

The issue of conceptual equivalence in the discourse of translation

Azad Mammadov, Azerbaijan University, Baku

The hypothesis in the paper is that conceptual equivalence as one of the key types of equivalence between the source and the target texts can be achieved not only based on translation strategies in the elements of figurative language such as metaphor (Trim 2007), but also based on translation strategies in the elements of literal language. Both translation strategies can offer the translator rich information on the linguistic choices of the author of the source text and how the translator considers these choices depending on cognitive perspectives of all participants of the discourse of translation. In this connection, the paper aims to revisit this topic by exploring the role of various elements of literal and figurative language in the process of reconceptualization of the source text into the target text as cycles of reconceptualization based on the theory introduced by Lewandowska-Tomaszczyk (2010, 2020). For this purpose, *The Old Man and the Sea* and *For Whom the Bell Tolls* written by Ernest Hemingway and their translation in the Azerbaijani language have been selected for contrastive analysis and discourse analysis.

Thus, reconceptualization plays a crucial role in the overall success of the discourse of translation. The translator's task is to use all available linguistic tools provided by the target language to make the process of reconceptualization as effective as possible. The ultimate goal is to achieve conceptual equivalence between the source and the target texts, which is one of the most appropriate alternatives to other types of equivalence to make translation successful.

The results of the study suggest that the elements of literal and figurative language help the translator to determine the effectiveness of translation by offering rich information on the ways how conceptualization happened in the source text and how he/she can add his/her own preferences in the target text for reconceptualization opening the road to subjectivity in the discourse of translation. On the other hand, certain objective factors such as social, cultural and purely linguistic can impose

some restrictions on the choices the translator makes based on his/her subjective attitudes.

References

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Key words: conceptual equivalence; concept; conceptual metaphor; elements of literal language; elements of figurative language