns and noun-phrases, e.g., *Candidates Spur Attacks Over Security*; *Chiller Theater*), (2) verbal (represented by verbs and verbal forms, e.g., *Candidates Spur Attacks Over Security*; *Chasing a Coveted Democratic Prize Across the Plains*), (3) attributive (revealed in adjectival modifiers, e.g., *Voter Turnout Is Reported as Heavy in Most Areas*), (4) adverbial (realized by adverbial modifiers, e.g., *Deeply Divided Country Is United in Anxiety*; *Bush, Kerry in a Draw, Poll Says*), and (5) idiomatic (unfolded through set-expressions, e.g., *Cooking His Own Goose*; *Rise of the Machines*). The second classification system subdivides metaphors into three structural types: (1) simple metaphors (expressed in a word, e.g., *Candidates Hopscotch through Battleground States*; hopscotch—a concept of RACING/MOVEMENT), (2) phrasal metaphors (represented by a phrase, an idiom, e.g., *2000 Election alarms fall on deaf ears*; fall on deaf ears—a concept of IMPAIRED HEALTH), and (3) sustained metaphors (disclosed through a gradually unfolding metaphor, e.g., *Nationwide forecast for Nov. 2: Mostly cloudy*; forecast of cloudy weather—a concept of LOW VISIBILITY: Campaign predictions of uncertainty are forecast of cloudy weather).
Finally, equivalence in translation is understood as expressing words and semantics of one language in terms of another language so that addressees of the two different languages and cultures could be provided with analogical information/messages. The present study aims at finding out: (1) possible and preferred equivalence in translating metaphors by professional translators, (2) typical patterns of translating metaphoric headlines from English into Ukrainian and from Ukrainian into English, and (3) possible pragmatic and sociolinguistic reasons accountable for preferred equivalence of linguistic and conceptual metaphors across languages.

2.4. Research Frame

2.4.1. Conceptual Framework

Metaphor is recognized as a rhetorical category of describing one thing in terms of another (Lakoff 1986; Stern 2000). The tendency to describe, rather than classify, metaphor spreads from statements such as “the metaphor of this book is, of course, a metaphor” (Miller 1992), “all language is metaphoric” (Gozzi 1999), and “our world of language and communication is built of metaphors” (Miller 1992). The main difficulty in classifying metaphors is believed to remain in the following ambivalence: Is metaphor a cognitive phenomenon related to our understanding of things, or is it a linguistic phenomenon observed in how we express them? (Cameron & Low 1999 in Charteris-Black & Ennis 2001).

The Lakoff and Johnson theory of conceptual mapping (1980), presented in the introduction to this study, is believed to have initiated a constructive perspective on metaphoric systems (Stern 2000). First, metaphors started being recognized in everyday
abstract concepts—such as time, states, change, causation, and purpose—rather than only in poetic expressions. Second, the theory of conceptual mapping allowed for the arrangement of a large corpus of data into conceptual groups under capitalized “metaphorical slogans” such as ARGUMENT IS WAR or LOVE IS JOURNEY or TIME IS A MOVING THING. The theory has become a popular categorization in researching metaphor. The main applications consisted in three perspectives: (1) exploring literal implications of conceptual metaphors (Shen 1992; Giora 2002; Low 2003), (2) combining separate metaphoric mappings into a conceptual system (Gibbs 1992; Charteris-Black & Ennis 2001), and (3) comparing discourse-based conceptual systems across languages (Charteris-Black & Ennis 2001; Charteris-Black 2003).

However, the conceptual mapping view was criticized (Black 1981) for interpretations which would appear restricted to one conceptual perspective. Therefore, it was disputed that argument is not necessarily war—it can be a game of chess (Ritchie 2003). The present study of metaphor has disclosed another problem in the Lakoff and Johnson theory—simultaneously used metaphors can be believed to incorporate different concepts in a single statement. For example, in the headline *Bush, Kerry, in Fight to the Finish*, ‘fight’ states that CAMPAIGN IS COMBAT/WAR, while ‘finish’ implies that CAMPAIGN IS, for instance, RACING. Although metaphor of racing dominates in this headline, both concepts are highly typical of election campaigns. Consequently, the theory of mapping does not explain which conceptual mapping was intended or/and emphasized in a particular context.

The present research employs the conceptual mapping theory to explore and compare concepts in headline reporting on the presidential campaigns in the United
States and Ukraine in 2004. The theory of conceptual mapping is involved insofar as it allows observing systematic semantic patterns, rather than random expressions. A comparative analysis is expected to specify whether there are significant differences in the conceptual metaphors of elections across the languages and media preferences of the two countries. Conceptual differences are found if a set of conceptual metaphors of one language and campaign does not fit the set of conceptual metaphors that has been previously observed in the other language and campaign. For example, two prevailing concepts of American campaign are COMBAT and RACE. If in Ukrainian the concept RACE is not observed, the conceptual mapping is different in this conceptual perspective. Consequently, if a concept is missing or used comparatively rarely, this difference should be specified for understanding American and Ukrainian rhetoric, respectively.

The idea of researching conceptual metaphors in two languages in comparison is observed in two studies. First, Charteris-Black and Ennis (2001) compare conceptual and linguistic metaphors in a corpus of English and Spanish financial reports published in newspapers during the October 1997 stock market crash. Linguistic metaphors are understood by the authors as expressions of conceptual metaphors in language. For example, ‘storm’, ‘hurricane’, and ‘buffet’ are identified by the researchers as linguistic expressions of the conceptual metaphor BAD MARKET CONDITIONS ARE BAD WEATHER. Second, Charteris-Black (2004) compares choice of metaphor in two political corpora: the inaugural speeches of American Presidents and party political manifestos of two British political parties during 1974-1997. The researcher classifies metaphors according to their “source domains”—such conceptual subgroups as ‘conflict’, ‘journey’, ‘building’, ‘fire and light’, ‘physical environment’, ‘plants’, ‘religion’, and
‘body part’. Further, Charteris-Black combines the conceptual subgroups into conceptual metaphors. In both corpora, the researcher pointed out such concepts as POLITICS IS CONFLICT, PURPOSEFUL SOCIAL ACTIVITY IS TRAVELING ALONG A PATH TOWARD A DESTINATION, and A WORTHWHILE ACTIVITY IS A BUILDING. However, SOCIAL PURIFICATION IS HEAT and A SOCIAL CONDITION IS A WEATHER CONDITION were found only in the American corpus. Although the researcher observes that British political discourse has borrowed metaphors for POLITICS IS RELIGION from American political discourse, this suggestion is hypothetical.

Thus, both studies—by Charteris-Black and Ennis (2001) and Charteris-Black (2004)—are based on the Lakoff and Johnson theory of conceptual mapping. They both employ Lakoff and Johnson’s idea of identifying metaphoric slogans—conceptual metaphors spelt, in writing, in capital letters. Conceptual metaphors are in all cases identified intuitively. The decision about concepts depended precisely on the analyzed discourse corpora. The reported conclusions are restricted to only minor observations about the concepts of each study. In the research by Charteris-Black and Ennis (2001), the corpora of English and Spanish text contained 12,250 words each, with 288 and 350 metaphors, respectively. The found words—linguistic metaphors—are supplied in graphs and six English sentences/paragraphs. The study by Charteris-Black (2004) compares corpora of different size and context—98,237 words of Inaugural speeches (the United States) and 132,775 words from political manifestoes (Labor Party and Conservative Party in Great Britain). The provided graph of findings contains only numbers. While the first study may differ from my research in concepts (in economy vs. politics), the second
study does not explain what types and tokens exactly stand for the identified concepts. Neither study specifies how metaphors are preferably expressed—whether there is any difference in the frequency of nouns, verbs, adjectives, adverbs, or set-expressions.

Consequently, the present research employs the conceptual framework in terms of its theory of conceptual systems and possibilities for comparative analysis of concepts across languages. Observing the previous studies, however, has resulted in a conclusion that developing conceptual mapping alone explains neither what preferable structures express concepts in language, nor what reasons are involved in choosing metaphors. Are there cultural references, subjective associations, traditional interpretations, or pragmatic strategies involved in the process of metaphor formation, interpretation, and, eventually, mapping? What parameters make our thinking comparable? How does it influence the process, product, and functions of inter-lingual and intercultural translation? Would a translator have to observe metaphor mapping in the source text so that similar mapping could be reconstructed in the target language? Are there specific types of metaphor that would influence the translator’s decision of whether to preserve or modify the source-text images?

The reasons for finding answers to these questions can probably be explained by the following example. The two headlines about elections—Bush, Kerry Aim for Battleground Ohio and Rise of the Machines—both represent a conceptual metaphor ELECTION CAMPAIGN IS COMBAT. The first metaphoric word, ‘battleground’ (a closely contested state) was found to occur twenty-six times in five hundred American headlines, while the second expression, ‘rise of the machines,’ was used only once. The frequency of the word ‘battleground’ implies that it is preferred as a traditional and
somewhat direct identification of the concept COMBAT (cf. ‘battle’—‘combat’). In contrast, neither separate part of the expression ‘rise of the machines’—‘rise’ or ‘machines’—can be identified as COMBAT. The expression ‘rise of the machines’ is recognized as a COMBAT metaphor because of its cultural reference, allusion, to the American combative movie Terminator 3: Rise of the Machines. When the expression is translated into Ukrainian, its meaning is identified because of the cultural reference to the American movie. The translator of the headline would not have to explain or modify the image in translating this headline only because the movie has already disclosed the meaning for the Ukrainian audience. However, failing to observe such specific features of expressions within conceptual mapping can result in an assumption that any expressions of any discourse of any language are identical as long as they can be mapped onto the same concept.

Further, the two headlines entail another chain of observations. In English, the word ‘battleground’ can be preferred over the phrase ‘rise of the machines’ because it is concise and able to function both as a noun and an adjective, a descriptive attribute for the noun that follows (cf. 2004 Battleground: Ohio Democrats and Close Race in Battleground States). In Ukrainian, this compound noun (a noun consisting of two free morphemes—‘battle’ + ‘ground’) has only a phrasal equivalent—‘поле битви’/‘pole bytvy’/‘field of battle’—and cannot be used as a descriptive attribute. Thus, all 26/500 instances of the single word ‘battleground’ could potentially appear in Ukrainian as a noun phrase ‘поле битви’, and never in an attributive function. However, this would translate/paraphrase the headline Bush, Kerry Aim for Battleground Ohio into Bush, Kerry Aim for Battleground In Ohio, which means making future plans to arrange a
battleground rather than characterizing Ohio at the moment or/and throughout the whole campaign. By contrast, the expression ‘rise of the machines’ (a combination of two nouns linked with a preposition ‘of’) can be easily translated into Ukrainian word by word—Rise of the Machines—Повстання Машиин/Povstannya Mashyn—and function in the same way as its English phrasal equivalent. Consequently, four hypotheses can be developed: (1) in English, metaphors in attributive function are more frequent than in Ukrainian, (2) in Ukrainian, phrasal metaphors are more frequent than in English, (3) conceptual metaphors are represented in the two languages by structurally different equivalents, and (4) functional and structural differences between metaphoric words/phrases across languages may induce the translator/writer to modify the expressed image and carefully consider what meaning was implied in the source-text metaphor: e.g., Would it be correct to interpret ‘Battleground Ohio’ as ‘Strategic Ohio’? A fifth implication could be assumed from the equivalence Rise of the Machines—Повстання Машиин: functional and structural similarities allow easy word by word translation. However, for Ukrainian, it would translate a headline Cooking His Own Goose into a literal de-contextualized nonsense—Приготування Його Власного Гуся/Pryhotuvannya Yoho Vlasnoho Husya—unless the translator carefully finds an equivalent idiom (a lexico-semantic, rather than lexico-grammatical analogy) in the target language.

The conclusion involves the initially cited question of whether metaphor is a cognitive phenomenon related to our understanding of things, or whether it is a linguistic phenomenon observed in how we express them (Cameron & Low 1999 cited in Charteris-Black & Ennis 2001). The analyzed examples indicate that metaphor is both—conceptual understanding/re-cognition and linguistic expression—and exploring both can
be equally important. The present research is an attempt to solve the problem of mistaking concepts for reliable indicators of equivalence in rhetoric across languages. Therefore, I argue that exploring linguistic preferences and translational equivalence should be employed to specify the parameters of appropriateness and equivalence of figurative expressions across languages.

2.4.2. Translation Framework

Studying translational equivalence between languages presupposes exploring the issues of how target texts are received in the target culture(s), whether the target text reader interprets the translated text in a different way, and what reasons of any different interpretations are possible (Schäffner 2001). Translation consists in a purposeful activity of producing a target text which is appropriate for target addressees in target circumstances (Nord 1997). However, what factors influence the translator’s decision of what is appropriate? Is it pragmatics, which comprises the use of language and context for determining what and how to say (Levin 1977, p. 5)? Or conventional forms of lexical equivalence, which, in unfortunate cases of false translation of metaphor, shift the tone of the text or appear odd in the translated context (van der Eijk-Spaan 2001)? Or is it the translator’s subjective choice of equivalent metaphor, which may promote stereotypes that are destructive for the current context (van der Eijk-Spaan 2001)? The present study attempts to answer these questions by considering systematic metaphoric equivalence suggested by professional translators for metaphoric headlines.

The choice of a relevant framework will result from observing two perspectives: (1) there are no rules by which we know when a translation of metaphor is appropriate or
not (Miller 1992; Hermans 2003), and (2) there are consistently occurring possible and preferred patterns of translating metaphor (Broeck 1981, Schäffner 2004).

The first perspective describes the process of translation. Its methodological suggestions for translating do not exceed the level of conceptual mapping—reinterpreting the meaning. For instance, Osimo (2002) observes that if a writer chooses a metaphor, the translator, first, has to reconstruct the process which led the author of the original text to a given association; second, the subsequent interpretation should reflect the psychological objective of the source text. However, it seems that the process and product of translation go far beyond psychology. For example, we accept the two propositions: (1) there are no rules for deciding whether a translation is appropriate or not and (2) translating metaphor is appropriate as soon as we recognize and interpret the psychological objective and the given association. Then, the headline Bush, Kerry Aim for Battleground Ohio could be presented as, for instance, Bush, Kerry Aim for Field of Battle Ohio or Bush, Kerry Aim for Battlefield Ohio. Should we accept these headlines? Or should we try to research the implications of the fact that the forms ‘field of battle’ or ‘battlefield’ did not occur even once in the corpus of five hundred metaphoric headlines of the same context? The absence of these forms (in contrast to the frequent ‘battleground’) in the American media discourse about American presidential elections implies that the suggested interpretations would not seem appropriate in at least three interrelated respects/‘rules’. First, the pragmatics of writing in the target language for the target discourse and audience is not achieved. Second, the conventional forms of lexical equivalence (‘battleground’—‘поле битвы’/‘pole byty’—‘field of battle’/‘battlefield’) appear odd/false in the given combinability in the headlines. Third, while the frequent word ‘battleground’ has already
become as conventional as dividing the states into ‘red’ and ‘blue’, the expression ‘field of battle’ appears to be subjective. Consequently, the perspective of ‘no rules of what equivalence is appropriate’ does not seem to work beyond the level of concepts.

In researching equivalence in translation, the present study will employ the second perspective: analyzing the products of translation—the possible and preferred equivalents. The framework will involve two classifications—by Broeck (1981) and Schäffner (2004).

The Broeck classification is based on his observing how metaphors are usually translated between English, German, and French texts. Three basic variants of translating metaphor are identified. First, translation ‘sensu stricto’ (word by word): e.g., *Rise of the Machines—Повстання Машиин/Povstannya mashyn). Second, substitution (using another metaphor): e.g., *Collegians Rock the Vote—Студенти Роздувають Голосування/Studenty Rozduvayut’ Holosuvannya/Students *Storm the Vote: ‘rock’— ‘storm’. Third, paraphrasing non-metaphorically: e.g., *2000 Election Alarms Fall on Deaf Ears—Перестороги Виборів 2000 Проігноровано/2000 Election Alarms Are Ignored. (Broeck 1981, p. 77; my examples).

The study by Schäffner (2004) illustrates and discusses how metaphors are translated from German to English in media texts of political discourse. The researcher presents German sentences/paragraphs with their English translation, identifies conceptual metaphors for the given texts, and draws conclusions about the observed types of translating conceptual metaphors. The present research will verify the reliability of this classification (Schäffner 2004, p. 1267): (1) at the macro-level, a conceptual metaphor is identical in ST (source-text) and TT (translated-text), (2) structural components of the
base conceptual schema in the ST are replaced in the TT by expressions that explain implications, (3) a metaphor is more elaborate in the TT, (4) ST and TT employ different metaphoric expressions which can be combined under a more abstract conceptual metaphor, and (5) the expression in the TT reflects a different aspect of the conceptual metaphor.

Consequently, the classifications by Broeck (1981) and Schäffner (2004) will serve as the framework for specifying linguistic and conceptual equivalence, respectively. The present research, however, differs from these two studies in nine respects: (1) translating headlines instead of paragraphs, (2) comparing American-English and Ukrainian, instead of English and German, (3) considering the discourse of presidential elections instead of paragraphs of sentences about politics, (4) involving ten translators instead of simply comparing how the data could be/were translated, (5) specifying what equivalence is recognized as acceptable and preferable by ten translators-raters, instead of concluding about equivalence as observed by the researcher only, (6) quantifying the findings, instead of only naming the observed variants of translation, (8) comparing findings in translation to findings in conceptual and linguistic classifications, instead of only observing correspondence between metaphoric equivalents, and (9) checking research findings against the opinion of five professional/freelance translators.

2.5. Summary

Descriptive approaches to analyzing metaphor present a rather vague idea of what aspects of figurative expressions are typical of a particular language, style, or rhetoric. The tendency to describe, rather than classify, metaphor spreads from the indeterminacy
of whether meaning or linguistic expression of metaphors should be specified. Further, 
the theory of conceptual mappings proposed by Lakoff and Johnson (1980) has facilitated 
conceptually more specific qualitative and quantitative comparative studies of metaphors 
in different languages and corpora (Charteris-Black & Ennis 2001; Charteris-Black 
2004). The theory suggests that linguistic expressions help understand what concepts are 
implied. The conceptual mapping view was found useful for comparing concepts of 
rhetoric across languages.

The present study, however, has pointed out substantial limitations of comparing 
concepts only. Comparing linguistic and translated expressions of metaphor between 
languages was found important for classifying the rhetoric of different languages. 
Therefore, the discourse analysis has developed two linguistic classifications of 
metaphor—lexico-grammatical and structural.

Studies in translation were found to contain two perspectives—absence of rules 
for equivalents, and systematic patterns of equivalence. The first perspective was shown 
to be misleading, because its assumptions mistake translation for basically conceptual 
interpretation. In the present research, translation is recognized as providing both 
conceptual and linguistic equivalence. Exploring both will be specified according to 
classifications by Broeck (1981) and Schäffner (2004) in the framework of the 
perspective of systematic patterns of equivalence.

Consequently, the present study will employ the Lakoff and Johnson (1980) 
theory of conceptual mapping, the Charteris-Black and Ennis (2001) idea of comparing 
conceptual mappings across languages, and the classifications of translational 
equivalence by Broeck (1981) and Schäffner (2004), respectively. Studies of metaphor
and metaphor translation highlight the conceptual sides of metaphors. However, linguistic equivalence of metaphors across languages needs to be analyzed with considerably more specificity.

Since discourse analysis has resulted in a conclusion that conceptual mapping alone does not clarify possible differences in linguistic expression and equivalence across languages, comparing lexico-grammatical, structural, and translational patterns is expected to reveal the content of possible conceptual differences. Exploring equivalence in translation is involved to clarify what conceptual schemas are typical and supportive of American and Ukrainian political rhetoric in public speech. Since the presidential elections in 2004 were conducted in the two countries almost simultaneously (October 31st-December 26th in Ukraine and November 2nd in the United States), the research is expected to reveal what aspects of metaphors could constitute appropriate equivalents or differences for the audiences exposed to the conceptual schemas of elections in the two languages and cultures.
3. Strategic Focus

If we spoke a different language, we would perceive a somewhat different world.
—Ludwig Wittgenstein

3.1. Materials and Instruments

The present research combines discourse analysis with a translational experiment. Discourse analysis is involved in five respects: (1) selecting metaphoric headlines from online media coverage of presidential elections, (2) analyzing American-English and Ukrainian corpora for conceptual and linguistic metaphors, (3) comparing the identified concepts and linguistic expressions of metaphor across the two languages and corpora, (4) exploring and comparing types of translational equivalence, and (5) comparing types of equivalence to the conceptual and linguistic classifications of metaphor.

The first part of the study considers two sets of discourse corpora. Set 1: (a) English: American web-sources about the USA (500 headlines) and (b) Ukrainian: Ukrainian web-sources about Ukraine (500 headlines). Set 2: (a) English: American web-sources about Ukraine (50 headlines), (b) Ukrainian: Ukrainian web-sources about the USA (50 headlines), and (c) English: English-language Ukrainian web-sources about Ukraine (50 headlines). The choice of the corpora and their quantitative content has resulted from three considerations: (1) the election coverage in the native languages of the campaigns is likely to reflect the main conceptual and linguistic preferences of the national media, which will be compared between the languages, (2) the cross-reporting data would specify whether the conceptual and linguistic patterns are adapted for the source culture or the target audience, which can be observed even from a small sample, and (3) the English language of Ukrainian media-sources will enable the
researcher to determine whether the media rhetoric depends on the language of reporting, which, moreover, indicates presenting the elections nationally vs. internationally.

The data were collected by stratified sampling from ten American\(^1\) and ten Ukrainian\(^2\) online media sites considered in the order of their influence and American-Ukrainian equivalence within the campaigns. The stratification presupposed observing homogeneity, independence, and normality of the metaphoric data distribution within the corpora sources. The material was selected through source and time triangulations: (1) the web-sources were chosen as representative of the news-media online agencies competent in covering presidential elections and (2) the American headlines were collected during the period October 1\(^{st}\)-November 4\(^{th}\), 2004, while the Ukrainian headlines covered the major campaign reflection during October 1\(^{st}\}-December 28\(^{th}\). The time count-forward was chosen due to my observation that metaphoric headlines about the presidential elections constituted, on average, only about 27% of the relevant headlines in early October. Then, in November they amounted to about 43% of all the relevant headlines. Further, the third round of the Ukrainian elections took place on

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December 26th. Thus, the term chosen was the most representative of the campaigns’ coverage.

The translational experiment employed ten translators to translate and, then, ten translators to rate the translations of metaphoric headlines suggested by the first ten translators (see Appendix: Translated Data for Rating). The purpose of the experiment is to observe to what extent translators agree on equivalence. The aim of this part of the study consists in specifying the extent of conceptual, linguistic, and translational equivalence of metaphors in two languages. The findings may constitute helpful explanations of what aspects of metaphors are important for effective writing/translation for the target audience.

The data about the participants were collected from their online résumés (age, gender, education, present title/position, and experience in English-Ukrainian and Ukrainian-English translation of media texts). Since ten raters were employed in rating the multiple (ten-nineteen) translations of twenty English and twenty Ukrainian headlines suggested by professional and freelance translators, an inter-rater reliability was achieved in deciding upon preferred equivalence in translating metaphor. That is, in each set of the headline-translations, each rater was requested to underline five Ukrainian variants that he/she considered to be particularly appropriate for the context below and the target Ukrainian audience. Eventually, they were required to rate the five chosen interpretations on a 1 to 5 scale, starting with 1 as the most appropriate. Thus, the average score for each headline represents the level of perceived appropriateness constituted the means in regards to which translations were most appropriate.
The research involves the following instruments and procedures: (1) stratified sampling and content analysis of metaphorical headlines from online sources, (2) stratified sampling of forty metaphorical headlines (twenty in each language) for further translation by professional and freelance translators, (3) content analysis of the type of metaphor translation used by the participants: (a) translation ‘sensu stricto’, (b) substitution, or (c) paraphrasing non-metaphorically, (4) ten ratings of ten to nineteen equivalents of each of the forty translated headlines (twenty in each language), so that the level of unnaturalness vs. acceptability of the representative translations could be specified, and (5) content analysis of the findings for suggesting conclusions, implications, and applications of the study. The validity of the developed observations about the types and translations of metaphor was verified by a second rater.

3.2. Research Questions and Hypotheses

In the study, I address six research questions about metaphor in headlines of online reports on the American and Ukrainian presidential campaigns in 2004.

RQ1: To what extent are the types of conceptual metaphors used in American-English reports different from or similar to their Ukrainian counterparts?

RQ2: To what extent are the types of linguistic metaphors used in American-English reports different from or similar to their Ukrainian corresponding expressions?

RQ3: How does equivalence in translation affect conceptual metaphors?

RQ4: How does equivalence in translation affect linguistic metaphors?

RQ5: To what extent do translators agree on equivalence?
RQ6: What aspects of metaphor can affect language users’ decision about their appropriateness and equivalence across languages?

The research is conducted in the framework of six hypotheses:

H1: Conceptual metaphors in American-English and Ukrainian reports on elections are significantly different.

The hypothesis is based on the fact that presidency and, respectively, presidential elections in Ukraine constitute comparatively recent realia introduced only after the disintegration of the Soviet Union in 1991. On the one hand, it is possible to assume that campaign concepts for Ukrainian elections could have been adopted from a culture with a well-developed electoral tradition—the United States. On the other hand, conceptual semantics can be culturally specific, and, therefore, the hypothesis needs testing.

H2: There is a significant difference in linguistic—lexico-grammatical and structural—types of metaphors in the two languages.

Discourse observation has revealed that Ukrainian metaphoric headlines are, frequently, almost twice as extended in length and descriptive in nature as American-English headlines are. Therefore, I assume that the lexico-grammatical and structural types of metaphors differ between the languages.

H3: Cross-reporting on Ukrainian elections in English and American elections in Ukrainian exhibits using conceptual metaphors of the target audience rather than the source culture.

Since media reporting is both theoretically and traditionally believed to serve the target audience, I hypothesize that conceptual metaphors will also be offered as typical of the target rather than the source culture.
H4: Translations are likely to display considerably heterogeneous lexico-semantic and structural patterns of suggested equivalence.

Such a hypothesis has resulted from the existing view that there are no rules by which we know when a translation of metaphor is appropriate or not. This perspective, questioned in the present research, still provokes an assumption that lexico-semantic and structural patterns of suggested equivalence may be significantly heterogeneous.

H5: Translators-raters are likely to favor equivalents developed through lexico-semantic substitutions. (For example, in cases like ‘rock’—‘storm’: Collegians Rock the vote—Студенти Роздувають Голосування/ Collegians Storm the Vote).

Since lexical expressions differ across languages and translation is developed for the target audience, I assume that translators-raters would tend to favor equivalents developed through lexico-semantic substitutions.

H6: Professional translators significantly agree on equivalence in translation.

I assume that the professional and freelance translators who are experienced in working with media texts have developed their own consistent preferences and opinions of the equivalences of English-Ukrainian and Ukrainian-English metaphorical correspondences in the media rhetoric.

3.3. Discourse Observations

The results of the study deal with the following types of data: (1) specified groups of conceptual, lexico-grammatical, and structural samples of metaphor, (2) translated equivalents of metaphoric headlines, and (3) rated translations reflecting the acceptability vs. inappropriateness of the proposed translational equivalents.
Even preliminary discourse observations revealed that: (1) presidential elections could be probably conceptualized as ORGANISM, (2) American metaphoric headlines are more frequent than Ukrainian, (3) even if conceptual metaphors do not differ significantly, cross-reporting uses conceptual metaphors of the source culture (or neutral) rather than the target audience (e.g., no single mention of ‘race’ in American headlines about Ukraine), (4) although nominative and verbal metaphors prevail in both American and Ukrainian headlines, the comparative ratio indicates that American headlines contain more attributive and adverbial metaphors than Ukrainian ones do (adverbial metaphors are not typical of Ukrainian at all), while Ukrainian metaphors are predominantly nominative, and they display a relative abundance in idiomatic allusions (e.g., Striped march (a double reference—to a Russian movie of a sea voyage with tigers aboard and to a striped uniform of prisoners among whom one of the candidates also found himself in the years of his youth), or Kulykov field (a reminder of a historical Kulykov-field battle)), (5) structurally, although phrasal metaphors are more characteristic of Ukrainian headlines, American headlines contain phrasal verbs, which would be atypical of Ukrainian and constitute simple metaphors in English-Ukrainian translation (e.g., ‘heat up’ – ‘розгоратися’, ‘lay out’ – ‘відкласти’). Moreover, Ukrainian headlines appeared to be more descriptive. While American metaphors name election processes, Ukrainian metaphors tend to describe them. Therefore, while the American elections again represented ‘ELECTION CAMPAIGN IS CONFLICT’ or ‘COMPETITION’, the recent Ukrainian elections were frequently described as ‘ELECTION CAMPAIGN IS SCENARIOS OF SPLITTING/DESTRUCTION’ and ‘PERFORMANCE’.
In the view of the above-listed observations, the study intends to provide valid and reliable answers to the research questions. More specifically, it aims at determining whether the following hypotheses are correct: (1) conceptual metaphors in American-English and Ukrainian reports on elections are significantly different, (2) there is a significant difference in linguistic—lexico-grammatical and structural—types of metaphors in the two languages, (3) cross-reporting on Ukrainian elections in English and American elections in Ukrainian displays using conceptual metaphors of the source culture rather than the target audience, (4) translations are likely to display significantly heterogeneous lexico-semantic and structural patterns of suggested equivalence, (5) proofreading translators are likely to suggest changes in the equivalents developed through lexico-semantic substitutions, and (6) professional translators significantly agree on equivalence in translation.

3.4. Summary

The present study involves a comparison of equivalence at three levels—conceptual metaphors, linguistic metaphors, and translated metaphors. In the chapters of the study, the research will: (1) specify what conceptual and linguistic metaphors are used in media rhetoric on presidential elections, (2) determine to what extent equivalence is possible and observed by translators, and (3) reveal what aspects of metaphors affect language users’ decisions about appropriateness and equivalence of metaphors across languages.

The research explores metaphors and metaphor translation in the framework of online reviews of American and Ukrainian presidential elections in 2004. The purpose is
to identify and analyze the parameters and techniques of observing metaphor equivalence for reading-to-learn through mass media texts. The peculiarities of metaphors in political discourse are studied from the point of view of their linguistic expression and conceptual mapping. Equivalence of metaphors across languages is specified by exploring conceptual, linguistic, and translational equivalence. The study incorporates the frameworks of conceptual mapping, comparing conceptual mappings, and defining translational equivalence. The research proposes lexico-grammatical and structural classifications to examine similarities and differences in linguistic expression of conceptual mappings. Studying both conceptual and linguistic expression is important for explaining translational equivalence and equivalence of rhetoric across languages.

Translational aspects of research are involved to determine the notions of equivalence and subjective versus cultural preferences of using metaphor in online media reports about political elections. The study is expected to find out what specific types of metaphor may influence the writer’s/translator’s decision on equivalence. Consequently, equivalence in reporting on presidential campaigns in the United States and Ukraine is researched for explaining what aspects of metaphors are important to observe in writing/translating for the target audiences.
4. Conceptual Semantics

... to make good metaphors implies an eye for resemblances.

—Aristotle

4.1. Set 1: Major In-House Reporting

The first pair of data for a comparative analysis of metaphors consists of two clusters: (a) English: American web-sources about the USA (500 headlines) and (b) Ukrainian: Ukrainian web-sources about Ukraine (500 headlines). Discourse analysis resulted in the quantification and description of conceptual metaphors according to their semantic, lexico-grammatical, and structural properties. Headlines, as research subjects, were chosen as discourse indicators of the media rhetoric used for introducing and mapping concepts. Metaphors are classified according to the specific conceptual qualities of the elections observed in the discourse of online media.

Content analysis of the headline metaphors led to the conclusion that the presidential elections can probably be conceptualized as an ORGANISM. Semantically, the identified metaphors were subdivided into representations of three conceptual mappings: (1) health, (2) physical qualities, and (3) functions/activities. Below, each mapping is further categorized according to its constituent semantics. The frequency of words is additionally indicated in brackets.

4.1.1. English: American Web-Sources about the USA (Semantic Classification: 500 headlines—694 metaphors)

I. HEALTH 32/694 (4.61 %)

(1) MEDICAL TREATMENT (5): Donors (2), Heal(ing) (2), Acid Test
(2) MENTAL STATE (13): Scary (3), Amnesia (2), Furious (2), Nail-Biter, Paranoia, Temper, Madness, Aggressively, Nasty

(3) PHYSICAL STATE (14): Dead (Heat/Even) (2/2), Handicap(ping) (2), Breakneck, Weary, Painfully, Change of Heart, Catching Election Fever, Heartburn, Feverish, Eyesore

The quantified examples indicate about equal numbers of metaphorically mental and physical cases within the American presidential campaign. Noticeably, the health condition is predominantly problematic, e.g., ‘scary’, ‘paranoia’, ‘madness’.

II. PHYSICAL QUALITIES 210/694 (30.26 %)

(1) DIMENSION/SHAPE (37): High (7), Heavy (5), Deep(ly) (4), Long (3), Big (Moment) (2), Footage, Stretch, Spread, Homestretch, Wide, Loose, Lopsidedness, String, Bottles, Lap, Wee, Axis, Handful of Exceptions, New Face, Widespread, Low

(2) LIGHT/VISIBILITY (14): Spark (3), Highlights (2), Enlightenment, Spotlight, Blinkers, in the dark, Shadow, Clear, Blistering, Cloudy, Clouding

(3) COLOR (25): Red (10), Blue (9), Hues, Dirty, Black, Fading, Turning Purple, Clean

(4) HEARING (13): Music (2), Squeaker, Fall on Deaf Ears, Hail, Ring, Tone, Whines, Well-Orchestrated Noise, Accent, Sizzled or Fizzled, Requiem, Echoes Resonate

(5) TASTE (4): Bitter (3), Sweet

(6) TEMPERATURE (18): Heat (6), Fire (3), White-Hot, Blistering, Chiller, Melt, Iciness, Hot-Button, Warm, Cold, Verge of Meltdown
(7) STRENGTH/DENSITY (28): Tight (8), Tough (6), Slim (Lead) (4), Hard (2),
   Steadfast, Strong, Soft, Rich, Fierce, Timid, Bleak, Smoothly
(8) SPEED (7): Swift (2), Dash (2), Pace, Slow Pace, Hasten
(9) PLACE (20): Surface (2), Stump (2) (e.g., Diverse Tactics on the Stump),
   Heartland (2), Dairyland, Heartland, Desert, Is Colorado The Next Florida?,
   (Election) Table, Pulpits, Edge, Corner, Ohio will be Florida, Table, Comfort
   Zone, in Reach, Next Florida, Another Florida
(10) NATURE (35): Rock (3), Storm (3), Flood (2), Cliff(hanger) (2), Landscape,
   (Up)river, Gulf, Bog (Down), Butterfly (Ballot), Hedgehog, Mainstream,
   Waterfall, Ducking, Vacuum, Prey, Grass Roots, More Smoke than Ire, Season,
   Yucca Mountain, Microcosm, Snow on the Trail, Groundswell, Elephants,
   Donkeys, Zoo, Magnetic Polls: Drawn to Vote, Base from the Stump, Field (v.),
   Lightning
(11) SUPERNATURAL (9): Magic(al) (2), Haunt, Tales, Rise of the Machines, Vanish,
   Dream, Stuck in Limbo, Charmed and Enchanted

   Exploring the physical qualities of the campaign revealed such prevailing
semantics as those of dimensions, density, color, temperature, and objects of
landscape/nature—subject to the sight and touch senses.

III. FUNCTIONS/ACTIVITIES 452/694 (65.13%)

(1) INVOLVEMENT/DETACHMENT (71): Key (6), Push (6), Focus (3), Wrap up (3),
   Brace(d) (2), Gate, Hold, Tied, (Passion-)Packed, Labels That Don't Stick, Down
to Wire, Hinge, Barrage, Surrogate, Grabs, Draw, Rein, Hang, Reshape, Angling, Raise, Spur, Clean up, Trim Sails, Skipping the Desert, Roll out the Stars, Bear Down, Get Label, Linger, Peril, Waiting to be Drawn, Leak, Stick, Loom, Unbridled, Deadlock, Clinging, Take to Heart, Put Time Crunch, Lay out, Glued, Drop, Paying the Price, Pump, Pan, Get under Way, Shape, Mission Accomplished, Pull Even, Costly, Locked, Tie, Last Stage, Gridlock, Work, Hold the Key

(2) MOVEMENT/TRAVEL (84): Swing (13), Go (7), Shift (5), Trail (5), Fly (3), Spin (3), Rise (3), Run (3), Road (2), Hit(ting) the Road (2), Boat (2), Lean (2), Barnstorm (2), Rail, Get a Ride, Move, Scramble, Drive, Step Up, Come down, Routing, Roller-coaster ride, Trade, Burst, Jumpy, Jittery, Sway, Move Back to His Base, Steer for Victory, Spinning World, Flip-Flop, Tortuous, Wheel (Deal), Spring to Forefront, Surge, Tilting, Slip, Journey, Inroads, Down the Stretch, Moving toward, Homestretch, Cross a Line, Drive, Keep Coming

(3) CONFLICT/MARTIAL TACTICS (150): Battleground (26), Battle(d) (25), Attack (14), War (10), Fight (7), Hunt (5), Hit (5), Clash (5), Duel (4), Target(ing) (3), Chasing (3), Blitz (3), Take (2) (e.g., Take Florida), Partisan (2), Slam (2), Strike (2), Unleash (2), Conquer, Legions (of Lawyers), Backfires, Beat, Gain some ground, Stung, Dogfight, Weapon, Punch, Front, Rivals, Ruckus, Knock Outs, Wrestle, Guns, Clout, Struggle, Fray, Aiming Straight for the Heart, Kick off, Fire-Up, Exchange Long-Distance Jabs, Frontline, Capture, Press, Take All, Ticking Bomb, Goose Hunting, Trap, Besieged
The quantified instances of the metaphorically indicated activities of the US campaign constitute more than twice the number of the instances of its perceived physical qualities—452 (65.13%) compared to 210 (30.26%). The prevailing activities are martial conflict/tactics (150), predominantly running competitions (89), and movement in general (84). On the whole, the media tell a story about the campaign as a highly functional and decisive organism that has strength and determination to move to the finish.
4.1.2. Ukrainian: Ukrainian Web-Sources about Ukraine (Semantic Classification: 500 headlines—591 metaphors)

I. HEALTH 38/591 (6.43 %)

(1) MEDICAL TREATMENT (3): “терапія”/therapy, “лікування”/treatment, трансплантування/transplantation

(2) MENTAL STATE (17): пристрасті (3)/passions, агонія/agony, маразм/marasmus, “апофегей”/couldn’t-care-less attitude, фобія/phobia, прокинутися/wake up, шизофрения/schizophrenia, невроз/neurosis, невротизація/neurotization, Едипів комплекс/Oedipal complex, плекання страху/cultivating fear, шок/shock, істерика/hysteric, страх/fear, здоровий глузд/common sense

(3) PHYSICAL STATE (18): “мертві душі” (2)/dead souls, біль (2)/pain, подих/breath, істинне обличчя/true face, пандемія/pandemia, параліч/paralysis, “отруєна політика”/poisoned politics, протез/prosthetic appliance, День народження країни/the country’s birthday, лихоманка/fever, “З населення народився народ”/a nation was born from the population, “коричнево-оранжева чума”/brown-orange plague, смертельно/deadly, сверблячка/itch, тромбофлебіт/trombophlebitis, те для українця – смерть/for a Ukrainian that means death.

In terms of health conceptualization, Ukrainian web-sources portray the national presidential campaign as painful and involving both death and birth. The notions of fever and fear border upon passions and paralysis. Although, similarly to the US reports, the health condition is predominantly problematic, Ukrainian headlines contain tokens of
resurrection, such as ‘wake up’, ‘birth’, which was observed to be atypical of
American headlines about the US elections.

II. **PHYSICAL QUALITIES** 198/591 (33.50 %)

(1) DIMENSION/SHAPE (21): п’ядь (2)/span/inch, ціна (2)/price, глибоке/deep,
незручний/inconvenient, високий/high, у перебільшенні/in exaggeration,
kілограми свободи вибору/kilograms of the freedom of choice, обличчя/face,
“готопорна”/clumsy, почім/how much, ‘козаки’/Cossacks, критична
точка/critical point, переривчик невеликий/a short break, флаг/flag,
порція/portion, мала енциклопедія великого українця/a small encyclopedia of a
big Ukrainian, в рамках/within the bounds, рамки/limits, мати величезну
вагу/to have a huge weight

(2) LIGHT/VISIBILITY (20): прозорість/прозорі (12)/transparent,
темники (2)/dungeons, прогнози/forecasts, дзеркальне відображення/mirror
reflection, дальтонізм/color-blindness, криве дзеркало прямого ефіру/
a distorted mirror of a direct broadcast, дзеркало/mirror, усміхайтесь, за вами
спостерігають!/smile, you are being watched

(3) COLOR (27): чорний (10)/black, брудний (10)/dirty, зелене світло (2)/green light,
сірий (2)/grey, не відсвічує/does not shine, чиста/clean, білий/white

(4) HEARING (10): гудок (2)/hoot/horn, пролунає голос (2)/a voice will sound,
гудять/siren, звучить красиво/sounds beautiful, акцент/accelt, відлуння/echo,
чию пісню приспівує молодь?/whose song is the youth singing?, глухий
кут/blind corner, exo/echo
(5) TASTE (5): гіркий/bitter, апетити/appetites, отруйна/poisonous, “суп із багатьма
інгредієнтами”/soup with many ingredients, годувати “лохшиною”/feed on
noodles

(6) SMELL (1): пахне революцією/smells like revolution

(7) TEMPERATURE (17): гаряча лінія (7)/hot line, гарячий (2)/hot, з вогнем (2)/with
fire, в запалі/inflamed, На злодії шапка горить?/Does a hat is burning on a
villain?, не охололи/not cooled down, знити градус кипіння/to reduce the
degree of boiling, притлумити запал/to reduce the flame, остудити жовтогарячу
осінь/to cool down the orange autumn

(8) STRENGTH/DENSITY (36): сила/force/power, тиск (9)/pressure,
пухнастий/fluffy, рафінований/refined, блокадний/siege, зняти напруження/
to remove tension, потрясати світ/shake the world, гостро/sharply, тверда/hard,
позиція/position, пусті слова/empty words, солом’яний бичок/straw bull-
calf, грубий/rough, не зігнеш/unbending, не видавити/unsqueezable

(9) SPEED (3): (зміна) швидкості/(change of) speed, прискорити/to speed up, кажуть:
ПОРА/they say: IT IS TIME

(10) PLACE (10): на межі (2)/on the boundary, Куликове поле/Kulykov field, у пузі
“троянського коня”/in the stomach of a “Trojan horse”, погляд з дзвіниці/
a glance from a bell tower, на виході/ at the exit, “квартира в центрі
Хрещатика”/“an apartment in the center of Khreshchatyk”, на політичних
кухнях/in the political kitchens, саміт у Тмутаракані/summit in Tmutarakan, два
Донецька – два способи мислення/two Donetsks – two ways of thinking
The prevailing physical qualities of the Ukrainian campaign were those of strength, nature, supernatural, color-and-visibility, and dimension. Although the quantified differences between American and Ukrainian qualitative metaphors are not
significant (30.26% vs. 33.50%, respectively), the types of the prevailing senses are extended from the sight and touch to the sixth sense (supernatural: e.g. ‘poltergeist’, ‘UFO’) and smell (e.g., У повітря України Пахне революцією/U Povitri Ukrayiny Pahne Revolutsiyeyu/Air of Ukraine Smells of Revolution), which was not characteristic of the American headlines.

III. **FUNCTIONS/ACTIVITIES** 355/591 (60.07 %)

(1) INVOLVEMENT/DETACHMENT (53): щит (2)/shield, вектор (2)/vector, прикутий (2)/chained, розгул/revelry, доленосний/destiny-carrying, доленосність/destiny-carrier, “третій сектор”/third sector, екзамен/exam, дати оцінку/to give an evaluation, капітани/captains, “арифметика”/“arithmetic”, арифметика/arithmetic, підбивають підсумки/to toss conclusions, наймити/serfs, “випрати”/to launder, покласти край/to put an end, сипатися/to fall/to pour, відкидати/to throw off, “в пакеті”/in a package, “братани”/chaps, операція “Веєр”/operation “Fan”, інструмент/instrument, в строю/in a formation, розв’язати/to untie, ринок/market, демплатформа/dem (democratic) platform, вузол/tie, “беріть совок і прибирайте за собою”/take a dustpan and clean after yourselves, бухгалтерія/book-keeping, сон/dream, “відпочивати”/to rest, свято/holiday, “халяви” не буде/no “hack-work”, брати уроки/to take lessons, обійняти/to embrace, обливати/to pour, відчинені двері/open door, згорнути/to fold, підбиття підсумків – зведення рахунків?/tossing conclusions – squaring accounts?, Політика та Феміда – приятельки чи вороги?/Politics and Phemida – are they friends or enemies?, відволікаючий/distracting,
нагадали, що він не король/reminded that he is not a king, витік/outflow,
нетаемна вечера/secret supper, “велике прання”/big laundry, зазіхнути/
to yawn onto, переміна коней на переправі/change of horses at a ferry,
“пов’язати”/to bind, знайди себе і не втрати свій голос/to find oneself and not
to lose one’s voice, рівняння з двома відомими/an equation with two unknown

(2) MOVEMENT/TRAVEL (50): перебіг (9)/running through, хід (5)/move, йти (3)/
to go, виходити за рамки (2)/to come out of the limits, до тещі на млинці/
to a mother-in-law for pancakes, ввійти в історію/to enter history, покотитися/
to roll, шлях розвитку/a way of development, зміна курсу/change of direction,
“паломництво”/pilgrimage, у пошуках виходу/in search of an exit,
коливання/oscillation, пригальмувати/to apply brakes, проходження/going
through, переходити усі цивілізовані межі/to come over all civilized
boundaries, локомотив, який втягне/a locomotive that will drag in,
наступ/coming, зробити крок назад/to take a step back, на шляху
dемократії/on a road to democracy, стрибок/a jump, мушу іти до кінця/I have
to go to the end, просування/thrusting, заблукали/to lose one’s way, летить
підстава/the foundation is flying, зайшли в глухий кут/to enter a blind corner,
свободу не спинити/liberty cannot be stopped, куди ступить той, хто “крокує
лівою”?/where will step the one who steps on the left foot, формула …не
проходить/the formula does not go through, ходіння по муках/walking on
tortures, набирати все більших обертів/to take on more and more turns,
пором/ferry-boat, “все іде за планом” - крок перший/everything goes according
to the plan – step one, смугастий рейс/striped trip, ‘карусель’/merry-go-round, корабели/vessels

(3) CONFLICT/MARTIAL TACTICS (64): боротьба (12)/struggle/battle, війна (8)/war, фронт (3)/front(line), (політичні) барикади (2)/political barricade, ‘помаранчева революція’ (2)/orange revolution, десант(ники) (2)/paratroopers, завоювання (2)/conquest, маневр/manoeuvre, полювання/hunt, ‘випади’/attack/lunge, захистити/to protect, удар/blow, битва “титанів” чи “титаніків”/a fight of Titans’ or Titanic forces, навкулаки/fisticuffs, теракт/terrorism act, пора “збирання каміння”/time to “gather stones”, бій/fight, придушити/to strangle, битва рейтингів і прогнозів/a battle of ratings and forecasts, телеблокада/telesiege, арт-підготовка/art-preparation, і один у полі воїн/one in a field can also be a warrior, бойовий/fighting, “каштановий заколот”/chestnut stirring, політбій/political battle, плацдарм/springboard/place of arms, блокадний/blockade-like, зустріти … пудом солі/to meet with a pound of salt, підпілля/underground, капітулювати/to surrender, ополчитися/to take up arms, брати в кільце/to take into a circle, розкольники/dissenters/splitters, окуповувати/occupy, нашестя … кочовиків/invasion of nomads, “наїхати”/to run into, заручник/hostage, штовхати/to push, інтервенція/intervention, телебитва/telebattle

(4) COMPETITION/GAME (37): перегони (3)/race, пропра(ва)ти (2)/to lose, нічия (2)/draw, ігри/games, змагатися (2)/to compete, “відкривати карти”/to open cards, гратися/to play, ставки/stakes, змагання/competition, стартував
The marathon has started, the lot is cast, "photofinish"/games of the brain, competition, withstand the test, tear off, break/rupture, play on someone else's field, "is a card change of the active government, make a stake, a game called Ukrainian roulette, the third power has played its game, overtake and outrun America, a game on one's own field, set a debt antirecord, a game in silence, a game called "Chapayev" game, another game, a game without goals and rules, stakes, replay, trial

(5) SPLITTING/DESTRUCTION (77): split (13)/splitting, tearing down, tearing apart, to split, to tear off, victim, to fall apart, withstand, tearing off, falling apart, "to tear apart", to tear apart, breaking apart, give a crack, funeral, put a cross, threaten, react sharply, catastrophic, how Cossacks were dividing the electorate, make filthy, profiteering, steal, Forge-trouble, write off, "to end", "share and possess", "bad", "to end", torn, the fall of a bar, burned
ground, відкинути/through away, кийком по цінах/batting the prices,
заплутатися/to get entangled, завалити/to heap up, обрубати “хвіст”/to chop the
‘tail’, “труїти”/to poison, лебідь, рак і щука/sway, crayfish, and pike,
не зламати/not to break, ректор ламати вміє/the rector can break,
pідрив/detriment, прикинулася дрантям/to pretend to be rags, міра
занепаду?/measure of falling back, прорвати/to tear through, плоньте тому в
очі/spit in the eyes of the one who…, розпещена “бабло і зло”/old
women and evil, “шкодливий кіт Леопольд”/a harmful cat Leopold

(6) DEVELOPMENT (19): зростати (5)/to grow, “генератор перемоги” запущено (3)/
the generator of victory has been started up, вибух (2)/explosion, зростання (2)/
growth, камо грядеші/come what may, “ремонт”/repairs, “полагодити”/
to repair, “латання та шиття”/patching up and sewing, розвиватися/to unwind/to
develop, блага/blessings, зародження/conception

(7) ART/PERFORMANCE (49): сценарій/сценарії (26)/scenario/scripts, шоу (2)/show,
репетиція/rehearsal, маскі-шоу/masked show, Хелоуїн/Halloween, співати/
to sing, післямова до прелюдії/an afterword after a prelude, зіграти виставу/
to play a performance, “весілля”/“wedding”, “театральна вистава”/theatrical
performance, трюки/tricks, фарс/farce, вертен/den, “театр абсурду”/theater of
absurdity, шоумен/showman, рольові ігри/role-play, арена/arena, грати у
вертепі/to play in a den, парад ілюзій/parade of illusions, рок-концерт/rock-
concert, “гастролери”/guest actor, дублер-2/dubbing actor-2, заплутатися в
шнурках маріонетки/to get entangled in the laces/strings of a puppet
The representative functional features of the Ukrainian metaphoric headlines about the national presidential elections were those of splitting/destruction (77), martial conflict/tactics (64), and art/performance (49). The ratio of the activities to the physical qualities within the metaphoric expressions is similar to the ratio for the American headlines—60.07% compared to 33.50% (cf. American: 65.13% compared to 30.26%).

The conceptual semantics, however, put forward the notions of splitting/destruction and art/performance, which were found comparatively non-frequent within the US headlines.

4.2. Summary

In this study, conceptual specifications of metaphors in the headlines of American and Ukrainian online reviews of the domestic presidential elections 2004 were found to represent such conceptual mappings as ‘health’, ‘physical qualities’, and ‘functions/activities’. Although in the American headlines metaphors are more frequent (e.g., 500 headlines—694 metaphors vs. 591 in Ukrainian), the media of both languages and cultures resort to figurative resources of naming and describing election processes. A content analysis of the five hundred American and five hundred Ukrainian headlines has revealed that the two presidential campaigns could both be considered a highly functioning organism. However, while the American elections again represented ‘ELECTION CAMPAIGN IS CONFLICT’ or ‘COMPETITION’, the recent Ukrainian
elections were frequently described as ‘ELECTION CAMPAIGN IS SCENARIO OF SPLITTING/DESTRUCTION’ and ‘ART/PERFORMANCE’.

4.3. Set 2: Cross-Cultural Reporting

Cross-cultural reporting is represented by American headlines about the elections in Ukraine, Ukrainian headlines about the election campaign in the United States, and English-language headlines from Ukrainian web-sources for an international coverage of the elections in Ukraine. The purpose consists in exploring whether American and Ukrainian online media adapt headline metaphors to the source cultures and/or the target audiences in the news across the countries and languages.

4.3.1. English: American Web-Sources about Ukraine (Semantic Classification: 50 headlines—60 metaphors)

I. HEALTH 3/60 (5 %)

(1) MEDICAL TREATMENT (0)

(2) MENTAL STATE (2): Déjà vu, Sanity

(3) PHYSICAL STATE (1): Wake Up

The data show that the health portrayal of the Ukrainian elections in the American headlines gradually developed from stagnation (‘déjà vu’) to the glimmers of sanity with a further wake up. The metaphoric expressiveness borders upon a balanced observation. The absence of any metaphor of health treatment can probably be explained by a reluctance to pass a judgment on what is being done.
II. PHYSICAL QUALITIES 17/60 (28.33 %)

1) DIMENSION/SHAPE (4): Deepens (2), Straight, (Run) Deep
2) LIGHT/VISIBILITY (3): Spark, Basking in the ‘Orange’ Afterglow, Glimmers
3) COLOR (0)
4) HEARING (0)
5) TASTE (1): Recipe
6) TEMPERATURE (0)
7) STRENGTH/DENSITY (2): Take Harder Line, Flex Its Emerging Political Muscle
8) SPEED (0)
9) PLACE (3): Homegrown, At a Crossroads, Resurface
10) NATURE (4): Turf, a Sea (of People), (Democracy’s) Seeds, Sow (Confusion)
11) SUPERNATURAL (0)

The metaphors of physical qualities predominantly represent the sense of sight, which is justified by the US reporters being only observers of the situation in Ukraine.

III. FUNCTIONS/ACTIVITIES 40/60 (66.67 %)

1) INVOLVEMENT/DETACHMENT (6): Gird, Embraceable, Stance, Panned, Halt, Bridge the Gap
2) MOVEMENT/TRAVEL (7): Fly, Steps, Rise, Shift, Turn, Swing, (Divisions) Run
3) CONFLICT/MARTIAL TACTICS (6): Duel, Kick Off, A Tug of War, Front, Attacking, ‘A Call to Arms’
4) COMPETITION/GAME (12): Runoff (8), Rerun (4)
5) SPLITTING/DESTRUCTION (4): Hit Snag, Sharp, Rift, Divide
The conceptualization of the Ukrainian elections as a running competition, rather than a conflict is explainable by the duration and phases of the portrayed campaign—two months and three rounds. Thus, the American headlines mainly manifested the process, rather than described the nature, of the presidential campaign in Ukraine.

4.3.2. Ukrainian: Ukrainian Web-Sources about the USA (Semantic Classification: 50 headlines—60 metaphors)

I. HEALTH 4/60 (6.67 %)

(1) MEDICAL TREATMENT (0)

(2) MENTAL STATE (2): пристрасті/passions, страждати від стресу/to suffer from stress

(3) PHYSICAL STATE (2): болючі питання/painful questions, захоплювати дух/to catch breath

The description of the health of the US election campaign is neutral. The metaphors mainly portray the passions and enthusiasm.

II. PHYSICAL QUALITIES 16/60 (26.66 %)

(1) DIMENSION/SHAPE (1): на вагу золота/worth its weight in gold

(2) LIGHT/VISIBILITY (1): позбавлена блиску/devoid of lustre
(3) COLOR (5): брудні технології/трюки (3)/dirty technologies/tricks, червоні/red, сині/blue

(4) HEARING (0)

(5) TASTE (0)

(6) TEMPERATURE (2): “таряча” (фаза) (2)/hot phase

(7) STRENGTH/DENSITY (1): жорсткіші/more cruel

(8) SPEED (0)

(9) PLACE (1): на політичному Олімпі/in the political Olympus

(10) NATURE (5): екологія/ecology, “розмочити”/to soak, море/sea, вирувати/to storm, суха перемога/dry victory

(11) SUPERNATURAL (0)

Ukrainian reporters also perform the role of observers. The sense of sight involves, however, not only the nature of the campaign, but its color too, which was atypical of the American headlines about the elections in Ukraine.

III. FUNCTIONS/ACTIVITIES 40/60 (66.67 %)

(1) INVOLVEMENT/DETACHMENT (1): запакована/packed

(2) MOVEMENT/TRAVEL (6): ривок/jerk, зворотний відлік/backwards count,

     йдуть … “ніс в ніс”/they go nose to nose, відхід/retreat, висунення/putting out, вводити в оману/to lead astray

(3) CONFLICT/MARTIAL TACTICS (8): боротьба (2)/fight/battle, воєнний характер/war character, “агіта-полювання”/agitation-hunting, таємна зброя/secret weapon, війна-war, поєдинок/duel, гострити язки/to sharpen tongues
The concept of the US electoral competition prevails in the Ukrainian headlines. The semantics of martial tactics and a general shift (movement), however, also add to the visual perception of the campaigning.

4.3.3. **English-language Ukrainian Web-Sources about Ukraine** (Semantic Classification: 50 headlines—53 metaphors)

I. **HEALTH** 0/52 (0 %)

(1) MEDICAL TREATMENT (0)

(2) MENTAL STATE (0)

(3) PHYSICAL STATE (0)

The absence of any indication of health conditions in the English headline metaphors in the Ukrainian news-sources can probably be explained by the notion of health to be too private to be described on the international level.
**II. PHYSICAL QUALITIES** 15/53 (28.30 %)

(1) DIMENSION/SHAPE (8): deep, not cheap, long, stakes as GREAT, the last inch, 
   broad, top, this far

(2) LIGHT/VISIBILITY (1): keeping close eye

(3) COLOR (0)

(4) HEARING (0)

(5) TASTE (0)

(6) TEMPERATURE (1): fueling

(7) STRENGTH/DENSITY (0)

(8) SPEED (0)

(9) PLACE (1): the Middle of Nowhere Summit

(10) NATURE (3): flown, weeding, in the elder tree garden

(11) SUPERNATURAL (1): three wishes

The prevailing quality of the Ukrainian campaign portrayed internationally in 
English was dimensional characteristics—dimensions, place, and nature perceived with 
the sight sense.

**III. FUNCTIONS/ACTIVITIES** 38/53 (71.70 %)

(1) INVOLVEMENT/DETACHMENT (10): refuse to sack, pack, shield, wipe out, pay a 
   price, equation with two unknown quantities, reach, put …on hold, uncover, pin

(2) MOVEMENT/TRAVEL (3): road, pull out of, carry it

(3) CONFLICT/MARTIAL TACTICS (9): clash(es) (2), will not be murdered, kick off, 
   fight, a catcher in the lie, beat, ballot box revolution must not be stifled, attack
The campaign was equally described as a competition and a conflict. The sense of general involvement pointed to the actions being undertaken.

4.4. Summary, Comparison, and Conclusion

Cross-reporting displays the use of conceptual metaphors of the source/identified culture (or neutral) rather than the target audience. For example, there was no single mention of ‘race’ in American headlines about Ukraine for American audience. Further, interestingly, while the concept of health was less typical of any American reports (about the United States or Ukraine) than of Ukrainian about Ukraine or the United States, Ukrainian English-language media avoided any indication of the health of the campaign in Ukraine. ‘Health’ issues of the campaign must have been considered too private to be forwarded to international readers’ judgment. Internationally, though, Ukrainian elections were described by the English-language Ukrainian web-media as functional, which would be replaced domestically by portraying the characteristics, rather than functions, of the campaign. This may have happened for two reasons. First, the English language may have been perceived as more suitable for describing the campaign in terms of verbs, which represented functions. On the other hand, internationally, the media may have preferred to name the actual processes rather than their features.
The figures and Table 1 that follow reflect the obtained data about the conceptual views on elections in American reports about the United States, Ukrainian reports about Ukraine, American reports about Ukraine, Ukrainian headlines about the United States, and English-language Ukrainian headlines about Ukraine, respectively.

Figure 1. Semantic Types of Metaphor

Fig. 1.1. Health

Fig. 1.2. Physical Qualities

Fig. 1.3. Functions /Activities

Table 1. Semantic Types of Metaphor

<table>
<thead>
<tr>
<th>Semantic Types of Metaphor</th>
<th>Health</th>
<th>Physical Qualities</th>
<th>Functions/Activities</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AmUSA</td>
<td>32</td>
<td>210</td>
<td>452</td>
<td>694</td>
</tr>
<tr>
<td>UkrUkr</td>
<td>38</td>
<td>198</td>
<td>355</td>
<td>591</td>
</tr>
<tr>
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<td>60</td>
</tr>
<tr>
<td>UkrUSA</td>
<td>4</td>
<td>16</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>EngUkrUkr</td>
<td>0</td>
<td>15</td>
<td>38</td>
<td>53</td>
</tr>
<tr>
<td>Total</td>
<td>77</td>
<td>456</td>
<td>925</td>
<td>1458</td>
</tr>
</tbody>
</table>
A chi-square test\(^1\) (see Table 1) has revealed no significant difference between the compared dependent variables (sources) of data for the independent variable—the concepts of health, qualities, and functions. The discourse observations, however, specify that the distribution of conceptual similarities could be least observed in Ukrainian reports about the United States and Ukraine and most of all traced between American reports about Ukraine vs. English-language Ukrainian data about Ukraine. Further, cross-reporting displays the use of conceptual metaphors of the source culture rather than the target audience, independently of which language is employed in the reporting.

\(\text{Chi-square} = 9.12080947217896\)

For significance at the .05 level, chi-square should be greater than or equal to 15.51. The distribution is not significant.

\(p\) is less than or equal to 1.
5. Linguistic Expression of Metaphor

Metaphor is the currency of knowledge.

—Chandler Burr

5.1. Set 1: Major In-House Reporting

Since discourse observation has revealed that Ukrainian metaphoric headlines are, frequently, almost twice as extended in length and as descriptive in nature as American headlines are, the focus of this chapter consists in exploring to what extent the types of linguistic metaphors used in American-English headlines are different from or similar to those observed in Ukrainian media. While the number of lexico-grammatical instances of metaphors in headlines coincides with conceptual metaphors, sustained structural clusters tend to incorporate in themselves several metaphors. Therefore, ultimately, structural instances of metaphor are fewer in the same number of headlines.

Although metaphors are more frequent in American-English headlines, rather than in Ukrainian ones, the media of both languages and cultures resort to figurative resources of naming and describing election processes. Therefore, it is useful to observe whether there is a significant difference in linguistic—lexico-grammatical and structural—types of metaphors in the two languages and cultures.

5.1.1. English: American Web-Sources about the USA

I. Lexico-Grammatical Classification (500 headlines, 694 metaphors)

The distribution of lexico-grammatical properties of metaphors in the analyzed American-English corpus about the US campaign has turned out to be the following: (1) nominative (e.g., Last Tango in Tempe)—332/694 (47.84%), (2) verbal (e.g., Targeting
Kerry’s Image)—203/694 (29.25%), (3) attributive (e.g., Bush Nears Magic Number)—134/694 (19.31%), (4) adverbial (e.g., New Voter Rolls Rise Sharply)—17/694 (2.45%), and (5) idiomatic (e.g., Shepherding the Flock)—8/694 (1.15%). The findings indicate that headlines present metaphors predominantly through conceptual names and actions. Descriptively attributive expressions are also relatively frequent.

II. Structural Classification (500 headlines, 568 metaphors/clusters)

In the analyzed 500 headlines, structural representations of metaphors were found to appear in the following ratio in 568 patterns: (1) simple (e.g., Kerry: Begin the Healing)—436/568 (76.76%), (2) phrasal (e.g., E-Vote Machines Can’t Take Heat)—113/568 (19.89%), and (3) sustained (e.g., ‘Out of the Mainstream’: Do You Catch Their Drift?)—19/568 (3.35%). Structural considerations in terms of concepts can also be problematic. For instance, the expression Race / Comes Down / To Battle Between Urban, Rural Voters (simple + phrasal + simple metaphor) can be viewed as representing three conceptual metaphors—competition, descending movement, and combat. However, if several classifications of metaphor are employed, the content of conceptual metaphors can be understood more clearly.

5.1.2. Ukrainian: Ukrainian Web-Sources about Ukraine

I. Lexico-Grammatical Classification (500 headlines, 591 metaphors)

Ukrainian metaphorical data about the Ukrainian election campaign was represented by the following ratio of lexico-grammatical types of figurative expression: (1) nominative (e.g., Війна Слів і Заяв Триває/War of Words and Statements Is On)—354/591 (59.90%), (2) verbal (e.g., Напруга Зросла/Tension Grows)—116/591
Nominative expressions are significantly more frequent than the other types of metaphors. Adverbial metaphors, on the other hand, are least typical of Ukrainian metaphorical speech.

II. Structural Classification (500 headlines, 542 metaphors/clusters)

The structural distribution is represented by the following ratio: (1) simple (e.g., Вибух Компетентності у Івано-Франківську/Explosion of Competence in Ivano-Frankivsk)—324/542 (59.78%), (2) phrasal (e.g., Знову Про “Мертві Душі”/Again About “Dead Souls”)—178/542 (32.84%), and (3) sustained (e.g., Білорусь та Україна—Дзеркальне Відображення у Карикатурному Перебільшенні/Belarus and Ukraine—Mirror Reflection in a Lampoon Exaggeration)—40/542 (7.38%). Although simple metaphors prevail, the tendency to use idiomatic metaphors is represented by a noticeable percentage of sustained metaphors, too.

5.2. Summary

The obtained and classified data show that the media of each country employed similar ways of portraying their respective election campaigns metaphorically. However, the ratio of the lexico-grammatical and structural instances of metaphor is different. Nominative metaphors are more frequent in Ukrainian, while verbal metaphors are used more often in American-English. Further, metaphors in Ukrainian are hardly expressed
adverbially. Another feature of Ukrainian headlines is a frequent usage of idiomatic clusters—allusions to cultural, historic, or moral expressions, which often constitute sustained metaphors disclosed throughout a whole headline. Finally, besides being more frequent than in American-English, Ukrainian phrasal metaphors differ in the way of expressing their basic component—prevailing nominative in contrast to American verbal (e.g., *Dead Souls* vs. *Take Heat*).

5.3. *Set 2: Cross-Cultural Reporting*

In the present research, cross-cultural reporting is represented by English headlines of American web-media about Ukraine, Ukrainian headlines of Ukrainian web-sources about the United States, and English-language headlines of Ukrainian online media about Ukraine. The last of the three corpora can be considered as a cross-cultural reporting because the English-language coverage makes the metaphorically expressed information accessible and broadcast internationally, i.e., cross-culturally.

The frequency of the lexico-grammatical and structural types of metaphor in the three corpora was the following.

5.3.1. English: American Web-Sources about Ukraine

*I. Lexico-Grammatical Classification* (50 headlines, 60 metaphors)

(1) nominative (e.g., *Next Steps in Ukraine*)—26/60 (43.33%), (2) verbal (e.g., *Protests Grow as Ukraine Vote Crisis Deepens*)—20/60 (33.33%), (3) attributive (e.g., *Embraceable E.U.*)—10/60 (16.67%), (4) adverbial (e.g., *Ukraine at a Crossroads*)—2/60 (3.33%), and (5) idiomatic (e.g., *A Tug of War over Ukraine*)—2/60 (3.34%).
Adverbial and idiomatic metaphors appeared in the same ratio, and the distributional percentage of nominative-verbal-attributive metaphors in American headlines about Ukraine was similar to that about the United States. The present findings show the American media’s consistent preference for lexico-grammatical metaphors in the same ratio, irrespective of whether the headlines are about the home-country politics or Ukraine.

**II. Structural Classification** (50 headlines, 57 metaphors/clusters)

(1) simple (e.g., *Charges Fly in Ukraine Debate*)—38/57 (66.67%), (2) phrasal (e.g., *Glimmers of Sanity in Ukraine*)—17/57 (29.82%), and (3) sustained (e.g., *Security Curtain Rises Along EU’s New Eastern Front*)—2/57 (3.51%). Phrasal metaphors were found to be more frequent in describing the Ukrainian, rather than home-country, situation (cf. 29.82% vs. 19.89%). It is possible to assume that representing a foreign-country campaign policy was more descriptive and, therefore, contained more evaluative phrases.

5.3.2. **Ukrainian: Ukrainian Web-Sources about the USA**

**I. Lexico-Grammatical Classification** (50 headlines, 60 metaphors)

(1) nominative (e.g., Буш-Керрі: Боротьба за Аудиторію/Bush-Kerry in Battle for Audience)—32/60 (53.33%), (2) verbal (e.g., Президентські Вибори Розкололи США/Presidential Election Split the USA)—15/60 (25%), (3) attributive (e.g., Про Болючі Питання/About Painful Questions)—11/60 (18.33%), (4) adverbial (Not Applicable)—0/60 (0%), and (5) idiomatic (e.g., Час Госпрати Язик/Time to
Sharpen Tongues)—2/60 (3.34%). The data contained no adverbial metaphors, which supports the observation that metaphors in Ukrainian are seldom expressed adverbially.

II. Structural Classification (50 headlines, 56 metaphors/clusters)

(1) simple (e.g., Екологія Виборчої Кампанії/Ecology of Election Campaign)—40/56 (71.42%), (2) phrasal (e.g., Керрі Приготував Для Буша “Таємну Зброю”/Kerry Prepared for Bush “Secret Weapon”)—15/56 (26.79%), and (3) sustained (e.g., Піруети Джона Керрі Захоплюють Дух/John Kerry’s Pirouettes Take Breath Away)—1/56 (1.79%). Ukrainian metaphorical speech about the situation in the United States was more direct and laconic, and thus contained more simple rather than sustained metaphors in comparison to the domestic reports about Ukrainian elections. This may have been because the more simple and traditional the metaphors—the less judgmental and evaluative the headlines appear, which seems to be an appropriate condition of cross-cultural reporting.

5.3.3. English-language Ukrainian Web-Sources about Ukraine

I. Lexico-Grammatical Classification (50 headlines, 53 metaphors)

(1) nominative (e.g., Victorious Road to A Defeat)—19/53 (35.85%), (2) verbal (e.g., Russian Involvement in Ukraine Grows)—23/53 (43.40%), (3) attributive (e.g., NATO Chief Summons Ambassador Voices Alliance ‘Deep Concern’)—7/53 (13.21%), (4) adverbial (e.g., Divisions Run Deep)—1/53 (1.88%), and (5) idiomatic (e.g., A Catcher in the Lie)—3/53 (5.66%). It is important to note that verbal metaphors in the English-language corpora about Ukraine exceeded nominative figurative expressions. This may have happened for two possible reasons. First, verbal metaphors were
considered to represent more appropriate English. Secondly, internationally, Ukrainian English-language media intended to portray the election campaign in terms of the actions/steps taken, rather than the happenings described.

**II. Structural Classification** (50 headlines, 56 metaphors/clusters)

(1) simple (e.g., *First Weeding*)—40/56 (71.43%), (2) phrasal (e.g., *Ukrainian Officials Thwarting the Democratic Process Will Pay a Price Personally!*)—15/56 (26.78%), and (3) sustained (e.g., *Equation With Two Unknown Quantities*)—1/56 (1.79%). Interestingly, the ratio of the structural types of metaphor in the Ukrainian data about the United States and the English-language Ukrainian data about Ukraine coincided completely. It seems that, structurally, the preferences/beliefs of the appropriate cross-cultural reporting and the target-language reporting about the same target culture appear to be strongly correlated.

**5.4. Summary, Comparison, and Conclusion**

The specification of how concepts are expressed linguistically has disclosed that the headlines in all the corpora presented metaphors predominantly through conceptual names (nominatively) and actions (verbally), and descriptively attributive expression was also relatively frequent. The only corpora that contained more verbal than nominative metaphors constituted English-language Ukrainian web-media headlines about the electoral situation in Ukraine, i.e., reporting of the home-country situation internationally. In the other cases, nominative and idiomatic metaphors were more typical of Ukrainian headlines. Adverbial metaphors in Ukrainian headlines, on the contrary, hardly appeared at all. The classified data indeed support my initial view that metaphors in Ukrainian are
more descriptive—they name and describe processes rather than actions. The figures and Table 2 that follow graphically portray the lexico-grammatical ratio of metaphors in the identified corpora.

Figure 2. Lexico-Grammatical Types of Metaphor

Fig. 2.1. Nominative    Fig. 2.2. Verbal    Fig. 2.3. Attributive

Fig. 2.4. Adverbial    Fig. 2.5. Idiomatic

Table 2. Lexico-Grammatical Types of Metaphor

<table>
<thead>
<tr>
<th>Lexico-Grammatical Types of Metaphor</th>
<th>Nominative</th>
<th>Verbal</th>
<th>Attributive</th>
<th>Adverbial</th>
<th>Idiomatic</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AmUSA</td>
<td>332</td>
<td>203</td>
<td>134</td>
<td>17</td>
<td>8</td>
<td>694</td>
</tr>
<tr>
<td>UkrUkr</td>
<td>354</td>
<td>116</td>
<td>81</td>
<td>6</td>
<td>34</td>
<td>591</td>
</tr>
<tr>
<td>AmUkr</td>
<td>26</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td>60</td>
</tr>
<tr>
<td>UkrUSA</td>
<td>32</td>
<td>15</td>
<td>11</td>
<td>0</td>
<td>2</td>
<td>60</td>
</tr>
<tr>
<td>EngUkrUkr</td>
<td>19</td>
<td>23</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>53</td>
</tr>
<tr>
<td>Total</td>
<td>763</td>
<td>377</td>
<td>243</td>
<td>26</td>
<td>49</td>
<td>1458</td>
</tr>
</tbody>
</table>
A chi-square test\(^1\) (see Table 2) has revealed a significant difference in the lexico-grammatical types of metaphor in the sampled corpora. The most vivid differences are the following: (1) verbal metaphors are preferred in Ukrainian internationally-offered (English-language) headlines about the home-country politics, (2) adverbial metaphors are atypical of Ukrainian, and (3) idiomatic metaphors are much more frequent in Ukrainian. From the discourse observation, it is possible to conclude that lexico-grammatical similarities are the strongest in the compared corpora, including: (1) American headlines about the United States and American headlines about Ukraine, (2) American headlines about the United States and Ukrainian headlines about the United States, and (3) Ukrainian headlines about Ukraine and Ukrainian headlines about the United States. The lexico-grammatical ratios are least similar between Ukrainian headlines about Ukraine and English-language Ukrainian web-media headlines about Ukraine.

Accordingly, the lexico-grammatical similarities are the strongest under the following conditions: (1) if they represent the same language for the same target audience (e.g., American-English for American audience about the US or Ukraine), (2) if the languages of reporting on the same event respectively coincide with the languages of each target audience (e.g., US situation for US and Ukrainian audiences in their target languages), and (3) if the language of reporting is the same (e.g., Ukrainian headlines

\(^1\)Degrees of freedom: 16  
Chi-square = 65.4393430094813  
p is less than or equal to 0.001.  
The distribution is significant.
about the US and Ukraine). The correlation is least observed between domestic vs. international reports in different languages (e.g., Ukrainian headlines about Ukraine and English-language Ukrainian web-media headlines about Ukraine).

Finally, it was disclosed that, structurally (see Figure 3 and Table 3), according to a chi-square test\(^1\) and the discourse observations, metaphors are distributed significantly differently. Simple metaphors in the headlines were more frequent, in comparison to phrasal and sustained metaphors. Sustained metaphors, however, were the most frequent in Ukrainian headlines about Ukraine.

**Figure 3. Structural Types of Metaphor**

Fig. 3.1. Simple          Fig. 3.2. Phrasal      Fig. 3.3. Sustained

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\(^1\)Degrees of freedom: 8  
Chi-square = 41.6639247502534  
\(p\) is less than or equal to 0.001.  
The distribution is significant.
Table 3. Structural Types of Metaphor

<table>
<thead>
<tr>
<th>Structural Types of Metaphor</th>
<th>Simple</th>
<th>Phrasal</th>
<th>Sustained</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AmUSA</td>
<td>436</td>
<td>113</td>
<td>19</td>
<td>568</td>
</tr>
<tr>
<td>UkrUkr</td>
<td>324</td>
<td>178</td>
<td>40</td>
<td>542</td>
</tr>
<tr>
<td>AmUkr</td>
<td>38</td>
<td>17</td>
<td>2</td>
<td>57</td>
</tr>
<tr>
<td>UkrUSA</td>
<td>40</td>
<td>15</td>
<td>1</td>
<td>56</td>
</tr>
<tr>
<td>EngUkrUkr</td>
<td>40</td>
<td>15</td>
<td>1</td>
<td>56</td>
</tr>
<tr>
<td>Total</td>
<td>878</td>
<td>338</td>
<td>63</td>
<td>1279</td>
</tr>
</tbody>
</table>

Further, although phrasal metaphors are more characteristic of Ukrainian headlines, American headlines contain phrasal verbs, which would be atypical of Ukrainian and are replaced by simple metaphors in English-Ukrainian translation (e.g., ‘heat up’ – ‘розгоратися’, ‘lay out’ – ‘відкласти’). Another observation is that the ratio of the structural types of metaphor in the Ukrainian data about the United States and the English-language Ukrainian data about Ukraine coincided completely.

Consequently, it seems that, structurally, the preferences/beliefs of the appropriate cross-cultural reporting and the target-language reporting about the same target culture appear to be similar. However, the distribution of the simple, phrasal, and sustained types of metaphor is significantly different across the languages, corpora, and the structural-type frequency.
6. Translational Equivalence

_The problem of translation is to retreat to a simpler tenor of one’s own style and creatively adjust this to one’s author._

—Paul Goodman

6.1. Experiment Procedure

The translational experiment for the present research consisted of two stages for which twenty participants were randomly selected from online sources of professional and freelance certified English-Ukrainian and Ukrainian-English translators. Besides the financial affordability, the only criterion for selecting the subjects for the study was the translators’ competence in the two languages and cultures. When the translators’ personal data were not available online, they were requested to respond about their age, education in translation, present job, and experience in translation. Consequently, seven male and thirteen female translators represented the age range from twenty-four to fifty-three years old, held certifications in translation, worked either in education or human-resources management, and had at least five (up to twenty-four) years of experience in translating media texts.

For the experimental Stage 1, ten translators were requested to perform the following task: (1) The twenty Ukrainian headlines contain exactly eighty words. Please, resort to their context below and translate the headlines into US English as if for the target American audience and (2) The twenty English headlines contain exactly ninety-five words. Please, resort to their context below and translate the headlines into Ukrainian as if for the target Ukrainian audience.
Task 2 for ten other translators of the experimental Stage 2 also consisted of two parts (see Appendix: Translated Data for Rating): (1) In each set of the headline-translations, please underline five English variants that you consider to be particularly appropriate for the context below and the target American audience. Please rate the five chosen interpretations on a 1 to 5 scale, starting with 1 as the most appropriate; and (2) In each set of the headline-translations, please underline five Ukrainian variants that you consider to be particularly appropriate for the context below and the target Ukrainian audience. Please rate the five chosen interpretations on a 1 to 5 scale, starting with 1 as the most appropriate.

6.2. Results

The translational experiment has resulted in ten to nineteen translations of each experimental headline and, further, the preferred translation variants of each headline according to the observed and computed means obtained from the rating responses of ten translators who evaluated the previously-made available translations of each of the twenty Ukrainian and twenty American-English headlines. The following data constitute the results of the translational experiment. The average score (appears in parentheses) was computed from the ten ratings of the suggested interpretations on a 1 to 5 scale, starting with 1 as the most appropriate.
6.2.1. English-Ukrainian Translation Choice

I. Tight Race Spurs Big Turnout → Напруженисть перегонів посилює цікавість виборців (1.5 by 6 raters) (*The tension of the race strengthens the voters' interest). The main transformations in the translation of this headline are observed in the following: ‘tight’ (attributive) was paraphrased into ‘tension’ (nominative); since ‘spur’ was transformed into ‘strengthen’, strength is emphasized over the involvement to proceed.

II. Dead Heat Race Heads For Home → Фініш запеклих перегонів вже незабаром (1.85 by 7) (*The finish of the heated race is soon). In the translation, the omitted notions are: physical state (‘dead’), place (‘home’). The transformations are: the directional reference (‘heads for home’) is modified into a concept of competition (‘finish’) and the nominative metaphor ‘heat’ is transformed into an attributive metaphor (‘heated’).

III. Battleground Battle Heats Up → Битва розпалюється (1.75 by 8) (*The battle is flaring up). The conceptual metaphors of conflict/martial tactics and temperature remain the same. The attributive component in the phrase ‘Battleground Battle’ was omitted due to its being atypical of Ukrainian for two reasons: (1) it does not have any conceptual analogy in a Ukrainian reference to a strategic place for elections and (2) in Ukrainian, it could not be used in the attributive function, for the translational equivalent would be either a metaphoric nominative phrase—‘поле битви’/‘field of battle’—or a non-metaphoric phrase ‘strategic territory’.

*Literal translation of the Ukrainian equivalent
Thus, the concept of place (‘battleground’) was omitted, although it was, probably, a useful specification rather than a redundancy.

IV. Barnstorming The Battlegrounds → Завойовування стратегічних територій (1.4 by 6) (*Conquering/Winning the strategic territories). While the word ‘barnstorming’ contains three concepts—place (‘barn’), nature/natural force (‘storm’), and martial tactics (‘barnstorming’), the translation is generalized to a single concept—martial tactics (‘завойовування’/’conquering’). Moreover, while the word ‘barnstorming’ constitutes a verbal metaphor—an action expressed by a participle—the Ukrainian variant is a verbal NOUN, which appears as different part of speech in the English counterpart but represents a nominative metaphor in Ukrainian.

V. 2000 election alarms fall on deaf ears → Тривожні сигнали виборів-2000 року не почуті (1.78 by 9) (*The alarming signals of elections-2000 are not heard). Besides the word-order change, the translation modifies (and, actually, generalizes) the concept of physical state (‘deaf ears’) into a concept of hearing. The verbal metaphor ‘fall on deaf ears’ is transferred to an attributive metaphor and passive voice ‘not heard’, though these componentally dissimilar equivalents can be both considered as phrasal. The nominative metaphor ‘alarms’ is translated into an attributive metaphor ‘тривожні’/’alarming’, which modifies the functional sense of anxiety-involvement into an implication for a mental state—anxiety.

VI. Kerry gains some ground → Керрі виборює нові позиції (2.05 by 6) (*Kerry gains new positions). The concept of place (space) ‘ground’ is modified into the
concept of involvement (advancement) ‘new positions’. In combination with the verb ‘gain’, ‘ground’ would be sufficient as a simple metaphor for it to be reinterpreted into a phrase ‘new positions’.

VII. Scary Scenarios Haunt 2004 Election — Жахливі сценарії Виборів-2004 (1.44 by 9) (*Scary scenarios of Elections-2000). The verbal metaphor ‘haunt’ is omitted, which supports the view that Ukrainian portrayal of elections is more descriptive—the state of events is specified over the actions that take place, even if it is just a highly metaphorical action of haunting. In the result, I would observe that the sustained metaphor ‘Scary Scenarios Haunt 2004 Election’ is somewhat reduced to a phrasal metaphor ‘scary scenarios’, and the concept of supernatural is replaced by a simple unspecified-source implication for a mental state—‘scary’.

VIII. Bush, Kerry battle down to wire — Буш, Кері—боротьба до останнього (1.5 by 8) (*Bush, Kerry—battle to the last). The verbal metaphor ‘battle’ is translated into its nominative equivalent ‘battle’. The concept of place/direction (‘down to wire’) is paraphrased non-metaphorically.

IX. Furious finish in the stretch — Блискавичний розмах на фініші (1.7 by 10 raters) (*A lightning swing on the finish). Both the original sentence and its translation can be observed to contain the concept of speed, whether it is ‘furious’ or ‘lightning’. However, while ‘furious’ more represents strength, ‘lightning’ points to light. Accordingly, in order to perceive the concept, the reader of the translation would use the sense of sight, rather than feeling. Further, while in the source sentence the finish is furious, the translation attributes the speed concept to ‘the
stretch’, which is transformed from the concept of spatial/dimensional relations to the concept of movement (‘swing’). Finally, the phrasal adverbial metaphor ‘in the stretch’ is replaced by a simple nominative metaphor ‘розмах’/‘swing’.

X. Steadfast with the hedgehog ➔ Обираю їжака (2.29 by 6) (*I am choosing the hedgehog). The mental condition of determination (‘steadfast’) is modified to the resultative non-metaphoric action of choosing. The simple nominative metaphor ‘hedgehog’ is preserved.

XI. Bitter duel is dead even ➔ Запеклий добій переможця не виявляє (2.33 by 6) (*The heated duel does not reveal the winner). The sense of taste (‘bitter’) is replaced by the sense of temperature (‘запеклий’/‘heated’). The concept of a physical condition (‘dead’) is paraphrased into an explication—‘does not reveal the winner’ that contains the concept of competition/game—‘the winner’.

XII. Cooking His Own Goose ➔ Жертвоприношення політичним богам (2.0 by 7) (*A sacrifice to political gods). The sustained verbal metaphor ‘Cooking His Own Goose’ is translated into a sustained but nominative metaphor ‘A sacrifice to political gods’ that involves the concept of the supernatural. I think that the source headline appears to contain a sense of self-destruction, while the translation implies a hope for development. Moreover, while the source headline describes one’s own action and, accordingly, one’s own policy, the translation expresses a belief in an external support—yet done by the self (‘sacrifice’).
XIII. ‘Nonpartisan’ Swift Boat Ad? "Неупереджена" реклама швидкісних човнів? (1.8 by 6) (*An unbiased ad from swift boats). The concept of a non-underground involvement is paraphrased non-metaphorically, as if it was clear, unbiased.

XIV. Candidate Stands Not Delivered Позиції кандидатів невідомі виборцям (1.44 by 9) (*The candidates’ positions are unknown to the voters). In the source headline, the attributive metaphor ‘not delivered’ implies an action that was supposed to be carried out but was not. The non-metaphoric explanatory translation describes the real state of things—‘unknown to the voters’.

XV. Attacks Sharpen as Clock Ticks Down Час витикає—нападки загострюються (1.75 by 8) (*Time is flowing out—the attacks sharpen). The translation contains a concept of nature—resemblance to water motion (‘flow out’). The metaphor ‘clock’ is paraphrased metonymically—‘time’. However, the metaphors are very close in meaning, and the initial clause is retained exactly.

XVI. Catching Election Fever У передвиборчій лихоманці (1.67 by 9) (*In the pre-election fever). The verbal metaphor ‘catching’ is omitted, which has resulted in describing the final state of things, rather than as an action leading to the state.

XVII. A Feverish Pitch in the Final Hours Гарячкова напруга останніх годин (2.2 by 6) (*A feverish tension of the final hours). Although the source-headline attributive metaphor ‘feverish’ is preserved, the English-language headline points to the reason for tension—(high-pitch) taped warnings by Osama bin Laden—while the translation reflects the state of tension.
XVIII. Watching for a Groundswell → Очікування нової хвилі (2.38 by 8)

(*Waiting for a new wave). The sense of sight necessary for ‘watching’ becomes replaced by the concept of time—waiting. The concept of nature as ground is changed to the concept of nature as water (‘wave’). Moreover, while the metaphor ‘groundswell’ presupposes movement—swell, the translation only points to the result—new wave.

XIX. Shepherding the Flock → Наставляння пастви (2.0 by 7) (*Admonishing the flock). The translation represents a traditional equivalent of the source-headline phrase. The verbal metaphor ‘shepherding’, however, is transformed into a verbal noun—a nominative metaphor. Moreover, while the English phrase specifies the manner of the action—shepherding, the Ukrainian variant is descriptive and generalizing.

XX. A Deep Divide on Domestic Front → На полюсах внутрішньої політики (1.4 by 7) (*On the poles of the inner policy). The concepts of dimension (‘deep’) and splitting (‘divide’) are replaced by describing the final state—the concept of place (‘poles’). The expression of the concept of place for martial tactics—‘front’—is omitted.

6.2.2. Ukrainian-English Translation Choice

I. На злодії шапка горить? (*On a villain his hat is burning) → An uneasy conscience betrays itself (2.38 by 8 raters). The sustained idiomatic metaphor was translated with a traditional equivalent. The Ukrainian headline represents a physical process with the concept of temperature—burning, while the English translation
points to the mental/experiential condition of conscience. The source headline calls upon the sense of sight, while the translation presupposes understanding through inner feeling.

II. Не охололи... (*Haven’t become cold) \(\rightarrow\) Still broiling (2.0 by 7). The antonymic translation sustains the same concept—temperature. However, while the source headline points to the required state—being cold, the English variant reflects the current action, which is consistent with the action-state preferences previously observed in English-Ukrainian translations.

III. Силовий сценарій зриву виборів неможливий (*A force scenario of breaking the elections is impossible) \(\rightarrow\) Scenario of force impossible (1.2 by 6). The translation is laconic, concise, and non-explicit. The nominative metaphor, expressed in the source headline by the verbal noun ‘зрив’/‘breaking’/‘tearing off’ is omitted.

IV. “У першому турі я грав на чужому полі” (*“In the first round I played on the others’ field”) \(\rightarrow\) “In the first round I played on the others’ field” (1.83 by 7). The translation is precise, without any conceptual modification. In Ukrainian, however, the English possessive pronoun ‘others’/‘someone else’s’ has a constant adjectival equivalent close to the word ‘strange’.

V. Третя сила своє відіграла (*The third power has stopped playing its game) \(\rightarrow\) The third power retreats (1.5 by 10). The concept of game (‘has stopped playing its game’) is replaced by a concept of movement in martial tactics—‘retreats’.

VI. Наздогнали і обігнали Америку (*Have overtaken and outrun America) \(\rightarrow\) Ukraine overtakes and surpasses America (2.0 by 7). The translation preserves the concept of competition, and the basic modification consists only in the grammatical aspect
of correlation—perfect (‘have overtaken/outrun’)—non-perfect (‘overtakes and surpasses’). Another feature of change, however, is observed in the ‘outrun’-‘surpass’ correlation. For a translator from Ukrainian to English, it may be more important the show the stage of passing, rather than ongoing running. Besides, the does of the action—Ukraine—is specified.

VII. У повітрі України пахне революцією (*In the air of Ukraine smells revolution) → Air of Ukraine smells of revolution (2.0 by 9). It was only the appropriate word-order consideration that induced the translator to modify the sentence grammatically. The concepts of smell and conflict, as well as the sustained structure of the metaphor (consisting of a verbal (‘smell’) and a nominative (‘revolution’) component) are preserved.

VIII. Війна на один фронт (*A war on one front) → One-front war (1.9 by 10). The structural modification is explained by a preferred and possible ‘phrasal attribute + noun’ pattern in English. The metaphor remains analogical.

IX. Гра на своєму полі (*A game on one’s own field) → Home-reliant game (1.8 by 6). The concept of place is modified from a spatial to a mentally-perceptional characteristic—field vs. home. The concept of game, the nominative type, and the sustained structure of the metaphor are preserved.

X. Бойова нічня перед бурею (*A battle draw before a storm) → Dead heat before storm (2.0 by 8). Since the metaphorical phrase ‘dead heat’ in English is believed to represent ‘a battle draw’, it was chosen as an appropriate translational equivalent. Accordingly, the concept of conflict/martial tactics was transformed
into a combination of physical characteristics—physical state (‘dead’) and temperature (‘heat’).

XI. “Флаг им, а не голос мий” (*“A flag to them, not my voice”) → A new political recipe (1.6 by 6 raters). The metaphors ‘flag’ and ‘recipe’ are different conceptually. In Ukrainian, the phrase ‘a flag to them’ represents an allusion to the communist regime during which the expression ‘a flag to them, and a heap of slogans’ was believed to characterize the view/speech of a person who only faked being interested in activism and demonstrations. Since the word-by-word translation would not be clear to the American audience, the translation just points to a newly-disguised contemporary political tendency and encourages the reader to look for explanation in the text of the article.

XII. На політреформі можна поставити хрест (*On the political reform it is possible to put a cross) → Political reform lost (2.3 by 10). The phrasal metaphor ‘put a cross’ with dimensional and religious (cemetery metaphor) characteristics and the concept of physical state such as death/waste was transformed into a simple metaphor ‘lost’, which can be understood as a result of a political competition/conflict.

XIII. Розвідка політбоєм? (*A reconnaissance by a political battle) → Political battle reconnaissance? (1.67 by 6). The metaphoric headline was translated directly. The word order, however, was changed in compliance with the grammatical possibility and appropriateness of a ‘phrasal attribute + noun’ pattern in English.

XIV. Росія притлумить запал (*Russia will damp down its flame) → Russia to restrain its ardor (1.29 by 7). The translation directly reflects the conceptual, lexico-
grammatical, and structural peculiarities of the source metaphorical headline.

Conceptually, the metaphor ‘flame’/‘ardor’ represents temperature and, in its metaphoric meaning, intensity.

XV. Лід рушив (*The ice has moved) → Ice breaks, tension eases (2.14 by 7). The concept of movement (‘has moved’) was modified into a concept of splitting (‘breaks’). Moreover, the translation explains what other actions are in progress—‘tension eases’. Interestingly, even if the source headline indicates an action, in Ukrainian it sounds like a state of things, which supports the previous observation that Ukrainian headlines are more descriptive in terms of the events they present. The English translation, on the other hand, specifies two current actions—breaking and easing—and clarifies what the action implies.

XVI. Чию пісню приспівує молодь? (*Whose song is the youth singing?) → Whose tune does the youth dance to? (1.89 by 9). The translators-raters preferred the translation that represents a conceptual modification of singing to dancing. It must have been due to the specific contextual meaning—dancing to someone’s tune is more indicative of an unconscious following of that person’s propaganda. While singing one’s song would imply being aware and supportive of the policy expressed in the song, dancing to one’s tune means being inclined to follow, even if unreasonably.

XVII. Гра в мовчанку (*A silence game) → Silent game (1.38 by 8). The metaphoric headline was translated with word-order and noun-adjective modifications.
XVIII. Переміна коней на переправі (*A change of horses on the ferry) ➔ Change of horses at the ferry (1.67 by 6). The metaphorlic headline was translated without modifications.

XIX. Політреформа: лебідь, рак і щука (*Political reform: swan, crawfish, and pike) ➔ Political reform: Deep divide (1.7 by 10). The original headline contains an allusion to a Russian fable about Swan, Crawfish, and Pike who once decided to drag a cart, but failed, for they were pulling in different directions. Translated literally, however, the headline might be confusing for the American audience unaware of the fable. Therefore, the translators-raters preferred to specify the concept of splitting (‘deep divide’) and let the reader discover the meaning through the content of the article.

XX. Автономна сверблячка (*Autonomous itch) ➔ Autonomy itch (1.5 by 8). The metaphorlic headline was translated without conceptual or structural modifications. The only change, however, consisted in translating the attributive metaphor ‘autonomous’ into a noun in an attributive function (‘autonomy’).

6.3. Summary

In analyzing the possible and preferred equivalents of translation, I admit the validity of Broeck’s (1981) classification according to which three basic variants of translating metaphor are identified. First, translation ‘sensu stricto’ (word by word): e.g., Переміна коней на переправі—Change of horses at the ferry. Second, substitution (using another metaphor): e.g., Чию пісню приспівує молодь? (*Whose song is the youth singing?)—Whose tune does the youth dance to? Third, paraphrasing non-
metaphorically: e.g., Bush, Kerry battle down to wire—Буш, Керрі—боротьба до останнього (*Bush, Kerry—battle to the last). (Broteck 1981, p. 77; my examples). Moreover, translation by substitution is the most frequent, and it especially prevails in English-Ukrainian translations: e.g., Furious finish in the stretch—Блискавичний розмах на фініші (*A lightning swing on the finish). Besides, another translation variant can be distinguished—omitting a metaphorical component: e.g., Scary Scenarios Haunt 2004 Election—Жахливі сценарії Виборів-2004 (*Scary scenarios of Elections-2000).

Further, the present research accepts the reliability of Schäffner’s classification of metaphor translation (Schäffner 2004, p. 1267):

(1) at the macro-level, a conceptual metaphor is identical in ST (source-text) and TT (translated-text): e.g., Не охололи... (*Haven’t become cold)—Still broiling. The conceptual metaphor of temperature is present in both headlines.

(2) structural components of the base conceptual schema in the ST are replaced in the TT by expressions that explain implications: e.g., Tight Race Spurs Big Turnout—Напруженість перегонів посилює цікавість виборців (*The tension of the race strengthens the voters’ interest).

(3) a metaphor is more elaborate (e.g., mystified, supernatural) in the TT: e.g., Cooking His Own Goose—Жертвоприношення політичним богам (*A sacrifice to political gods).

(4) ST and TT employ different metaphoric expressions which can be combined under a more abstract conceptual metaphor: e.g., Політреформа: лебідь, рак і щука (*Political reform: swan, crawfish, and pike)—Political reform: Deep divide.

*Literal translation of the Ukrainian equivalent
(5) the expression in the TT reflects a different aspect of the conceptual metaphor: e.g., Watching for a Groundswell—Очікування нової хвилі (*Waiting for a new wave).

According to the obtained data, the notions of appropriate and preferred equivalence in translating metaphors can indeed be observed despite possible heterogeneous interpretations of a particular metaphor.

In the translation experiment, a translation seemed to be considered inappropriate depending on the following factors: (1) lexico-grammatical mistake (e.g., That’s his guilty?), (2) lexico-grammatical inappropriateness (e.g., Not cool down), (3) articles in headlines (e.g., A silent game), (4) word-order (e.g., In the air of Ukraine smells revolution), (5) context (e.g., Kerry gains some ground ≠ (different from) Cooking his own goose), (6) idiomatic unnaturalness (e.g., Political reform: No agreement ≠ Political reform: swan, crawfish, and pike), (7) abuse of metaphor (e.g., Donkeys and Elephants with reference to Ukrainian political reform), or (8) failure to notice pun (e.g., Cooking his own goose translated literally).

A translation appeared successful and preferred by the raters if: (1) the metaphor was preserved and/or modified depending on the appropriateness and comprehensibility for the target language and audience (e.g., Political reform: swan, crawfish, and pike → Political reform: Deep divide), (2) the translators seemed to allow for the following translational ratio: 5 substitutions : 4 preserved metaphors: 2 non-metaphorical translations), (3) the translation was concise, laconic (e.g., Scenario of force impossible), and (4) implications were explained (e.g., Tight race spurs big turnout → Tight race spurs voters’ interest).
7. Discussion and Conclusions

An idea is a feat of association, and the height of it is a good metaphor.

—Robert Frost

7.1. Research Implications

During the stage of developing the present research, I chose to consistently explore conceptual, linguistic, and translational aspects of metaphorical expressions. Metaphoric headlines seemed to be an interesting domain for representing a figuratively expressed thought concisely and meaningfully. Moreover, media writing could be considered representative of languages and cultures for both domestic and international coverage of current events. Since the 2004 year represented presidential campaigns in the United States and Ukraine, the research of the metaphorical portrayal of these campaigns appeared to be useful for observing similarities and differences between metaphorical-headline presentation of an important political and social event by the two languages and cultures. The observations and findings constitute answers and clarifications for the questions and hypotheses stated in the present study.

7.1.1. Conceptual Mapping

RQ1: To what extent are the types of conceptual metaphors used in American-English reports different from or similar to their Ukrainian equivalents?

H1: Conceptual metaphors in American-English and Ukrainian reports on elections are significantly different.

Conceptual metaphors in American-English and Ukrainian headlines did not differ considerably. In both campaigns, presidential elections could be conceptualized as
ORGANISM. The main concepts for the two events were the following: (1) US elections—dimensions, strength, nature, and such activities as martial conflict/tactics, running competitions, and movement in general and (2) Ukrainian elections—dimensions, visibility, strength, nature + supernatural, splitting/destruction, martial conflict/tactics, and art/performance. On the whole, however, Ukrainian headlines are more descriptive. While American metaphors name election processes, Ukrainian metaphors tend to describe them. Therefore, while the American elections represented ‘ELECTION CAMPAIGN IS CONFLICT’ or ‘COMPETITION’, the recent Ukrainian elections were frequently described as ‘ELECTION CAMPAIGN IS SCENARIO OF SPLITTING/DESTRUCTION’ and ‘PERFORMANCE’.

**H3:** Cross-reporting on Ukrainian elections in English and American elections in Ukrainian exhibits the use of conceptual metaphors of the target audience rather than the source culture.

Although conceptual metaphors do not differ considerably, cross-reporting displays using conceptual metaphors of the source culture (or neutral) rather than the target audience. For example, there was no single mention of ‘race’ in American headlines about Ukraine, though the concept of racing competition was traditional and clear for the American audience.

7.1.2. Linguistic Expressions

**RQ2:** To what extent are the types of linguistic metaphors used in American-English reports different from or similar to their Ukrainian equivalents?
H2: There is a significant difference in linguistic—lexico-grammatical and structural—types of metaphors in the two languages.

The difference in the linguistic—lexico-grammatical and structural—types of metaphor in the two languages was found to be significant. Although nominative and verbal metaphors prevail in both American and Ukrainian headlines, the comparative ratio indicates that: (1) American headlines contain more attributive and adverbial metaphors than Ukrainian ones do; adverbial metaphors are not typical of Ukrainian at all, (2) Ukrainian metaphors are predominantly nominative, and they relatively abound in idiomatic allusions (e.g., Stripy/striped march, Kulykov field). Structurally, although phrasal metaphors are more characteristic of Ukrainian headlines, American headlines contain phrasal verbs, which would be atypical of Ukrainian and would constitute simple metaphors in English-Ukrainian translation (e.g., ‘heat up’ – ‘розгоратися’, ‘lay out’ – ‘відкласти’). On the whole, simple metaphors in the headlines were more frequent, in comparison to phrasal and sustained metaphors. Sustained metaphors, however, were the most frequent in Ukrainian headlines about Ukraine.

7.1.3. Translation of Metaphor

RQ3: How does equivalence in translation affect conceptual metaphors?

The analysis of the translational equivalence has resulted in the following previously-listed conclusions: (1) at the macro-level, a conceptual metaphor is identical in ST (source-text) and TT (translated-text): e.g., Не охололи... (*Haven’t become cold)—Still broiling. The conceptual metaphor of temperature is present in both headlines, (2) structural components of the base conceptual schema in the ST are replaced
in the TT by expressions that explain implications: e.g., Tight Race Spurs Big Turnout—Напруженість перегонів посилює цікавість виборців (*The tension of the race strengthens the voters’ interest), (3) ST and TT employ different metaphoric expressions which can be combined under a more abstract conceptual metaphor: e.g., Політреформа: лебідь, рак і щука (*Political reform: swan, crawfish, and pike)—Political reform: Deep divide, and (4) the expression in the TT reflects a different aspect of the conceptual metaphor: e.g., Watching for a Groundswell—Очікування нової хвилі (*Waiting for a new wave).

H4: Translations are likely to display considerably heterogeneous lexico-semantic and structural patterns of suggested equivalence.

Since it was possible to find ten to nineteen variants in translating the same metaphoric headline, I can conclude that the translations indeed provided heterogeneous lexico-semantic and structural patterns of suggested equivalence. The difference, however, was noticeable only in cases of inappropriate translation, as in the following instances: (1) lexico-grammatical mistake (e.g., That’s his guilty?), (2) lexico-grammatical inappropriateness (e.g., Not cool down), (3) extra articles in headlines (e.g., A silent game), (4) word-order (e.g., In the air of Ukraine smells revolution), (5) context (e.g., Kerry gains some ground ≠ Cooking his own goose), (6) idiomatic unnaturalness (e.g., Political reform: No agreement ≠ Political reform: swan, crawfish, and pike), (7) abuse of metaphor (e.g., Donkeys and Elephants with reference to Ukrainian political reform), or (8) failure to notice pun (e.g., Cooking his own goose translated literally).
**RQ4:** How does equivalence in translation affect linguistic metaphors?

**H5:** Translators-raters are likely to favor equivalents developed through lexico-semantic substitutions. (For example, in cases like ‘rock’—‘storm’: Collegians Rock the vote—Студенти Роздувають Голосування/ Collegians Storm the Vote).

According to my observations, the translation appeared successful and preferred by the raters if: (1) the metaphor was preserved and/or modified depending on the appropriateness and comprehensibility for the target language and audience (e.g., *Political reform: swan, crawfish, and pike* → *Political reform: Deep divide*), (2) the translator seemed to allow for the following translational ratio: 5 substitutions : 4 preserved metaphors: 2 non-metaphorical translations), (3) the translation was concise or laconic (e.g., *Scenario of force impossible*), and (4) implications were explained (e.g., *Tight race spurs big turnout* → *Tight race spurs voters’ interest*). Omitting a metaphorical component was another translation variant (e.g., *Scary Scenarios Haunt 2004 Election*—Жахливі сценарії Виборів-2004 (*Scary scenarios of Elections-2000)*).

**RQ5:** To what extent do professional translators agree on equivalence?

**H6:** Professional translators significantly agree on equivalence in translation.

I think that the professional and freelance translators who are experienced in working with media texts have indeed developed their consistent preferences and opinions of the equivalence for English-Ukrainian and Ukrainian-English metaphorical correspondences in the media rhetoric. Therefore, it was possible to find preferred variants of translation based on the average-score responses of ten translators-raters.
RQ6: What aspects of metaphor can affect language users’ decision about their appropriateness and equivalence across languages?

According to the discourse observations and experimental findings, the aspects that affect language users’ decision about metaphoric appropriateness and equivalence across languages are the following: (1) traditional/conventional usage in the relevant situation, (2) comprehensibility to the audience, (3) descriptive, rather than evaluative, representation of an event in a foreign country, (4) functional features of the concepts for international coverage, (5) appropriate grammar, (6) modified but preserved metaphoric translation variants, and (7) priority of metaphors of the source culture over those of the target audience.

7.2. Educational Applications

The major objective that affected my decision to develop this research was to try to solve the problem of a second-/foreign-language learner’s uncertainty in using metaphors, especially in headlines. At Horlivka State Pedagogical Institute of Foreign Languages, Ukraine, on more than one occasion I have observed that before taking classes of stylistics and discourse analysis students display five types of confusion in terms of headlines: (1) failing to come up with a desirable creative, and contextually appropriate headline/title, which may result in submitting untitled essays, (2) suggesting metaphoric headlines in which the thread between the metaphor and the text is unclear, (3) mistaking metaphoric meaning for literal, which is especially observed in pre-reading tasks, even if the metaphor may be common for the source language, (4) translating metaphors literally or descriptively, which misinterprets or removes the meaning
intended by the author of the source text, and (5) missing traditionally accepted equivalents and/or culturally specific metaphors, which may create contradictions between the suggested headline, the immediate text, and the source context. Therefore, I expect that the comparative study of headline metaphors and their professional translations in American-English and Ukrainian will be a useful framework for learning the parameters and techniques of using and translating metaphors for the two languages and cultures.

Based on the developed study, further research can be productive within at least two perspectives of metaphor: (1) the universal and specific national character of new metaphoric expressions in the mass media and (2) the correlation between verbal expression and visual representation of metaphor in presenting and translating mass-media information.


Appendix: Translated Data for Rating

A. English-Ukrainian Translation Task for Rating: In each set of the headline-translations, please underline five Ukrainian variants that you consider to be particularly appropriate for the context below and the target Ukrainian audience. Please rate the five chosen interpretations on a 1 to 5 scale, starting with 1 as the most appropriate.

I. Tight Race Spurs Big Turnout

Конкуренція викликає активність виборців

Конкурентна боротьба підштовхує активність виборців

Конкурентна боротьба підшпорює активність виборців

Напружені перегони породжують великі черги

Напружені перегони викликають жваве голосування

Жорсткі перегони збирають великий натовп

Напруженість перегонів посилює цікавість виборців

Напружені перегони спричинили стовповоріння

Напружені перегони спонукають велику явку

Змагання рівних зібрали багато народу

Наплив виборців з-за щільного графіку виборів

Напруженні перегони приводять до більшого напливу виборців

Tight Race Spurs Big Turnout

The rush to beat the Election Day crowds at the ballot box Tuesday turned into a long wait in many places as large numbers of early voters created long lines that ran outside the doors and down streets.
Some determined voters had to wait in rain that fell from Texas to the lower Great Lakes. Texas Panhandle residents navigated snow-covered roads. And some voters in Kansas had to wait for a furnace to heat up. With polls deadlocked and interest in the race high, elections officials expected heavy turnout this year. Some polls project Election Day 2004 may see the largest proportion of eligible people voting in a generation.

II. Dead Heat Race Heads for Home

President Bush and challenger Sen. John Kerry charged through the critical battlegrounds of Florida and Ohio on Sunday, going from hushed church services to raucous campaign rallies in the closing days of their bitter race for the White House.
The Bush campaign has built a web of neighborhood volunteers who take directions, largely by e-mail, from his Arlington, Va., headquarters. Kerry will depend on a conglomerate of labor, party and liberal issue-driven groups that target and motivate voters with armies of paid workers.

A spate of new state polls showed the candidates knotted in their top targets: Florida, Ohio, Pennsylvania, Wisconsin, Minnesota, New Hampshire and New Mexico. Both men sweated it out in other states. Polls showed Mr. Bush doing slightly better than expected in Michigan, Iowa and New Jersey. Kerry was within striking distance in Arkansas, Missouri and Colorado, though Mr. Bush still led in the GOP-leaning states.

III. Battleground Battle Heats Up

Боротьба за виборців загострюється
Змагання за виборців зростає
На полі бой битва розпалюється
Розпечене поле двобою
Битва розпалається
На полі бою стає спекотно
Битва на фронтах розпалюється дуже
Вікова битва розгоряється
Розпал боротьби за виборців
Страсті загострюються на полі бою
Передвиборча кампанія набирає обертів
Доказувати свої погляди
President Bush told voters in the crucial swing state of Pennsylvania Friday that the choice in this election boils down to who can keep Americans safer from terrorists and contended Democrat John Kerry was not up to the task. The charges came as the candidates battled over about a dozen states that remain competitive with less than two weeks of campaigning to go.

**Barnstorming the Battlegrounds**

Відвідування важливих регіонів
Відвідування важливих регіонів
Відвідування гарячих регіонів
Відвідування гарячих регіонів
Агітуючи на передвиборчих майданах
Відвідуючи поля битв
Завойовування стратегічних територій
Передвиборчі "гастролі" до місць протистояння
Буш йде завойовувати штати
Важливі стежки шляху перегонів
Стратегічні стежки шляху перегонів
Війна за території
Агітаційна кампанія в прогресі
Передвиборче турне
Відстоювати свої погляди

**Barnstorming the Battlegrounds**
President Bush on Monday is going to one of the most contested states to sign his fourth tax cut in four years, as Sen. John Kerry stumps in New Hampshire and Pennsylvania, cheered by new polls showing he has erased the lead Mr. Bush held through much of September.

A Newsweek poll actually had Kerry ahead, though by less than the margin of error. A CNN/USA Today poll following Thursday's debate has the two candidates dead even.

Meanwhile, the campaigns are preparing for this week's matchup between Sen. John Edwards and Vice President Dick Cheney. The presidential underudies meet Tuesday at Case Western Reserve University in Cleveland for their only debate of the campaign.

While preparing for a campaign trip that begins at Harvard on Monday and continues to the swing states of Maine and New Hampshire on Tuesday, Nader said defeating Mr. Bush is a priority, but he's still trying to capture as many votes as possible in November.

V. 2000 Election Alarms Fall on Deaf Ears

Ніхто не прислуховується до уроків минулих виборів

Тривожні сигнали виборів 2000 року не початі

Тривожні сигнали про вибори-2000 не початі

Вибори-2000 попереджують про пастку для тих, хто не бажає слухати

Тривожні сигнали виборів 2000 лишаються поза увагою

Застереження від виборів 2000 року залишаються непочутими

Перестороги Виборів-2000 залишаються непочутими

Чи зможемо ми попередити помилки 2000 року, чи знов наступимо на ті ж самі граблі?

Стаємо знову на граблі виборів 2000 року?

Перестороги Виборів-2000 залишаються поза увагою

Перестороги негараздами Виборів-2000 залишаються непочутими
Вибори-2000 застерігають, але ігноруються
Помилки виборів у 2000 році знову повторилися

**2000 Election Alarms Fall on Deaf Ears**

The 2000 election exposed widespread flaws beyond the punch-card voting devices and their hanging chads that got most of the attention. A study by the California Institute of Technology and Massachusetts Institute of Technology estimated that 4 million to 6 million voters were disenfranchised that year, about half due to registration problems that have nothing to do with voting-machine technology.

**VI. Kerry Gains Some Ground**

Керрі отримує перевагу
Керрі виривається вперед
Керрі робить деякі успіхи
Кері робить успіхи
Керрі виборює нові позиції
Керрі займає нові позиції
Керрі збирає нові голоси
Керрі виборює нові голоси
Керрі набуває прихильності
Керрі набуває підтримки
Колесо шансів Керрі набирає обертів
Керрі завойовує деякі позиції
Керрі збільшує число своїх прихильників
Керрі зміцнює свою підтримку
Кері набуває більшої підтримки
Kerry Gains Some Ground

After the debate, eight who began the evening either undecided or leaning toward [John Kerry] said they were more firmly in the Democrat's corner. Three who had been leaning in favor of [Bush] said they were now more certain to support the president. One panelist who had been leaning toward Bush was now undecided. Other minds were unchanged.

VII. Scary Scenarios Haunt 2004 Election

Жахливі сценарії Виборів-2004
Моторошні сценарії переслідують вибори 2004 року
Сценарій жахів переслідує Вибори-2004
Жахливі події переслідують вибори-2004
Виборам 2004 пророкують жахливі сценарії
Жахливі сценарії переслідують постановку Виборів-2004
Привиди жахливих сценаріїв на Виборах-2004
Полохливі сценарії переслідують вибори-2004
Жахливий сценарій виборів 2000 р. повторюється знов
Страшні речі можуть розгорнутися після виборів 2004
Страшні події можуть відбутися після виборів в 2004 р.
Scary Scenarios Haunt 2004 Election

Despite all the vows of "never again" after the Florida fiasco of 2000, the scary scenarios for Election Day 2004 seem only to have increased: A tie vote in the Electoral College (search). A terrorist strike on Election Day. A disputed outcome in a critical state.

"When we talk about it around here, we just sigh," says Walter Berns, a scholar at the American Enterprise Institute and an expert on the Electoral College. "I just hope it's a clear victory so we don't have Florida all over again all over the place."

With the electorate sharply divided, the chance of a deadlock in the Electoral College seems all the more real this time after the long-in-limbo outcome of 2000. The National Archives offers an "Electoral College calculator" on its Web site so armchair prognosticators can see just how easy it could be to have the candidates come out even.

VIII. Bush, Kerry Battle down to Wire

Буш та Керрі б’ються до останньої хвилини
Битва Буша та Керрі близька до фіналу
Буш, Кері—боротьба до останнього
Буш-Керрі: засоби боротьби вичерпані
Буш і Кері змагатимуться до кінця
Буш і Керрі воюють до останнього
Буш, Керрі у боротьбі до останнього
Буш, Керрі у боротьбі до останнього шансу
Буш і Керрі на фінішній прямій
Двобій Буша та Керрі добігає кінця
І Буш і Керрі є дуже близькими до перемоги
Bush, Kerry Battle down to Wire

The biggest prize in American politics and the most powerful job in the world is up for grabs today, and both President Bush and his Democratic challenger, Sen. John Kerry, can see a path to victory in the presidential race. Millions of voters already have cast ballots amid Democrats' charges of voter intimidation and Republicans' accusations of voter fraud.

IX. Furious Finish in the Stretch

President Bush yesterday made a mad dash from one end of Florida to the other, telling tens of thousands of voters that if they "believe America should fight the war on terror with all our might and lead with unwavering confidence in our ideals, I ask you, come stand with me." The president's furious pace marked the end of a bitter, closely fought campaign, with most polls showing the race nearly even.
X. Steadfast with the Hedgehog

Я обираю їжака
Обираю їжака
Залишаюся з їжаком
Неприхильність їжака
Непохитний з великим знанням
Велике знання, що зміцнює
Непорушний з їжаком
Довіряю їжаку
Обираю переконливий досвід
Старий та надійний?
Запорука досвідом.
Впиратися рогами
Надокучлива “моська”

Steadfast with the Hedgehog

The reason I am voting for President Bush has to do with Archiulus, a Greek poet of the seventh century B.C. One of his surviving verses, begins: "The fox knows many things, but the hedgehog knows one big thing." The line became the title of a famous essay by the late Isaiah Berlin. And the one big thing that Mr. Bush knows is that in a world of democracies we would come as near to world peace as human nature and the nature of interstate relations would allow.

XI. Bitter Duel Is Dead Even

Шанси кандидатів у політичному двобої рівні
Жорсткий поєдинок на рівних
Жорстока дуель—смертельна розплата
Запеклий двобій абсолютно рівних
Запеклий двобій переможця не виявляє
Жорстока дуель проходить украй нарівно
Запеклий двобій веде до бойової нічиї
Запеклий двобій переможця не визначив
Смертельна дуель закінчилась нічиєю.
Гіркий двобій непримирених
Непереможний двобій

**Bitter Duel Is Dead Even**

Sen. [John Kerry] is vying to become the first U.S. senator since 1960 to be directly elected to the White House. While President [George W. Bush]'s approval rating is at or below 50 percent, no U.S. president seeking re-election in wartime has ever lost.

**XII. Cooking His Own Goose**

Жертвоприношення політичним богам
Занапащаючи самого себе
Недалекоглядність стратегії
Готуючи свого власного гуся
Але птаха оцінюють по польоту
Полювання на самого себе
Кері може власноруч засмажити гусака
Не копай собі яму
Не копай собі ями...
Сам собі рис яму
Сам собі вішає мотузку
Cooking His Own Goose

In yet another attempt to prove to George W. Bush that he is man enough to run this country, John Kerry made an animal sacrifice to the political gods in a cornfield in eastern Ohio last week.

Four dead geese are not too high a price to pay for a few rural, blue-collar votes in a swing state. As long as Mr. Kerry doesn't slip and ask Teresa to purée the carcasses into foie gras.

W. and Dick Cheney like being seen as a huge beast throwing its weight around. That was the whole point of whacking Saddam. The pair immediately began their Beavis-and-Butthead snickering and sneering at the Democrat's camouflage costume.

…The vice president is right that Mr. Kerry can't compete in the arena of power hunting. When Mr. Kerry goes, only the birds are in danger. When Mr. Cheney and his pal Antonin Scalia go duck hunting together, the Constitution is in danger.

…The wolves stalking around the forest are not meant to evoke scary Paul Wolfowitz and the neocons stalking around the Pentagon, planning more mischief. They are supposed to be the Al Qaeda terrorists stalking America, even though they look too cuddly for the narration that ominously warns: "In an increasingly dangerous world, even after the first terrorist attack on America, John Kerry and the liberals in Congress voted to slash America's intelligence operation by six billion dollars, cuts so deep they would have weakened America's defenses. And weakness attracts those who are waiting to do America harm."
XIII. ‘Nonpartisan’ Swift Boat Ad?

Рекламна агітація неупереджених

“Позапартійна” реклама швидкого корабля?
“Безпристрасний” має прихильність?
“Неупереджена” реклама швидкісних човнів?
Заява з “незаангажованого” судна
“Неупереджена” реклама зі швидкісного
Неупереджена реклама для хуткого човника?
Чи справді Джон Керрі капітан швидкохідного?
Рідний електорат відвернувся від свого кандидата
Човен “неприбічників” змінив курс?

‘Nonpartisan’ Swift Boat Ad?

After spinning me heavily a few weeks ago about how Hispanic-targeted ads by the New Democrat Network had moved the needle in favor of Sen. John F. Kerry's presidential bid in key battleground states, NDN president and founder Simon Rosenberg pointed out that NDN's goal is to inform, not influence the presidential election.

XIV. Candidate Stands Not Delivered

Позиції кандидатів не зовсім зрозумілі
Виборці непроінформовані про позиції кандидата
Позиції кандидатів не донесені
Прихильники не зраджують
Позиції кандидатів є нечіткими
Прихильники залишаються незмінними
Куди прямує кожен із кандидатів?
The November election is just weeks away, and polls indicate that much of the public is paying close attention to the presidential race. But, as a new survey suggests, that doesn't necessarily mean voters know where the candidates stand on the issues.

The poll, conducted by the National Annenberg Election Survey, found that when Americans were asked which candidate supports eight given policy positions, they were correct 51 percent of the time.

Despite President Bush's strong antiabortion views, only 64 percent knew which candidate supports more restrictive laws on abortion. Barely half -- 51 percent -- knew that John F. Kerry backs allowing prescription drug imports from Canada. A third knew Bush, who has made cutting taxes part of his agenda since 2000, favors eliminating the estate tax. Forty-seven percent knew Bush supports allowing workers to direct some of their Social Security taxes into private retirement accounts. When it comes to which candidate approves of using federal funding for embryonic stem cell research, 54 percent knew it was Kerry. Less than half -- 49 percent -- knew Kerry supports eliminating tax breaks on U.S. corporations' overseas profits.
 Attacks Sharpen as Clock Ticks Down

With a week to go until the election, Democratic presidential nominee John F. Kerry accused
President Bush on Tuesday of hiding embarrassments in Iraq, and Bush chastised Kerry for
grasping at passing headlines instead of building a coherent proposal.

Bush, appealing to what he called "discerning Democrats" as he rumbled through rural
Wisconsin on the last of 20 campaign bus tours, said Kerry projects "weakness and inaction,"
forsaking his party's tradition of national strength. "My opponent has no plan, no vision -- just a
long list of complaints," Bush said in the Mississippi River town of Dubuque, Iowa. "But a
Monday-morning quarterback has never won any game."
XVI. Catching Election Fever

People tell each other they can't wait for the election to be over, but in the last days the suspense has become its own addiction. The big finish will be bigger than the last episode of "Friends," bigger than the finale of "The Apprentice," bigger than Mr. Big's reunion with Carrie.

Graydon Carter famously said after 9/11 that the new era meant the "end of irony." The end of apathy is what we got instead. Once torpor returns we'll miss the rush. We may be drowning in blog smog, but at least the data that rain down are about something more consequential than shopping. All the discord is weirdly uniting. One day we'll look back on Divided America and realize how much we miss it -- the toxic late-night e-mails, the fights about polls, the browbeating to write checks.

In New York, thrill is now outrunning angst in the election mood-swing sweepstakes. That's because the momentum seems to be with Kerry, even if Democrats still guard their
optimism more closely than the oil ministry in Iraq. The hope is too intensely felt to be willingly shared, especially as there are plenty of polls that will tell you something else.

XVII. A Feverish Pitch in the Final Hours

President Bush and Sen. John F. Kerry both sought political advantage Saturday from taped warnings by Osama bin Laden, jousting over how they would protect the country as they raced around the upper Midwest on the closing weekend of one of history's most bitter presidential campaigns.

The tape, which surfaced late Friday, introduced yet another uncertainty into the election calculus for both campaigns as they headed into a 72-hour sprint that they had thought would be
dominated by more generic and traditional last-minute appeals to supporters to turn out at the polls.

**XVIII. Watching for a Groundswell**

Tomorrow’s “too close to call” presidential election may not be so close after all, a woman I know predicted the other day. There's a good chance, she said, that it will be decided by the "unwanted, unp polled unlikelies." That, of course, would be great news for challenger John Kerry, who has never had more than a marginal lead in the polls among those considered likely voters.

Several things prompt this woman's assessment. To start with, the political polls this cycle have tended to undercount Democrats—in part, according to some reports, because
Republicans are more likely to make themselves available to telephone pollsters. Further, college students—who may be unusually active this election cycle and who may be more inclined to question the direction of the present administration—are notoriously fused to their unlisted cell phones, meaning that they are unreachable by polling organizations that try to reach specific voters.

But the big thing is a "groundswell of new voters" -- many of whom, though eligible, didn't vote last time. That makes them, in the lexicon of pollsters, "unlikely" to vote this time.

XIX. Shepherding the Flock

If America's Bible belt has a buckle, it just might be the Central Assembly of God, in Springfield, Mo. John Ashcroft used to pray in this massive, high-ceilinged church, and the congregants are,
by and large, a lot like him: deeply religious, deeply conservative and deeply committed to re-electing George W. Bush. On a recent Wednesday night, the church's head pastor, Jim Bradford, devoted his sermon to the presidential race.

XX. A Deep Divide on Domestic Front

A Deep Divide on Domestic Front

President Bush and John F. Kerry battled sharply over domestic issues Wednesday night in the final debate of the 2004 campaign. The Democratic nominee charged that the president has compiled a record of failure on the economy and health care, and Bush accused Kerry of a Senate record that is both out of the mainstream and lacking in accomplishment.

...Wednesday's 90-minute debate came as the presidential race has tightened significantly, with Kerry using the first two debates to eliminate what had been a Bush lead of
about five percentage points in national polls. The latest Washington Post-ABC News tracking poll, completed before the debate, showed Kerry at 49 percent and Bush at 48 percent among likely voters -- the first time Kerry has been ahead in that poll since early August.

B. Ukrainian-English Translation Task for Rating: In each set of the headline-translations, please underline five English variants that you consider to be particularly appropriate for the context below and the target American audience. Please rate the five chosen interpretations on a 1 to 5 scale, starting with 1 as the most appropriate.

I. На злодії шапка горить?
When a wrong-doer betrays himself
Does an uneasy conscience betray itself?
That’s his guilty?
That’s his own guilt?
Self-betrayal of an uneasy conscience?
Does an uneasy conscience betray itself?
As they think as they do
As they think so they do
Guilty conscience speaking?
That’s his guilty conscience speaking
An uneasy conscience betrays itself
Cooking his own goose

На злодії шапка горить?
Ця народна мудрість якнайкраще підходить для оцінки заяви, оприлюдненої вчора "Коаліцією на підтримку Януковича". Ці поважні пани не знайшли нічого кращого, як звинуватити
кампанію ПОРА в підготовці так званого “каштанового перевороту”, який вона організовує в компанії з опозицією. Приводом для такого звинувачення стала маніфестація, яку ПОРА має намір провести під стінами ЦВК в ніч на 1 листопада і основна мета якої, на думку “штабістів” Януковича, це тиск на центрвиборчком і зрив підрахунку голосів.

II. Не охололи...

Emotions are still boiling up
Have not cooled down…
Not calm enough…
Still fighting
Still broiling
Broiling on
Battles still on
Haven’t cooled down
Passions in the air
Not damped
Not cool down
Not come down

Не охололи

Учора парламентський пейзаж був прикрашений передвиборною символікою. До 19-го включно знову дозволено передвиборну агітацію. Під час дискусії, що відбулася в парламенті першого сесійного дня після виборів, представники різних політичних сил дали свої оцінки виборчій кампанії. Думки, як і слід було очікувати, були різними. Український політик, хоча і з різною мірою ентузіазму й обурення, все ж приймає сказане 31 жовтня народом і зафіксоване Центрвиборчкомом. Всі, схоже, змирилися з тим, що кандидат від влади Віктор
Янукович і лідер опозиції Віктор Ющенко набрали приблизно рівну кількість голосів, вийшовши до другого туру.

Вельми емоційними були виступи представників КПУ і СПУ. Це зрозуміло — їхні лідери, як то кажуть, “з тріском” програли кампанію, здобувши підтримку на порядок менше очікуваної...


III. Силовий сценарій зриву виборів неможливий

Elections cannot be blocked by force
Power scenario for elections’ failure is impossible
Election failure by force scenarios is impossible
Scenario of force impossible
Military scenario is not for elections
Force scenario fear dismissed
Enforced election breakdown is impossible
Force disruption of elections impossible
Violent scenarios of breaking down the elections is unacceptable
Violent scenarios of destroying the elections is unacceptable
Силовий сценарій зриву виборів неможливий

Лідер Народно-демократичної партії Валерій Пустовойтенко вважає неможливим силовий сценарій розвитку подій на виборах президента України 2004 року. Про це він заявив сьогодні в інтерв’ю журналістам у Києві.

На думку Пустовойтенка, прем’єр-міністр, кандидат у президенти Віктор Янукович може виграти вибори за рахунок збільшення явки виборців у другому турі.

За словами лідера НДП, “хто б не переміг, мені б дуже хотілося, щоб була створена політична рада при президентові України. Кого б не обрали президентом України, головне завдання – це об’єднання нашого суспільства. До цього потрібно буде залучити представників партій, громадських організацій і проводити консультації, щоб ми могли консолідувати суспільство”.

IV. “У першому турі я грав на чужому полі”

“I played in the first round on the opponents’ field”

“I played an away match in the first tour”

“First round I played in the host ground”

“In the first round I played on the others’ field”

I played not for my team in the first round

“My first round was not my own game”

“The first round was an away game”

In the first round I play away

My first round steps were manipulated

At the first round I played on the other’s field

On the first tour I was playing on the wrong side

The first election I was playing by their rules
“У першому турі я грав на чужому полі”

Перший тур президентських виборів засвідчив, що довіра громадян України до влади - головна умова для розбудови сильної держави - почала повернутися. Як стало відомо ForUm’у, таку думку висловив прем’єр-міністр України Віктор Янукович, коментуючи на брифінгу результати першого туру виборчих перегонів.

Відповідаючи на запитання журналістів, щодо результатів першого туру голосування, прем’єр-міністр зауважив: “Ці результати є такими, як є. Але я б хотів сказати, що у першому турі я грав на чужому полі. А у другому - я вже буду грати на своєму, тому і результати будуть іншими”.

V. Третя сила своє відіграла

The third party is out
Third force played the game out
Third participant finished the game
The third power retreats
The third force is out of play now
Third power retreat
Third power powerful no more
The third force has exhausted itself
The third power recouped itself
The third power takes revenge
Third power already worked off
The third power took over its winnings

Третя сила своє відіграла
Керівник офісу кандидата у президента Віктора Ющенка, народний депутат Олег Рибачук заявив, що внаслідок перемоги лідера опозиції в першому турі, адміністративний ресурс паралізований і сценарій можливої зруйнування та скасування виборів маловірогідний.

VI. Наздогнали і обігнали Америку

In this, we caught up and outstripped the US
Caught up and left America behind
Reaching and overtaking USA
Ukraine overtakes and surpasses America
Coming up with America
Ahead of America
Making America a runner-up?
Overtaking America
United States reached and outrun
We overtook and surpassed the USA
Caught up and overtaken America
Catch up and pass United States
Draw close and overtake America

Наздогнали і обігнали Америку

Правозахисники стурбовані порушеннями прав людини в Україні під час виборчій кампанії, зокрема - масштабами прослуховування. Про це сказав в інтерв'ю Українській службі Бі-Бі-Сі виконавчий директор Української Гельсінської Спілки з прав людини Володимир Яворський.

Бі-Бі-Сі: До речі, як правозахисники назагал оцінюють роль міліції, правоохоронних органів у виборчій кампанії?

В. Яворський: Їхні обов'язки – розслідувати злочини. Тобто, до того часу, поки не скоєно злочин, їм розслідувати немає що. Звичайно, вони мають здійснювати превентивні
заходи. Але вони не можуть стосуватися усієї опозиції по всій Україні, а тільки осіб, стосовно яких є конкретні підозри. Я не знаю, яку небезпеку становить людина, яка потрапляє у поле зору СБУ тільки за те, що вона ночами розклекює листівки. Фактично, громадського контролю за правоохоронною діяльністю в Україні немає. У той час, як, наприклад, у західних країнах правоохоронці звітують за рік про кількість дозволів на прослуховування і стеження за людьми, в Україні такі звіти не оприлюднюються і одержати їх правозахисникам вкрай складно. А вони вражають. Нам відомо, що лише за минулий рік у найменшій області – Чернівецькій - апеляційний суд дав 823 дозволи на зняття інформації з каналів зв'язку, тобто, на прослуховування і зчитування електронної пошти. У США за рік, за умов боротьби з тероризмом, таких дозволів 1380. Як на мене, це є настільки неспівмірні цифри, які свідчать про те, що використання правоохоронних органів у політичних цілях в Україні – очевидне. За неофіційними даними, які ми одержали у Верховному суді України, у 2002 році було надано офіційно 40 тисяч таких дозволів. Кожна людина, яку прослуховують, може перебувати у контакті із 100-120 людьми. Тобто, підрахунки показують, що офіційно в Україні прослуховують розмови кількох мільйонів людей.

VII. У повітрі України пахне революцією

Smell of revolution fills the Ukrainian air

There's a revolution in the Ukrainian air

Air of Ukraine smells of revolution

Ukraine’s air smells of revolution

There are smell of revolution in the air of Ukraine

There is smell of revolution in the air of Ukraine

Ukrainian air: Smells like revolution

Revolutionary smell of Ukrainian air

Revolution in Ukrainian air?
In the air of Ukraine smells revolution

Revolution smells in the air of Ukraine

The revolution smells in the air of Ukraine

У повітрі України пахне революцією

Британський часопис пише, що молоді українські рядові демократії налаштовані рішучо

Сьогоднішнє число часопису Тайме вміщує матеріал з назвою “Революція у повітрі України”. У темному напівпідвальному приміщенні у центрі Києва, рядові української демократії готуються до битви. Студентські активісти юрмляться біля комп’ютерів та телефонів, випиваючи літри кави та без перерви палючи сигарети. Коридори заповнені жовтими майками з символами Че Геварі та летючками, що закликають українців виходити на вулицю і боротися за демократію.

VIII. Війна на один фронт

Being consistent
War on one front
Fight on one front
One-front war
Many players—one enemy
One-sided war
Being prejudiced?
War without enemies?
Fighting with a windmill?
Fight on the one front
The war on one front
Війна на один фронт

Кандидат на посаду президента України з середовища праворадикалів заявив, що і надалі критикуватиме опозицію до чинної влади, оскільки це сприятиме перемозі його громадської організації “Братство” у “змаганнях демагогій”.

В інтерв'ю Українській службі Бі-Бі-Сі Дмитро Корчинський відкинув звинувачення у відтягуванні голосів виборців від головного суперника провладного кандидата і проголосив послідовну опозицію до опозиції.

IX. Гра на своєму полі

Game on one’s own field
Home game
Playing in the home ground
Play on the own field
One’s own field game
Playing home game
Home-reliant game
Playing at home
Playing on your home ground
Game on own field
The game on your own field
Game on your own turf

Гра на своєму полі

Після 31 жовтня Віктор Янукович нарікав: у першому турі президентських виборів йому довелося грати “на виїзді”. Мовляв, програш в “гостях” - не поразка, головне – переможний виступ на “своєму” полі. Три тижні тому такий пасаж чинного прем’єр-міністра, у якого, коли вірити його ж деклараціям, немає поділу виборців на “своїх” і “чужих”, був не зовсім
зрозумілий. Однак другий тур все поставив на свої місця. Команда чинного голови уряду продемонструвала, як вона вміє грати на "своєму" полі – на сході і півдні країни.

X. Бойова нічня перед бурею

A draw in the first round, before the decisive fight
Battle dead heat before the storm
Dead heat in battle before storm
Battle draw before storm
Dead heat battle spurs a storm
Dead heat before storm
Draw game before the storm
Dead end before windstorm
Even battle before the storm
Fighting draw before storm
Tight race spurs big turnout
Tight race before the storm of controversy

Бойова нічня перед бурею

Як і пророкували практично всі українські політологи, переможного блицкригу не вийшло ні в кандидата від опозиції, ні від влади, хоча представники команд обох Вікторів припускали подібну можливість.

Є сенс говорити, швидше, про розвідку боєм, у ході якої суперники виявляли сильні й слабкі місця в себе і один у одного, і тепер готуватимуться до вирішальної сутички. Спроби виявити переможця першого туру обернулися на ділі інформаційною війною, що стала своєрідним продовженням передвиборної війни рейтингів. Тут і exit-poll (з восьми організацій, що їх проводили, чотири надавали перевагу В.Ющенку і стільки ж – його суперникові), і паралельні підрахунки голосів, і навіть офіційні дані Центральної виборчої комісії – усе це
стало всього лише засобом ведення бойових дій на інформаційному полі. З парламентськими виборами 2002 року було куди простіше: тоді результати Центрвіборчокому, exit-poll і паралельних підрахунків голосів більш-менш збігалися з різницею на рівні статистичної погрішності, тому було все більш-менш зрозуміло.

XI. “Флаг їм, а не голос мій”

A new political recipe

“You carry the torch, not my vote”

Silent revenge

“I will not give them my vote”

“Strive for victory without my vote”

Coming as told, leaving no vote

They never get my voice

Be happy with my showing up

They’re not getting my voice

No doubt, they won’t get my vote

Flag to them, but not my vote

Flag to them, not my vote

“Флаг їм, а не голос мій”

Україна явно стає високоцивілізованою країною. Поряд із жбурлянням по-дідівському яєць у кандидатів, каміння в ЦВК новою “фішкою” нинішніх виборів можуть стати нові засоби заповнення виборчих бюлетенів.

Ними можуть стати ручки з чорнилом, що зникає. Про це зокрема вже повідомляють деякі громадські організації листівками і листами електронною поштою, закликаючи громадян брати із собою письмове приладдя безпосередньо на виборчі дільниці. Якщо ви хочете, щоб ваш голос не був зарахований або пішов на користь іншого кандидата, ви можете прийти на
виборчу дільницю зі своїм чорнилом, що зникає. Для цього достатньо змішати 50 мл спиртової настойки йоду з чайною ложкою декстрину і відфільтрувати осад.

XII. На політреформі можна поставити хрест

Kiss the political reform goodbye
Politireform can be put payed to
Giving up for lost political reform
Political reform lost
Political reform project: Born to die
Kiss goodbye to political reform
Goodbye to political reform
Political reform impossible
To give up for lost on political reform
From now on you can forget about political reforms
To give up on political reforms

На політреформі можна поставити хрест

Заступник голови Верховної Ради України Олександр Зінченко вважає, що на проведенні політичної реформи до президентських виборів можна поставити хрест. Про це він заявив у понеділок у перебігу традиційної прес-конференції керівництва parlamentu, повідомляє кореспондент "proUA". Зінченко вважає, що законопроект, який пропонують народні депутата Степан Гавриш і Олександр Мороз за номером 4180 є “політичним мерцем”. Зінченко наголосив, що про законопроект у даній редакції “можна забути”.

XIII. Розвідка політбосом?

Reconnoiter through a political fight?
Exploratory political attack?
В Україні вирішено знову взятися за реформу “силовиків”. Цього разу черга дійшла до бійців невидимого фронту. Заступник голови СБУ Ігор Дрижчаний заявив про те, що фахівцями РНБОУ і СБУ підготований проект Указу Президента про створення Національного розвідувального органу. Що стоїть за цим рішенням?

Теорія: Створення такого “органу” супроводжуватиметься «розделовуванням» Служби безпеки України. Сьогодні в Україні СБУ виглядає монопольною структурою, де під одним дахом і в одних руках концентруються великі можливості і повноваження. Це підрозділи економічної і політичної розвідки, контррозвідка, урядовий зв’язок, так зване управління “А” і так далі. Свого часу вже обговорювалися варіанти сформувати базу управління урядового зв’язку, що забезпечує безпеку переговорів вищих посадових осіб держави, в окреме відомство. Тепер це не менш актуально. Але поки що пропонується вивести зі складу СБУ розвідку, трохи пізніше передати контррозвідку до складу Мінобороно, а ще пізніше – позбавити СБУ завдань, пов’язаних з арештами, затриманнями і розслідуванням справ. Запланована реформа зачепить також не тільки СБУ, а й ті силові структури, які теж мають у своєму складі розвідувальні компоненти. Це Міністерство оборони і Прикордонні війська. Зараз де-юре Головне управління
розвідки МО, розвідки СБУ і Прикордонних військ замикаються на своїх силових міністрів. Але нова ідея пропонує інші правила гри.

**XIV. Росія притлумить запал**

Russia will hold its horses
Russian will damp down its fit
Russia moderates the temper
Russia to restrain its ardor
Russia restraints its ardor
Russia will retreat
Russia will damp the heat
Russia decreases influence
Russia will calm down
Russia will cool down
Russia will cool down zeal
The Russia will put down the fire
The Russia support will diminish

**Росія притлумить запал**

Вплив Росії на вибори президента України перед і під час другого туру стане більш помірним, а США та інші західні держави виявлять сильніший вплив. Таку думку висловлювали у вівторок експерти під час круглого столу в Російському медіа-центри, що був присвячений підсумкам першого туру голосування, повідомляє кореспондент “proUA”.

За словами заступника директори Інституту глобальних стратегій Вадима Карасьова, “позиція Москви буде менш публічною, і виявлятися буде в різних формах міжелітнього торгу, у тому числі й щодо політреформи... Важливою буде позиція США, яка ... буде більш публічною”.
XV. Лід рушив

Icebreaker
Ice broke up
Breaking the ice
The ice is broken
Process is now on
Broken ice
Ice breaks, tension eases
Things are moving
The ice have been moved
The ice has moved
The ice has been broken

Perший раунд переговорів між кандидатом у президенти Віктором Ющенком і главою Соціалістичної партії Олександром Морозом з питання підтримки кандидата від коаліції “Сила народу” в другому турі виборів відбувся. Про це повідомив член фракції “Наша Україна” Олег Рибачук, передають ІА “Новини – Україна”.

“Переговори між командами Ющенка і Мороза ведуться постійно. Перший раунд переговорів між першими особами уже відбувся”, - сказав він. Про результати переговорів народний депутат не повідомив нічого, оскільки, за його словами, “він на них не був присутній”.

XVI. Чию пісню приспівує молодь?

Who does the youth play to?
Whom does the youth play to?
Whose song youth trolls?
Whose tune does the youth dance?
Whose piping does the youth dance to?
Whose tune does the youth dance to?
Whose tune does the youth favor?
Whose song do youth sing?
Whose song is singing the youth?
Whom youth supports?
Whom does the youth support?
Which song is the youth singing?
Which song is the youth choosing?

Чию пісню приспівує молодь?

31 жовтня обидва кандидати-фаворити не змогли донести до молоді позитиви своїх програм
75% явки виборців — дуже високий і дуже позитивний показник. Однак у цьому є і негативний момент, про який не варто мовчати. Така висока явка — свідчення усвідомлення громадськістю в цілому й окремих соціальних групах важливості моменту, відповідно — високого ступеня громадянської мобілізації суспільства, що веде до значного зростання напруженості в ньому.

XVII. Гра в мовчанку

A silent game
Keeping mouth shut
Who is the most silent one?
Silent game
No comments
Keeping his mouth shut
Silently and steadily
Kuchma plays game of silence?

Kuchma playing dumb?

Game in silence

Silence game

Гра в мовчанку

На п’ятий день по завершенні виборів їх результат і хід не прокоментував хіба що ледачий.

Один лише Леонід Кучма утримався від коментарів і зберігає горду мовчанку.

Це напевно діє на нерви фаворитам президентських перегонів. Дійсно, ситуація виглядає трохи парадоксально. Після традиційної появи Президента на телекранах під час голосування і його заяви щодо неприйнятності для нього посади прем’єр-міністра Леонід Кучма пропав з інформаційного простору, нагадуючи про себе лише рідкими указами. З першого погляду може видатися, що глава держави використовує тактику героя «Золотого теляти» Полихаєва, який замовив для внутрішнього користування штамп «А ну вас усіх!», однак навряд чи це повною мірою відображає стан справ.

XVIII. Переміна коней на переправі

Another horse-switching in midstream

Swapping horses in the midstream

Changing horses on the ferry

Change of horses at the ferry

Horse change at river crossing

Changing horses in a midstream

Changing horses at river crossing

Don’t switch horses in midstream

In every beginning think of the ending

Changing of the horses at the crossing
Переміна коней на переправі

Україною прокотилася перша хвиля звільнень. Президент України провів кадрові зміни на рівні голів районних адміністрацій. 9 листопада попрошалися зі своїми посадами голови Гадяцької (Полтавська область), Ахтирської (Сумська область), Калинівської (Вінницька область), Пустомитівської, Стрийської (Львівська область), Білозерської, Голопристанської Талалаївської (Херсонська область), Менської, Срібнянської, Борзнянської (Чернігівська область) районних адміністрацій. Прчину таких зрушень довго шукати не треба: в усіх цих районах, крім Менського Чернігівської області, переміг Віктор Ющенко.

…Цікаво, що теперішня зміна голів районних адміністрацій є ознакою ускладнення корпоративних відносин на регіональному рівні. У 1999 році Леонід Кучма також використовував тактику переміни коней на переправі. Однак тоді він не опустився до рівня голів районів. Так, після першого туру чинний президент замінив 3 голів облдержадміністрацій: Вінницької, Полтавської і Кіровоградської, - на рівні районів Леонід Кучма змін не проводив. Така зміна в тактиці, напевно, свідчить в першу чергу про збільшення впливу голів адміністрацій на підконтрольний район, зростання їхньої адміністративної значимості.

XIX. Політреформа: лебідь, рак і щука

No agreement as to the political reform
Politreform: the cart is put before the horse
Political reform: pulling in different directions
Political reform: Deep divide
Political reform: No agreement
Political reform: the Swan, the Crawfish, and the Pike
Political reform: Wasted efforts
Political reform: no point of contact

Political reform—cat’s concert

Political reforms (Political Cartoons): swan, cancer and pike

Political reforms (Political Cartoons): Donkey and Elephant

Political reforms: people in orange against people in blue

Politiреформа: лебідь, рак і щука

Член фракції “Наша Україна” Петро Порошенко вважає, що на поточному пленарному тижні Верховна Рада України не зможе прийняти закон “Про внесення змін до Конституції України”. Таку думку він висловив у понеділок в інтерв’ю журналістам після погоджувальної ради лідерів депутатських фракцій і груп, повідомляє кореспондент “proUA”.

“На сьогодні я не бачу підстав, щоб політична реформа мала перспективу бути прийнятою”, - сказав Порошенко. Депутат вважає, що без узгодження з фракцією “Наша Україна” ініціатори даного законопроєкту, зокрема Віктор Медведчук, “не насміляться внести його на цьому тижні”. Порошенко вважає, що проведення політичної реформи можливо тільки після обрання нового Президента України.

XX. Смугастий рейс

Wearing cons’ uniforms

Stripy march

Bringing up the bygones

Marching striped

Stripy trip

Prejudice or perspective?

Lost and found guilt

Are they tigers? Hardly so

Why would they march striped?
Let’s vote for jailer?

Смугастий рейс

Активісти кампанії ПОРА взяли участь в недільній акції “Смугастий рейс”. Вчора, 10 жовтня, о 16.15, коли тисячі перехожих спокійно гуляли центром Києва, рантом між “Глобусом” і Головпоштамтом 80 молодих хлопців та дівчат, повдягавши зеківські шапочки і роби, повільно із закладеними за спину руками й опущеними до низу обличчями рушили колою по Хрещатику, тримаючи в зубах цигарки без фільтру.

Дійшовши до кінця Хрещатика, колона перейшла дорогу і від Бесарабського ринку пішла назад до Майдану Незалежності. По дорозі вони роздавали перехожим двосторонні маленькі листівки. З одного боку було написано “Укройна”, з другого “Я. выбираю бандитов! А ты?” Літера “Я.” була в такій самій зеківській шапочці, як на відомій популярній листівці кампанії ПОРА.

XXI. Автономна сверблячка

Autonomous itch
Self-government itching
Striving for self-government
Autonomous itching
Magna Carta game
A Magna Carta itch
Debating a self-rule
Autonomy itch
Itch of self-government
Itch for self-government
АВТОНОМНА СВЕРБЛЯЧКА

Тема, про яку ще недавно говорили або російські політтехнологи, або надто екзальтовані участики маргінальної політичної тусовки, стала актуальною як ніколи – над країною нависла (немай і ефемерна) загроза розколу.

Ідея «вискочила», як чорток з табакерки. Спочатку депутат Дніпропетровської області ради, генеральний директор Нікопольського заводу феросплавів Володимир Куцин висловив думку щодо створення Південно-Східної автономії в Україні, і закликав зібрати на території Дніпропетровської області керівників Дніпропетровської, Запорізької, Харківської та Одеської областей для розгляду можливості створення автономії. Потім сесія Луганської ради ухвалила рішення про створення Автономної Південно-Східної Української Республіки, і вирішила звернутися до президента Російської Федерації Володимира Путіна з проханням про визнання ще не створеного суб’єкта Росією. Паралельно позачергова сесія Донецької обласної ради сьогодні розглянула можливість ввести в регіоні надзвичайний стан, припинити трансляцію опозиційних ЗМІ, а також створити автономію з назвою Південно-Східна Українська республіка.