METAPHORICAL COLLOCATIONS IN THE ECONOMIC LANGUAGE

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Colocaţia este un tip de relaţie între cuvinte care ne ajută să găsim cuvintele potrivite pentru a fi îmbinate cu alte cuvinte. Traducerea colocaţiilor este o problemă constantă. Deseori în limba engleză sunt utilizate cuvinte şi colocaţii cu sens metaforic - cu sensul diferit de cel literal.
Se trece de la semnificația obișnuită a unui cuvânt (expresie), la o altă semnificație, pe care cuvântul (expresia) nu o poate avea, decât în virtutea unei analogii, fără unificarea totală de sens.
Metaforele folosite în limbajul de afaceri sunt o modalitate de a face aluzii la subiecte care nu sunt discutate în mod deschis. Colocațiile metaforice sunt utilizate în mod eficient pentru a tenta consumatorii, deoarece acestea utilizează imagini pentru a oferi explicații și, prin urmare, o înțelegere mai clară a ideilor complexe. Este foarte important să se ia în considerare contextul și toate particularitățile care pot să apară, să se consulte dicționare specializate, fiecare exemplu să fie analizat adecvat pentru a reda sensul corect al colocații metaforice.

Key words: *collocation, to collocate (with), metaphorical, source language, target language, context.*

Some words in English are used metaphorically – words that have different meaning, not exactly the same as their literal meaning. Usually, the quality of one word is applied to another word. In the work *Metaphor and gender in business media discourse: A critical cognitive study*, Veronika Koller notes that metaphors have a dominate role in business language and usually, create an aggressive and gender-biased working climate. She mentions that metaphors are used in business language as a way to make allusions to topics that are not openly discussed. Metaphorical collocations are effectively used to tempt consumers because they use imagery to provide explanations and thus a clearer understanding of complex ideas. Also, the author mentions the prevalence of war metaphors in business marketing texts and metaphors of evolutionary struggle in mergers and acquisitions texts. She claims that these sorts of aggressive metaphors provide a conceptual frame to the reader and therefore a particular understanding of issues. [6, p. 128]

Using "*business is war*" metaphor the author emphasizes the aggression and male bias that goes together with it. Due to the fact that both war and business have historically been male-dominated, economic domain tends to link the two through the use of imagery in metaphors, metaphorical collocations and in turn perpetuates the notion that business is predominantly a male or masculine affair. The essential elements of business are companies, market, business policy and commercial activities, while the elements of war contain armies, battleground, strategies, results, etc. The business competition can be described by using some expressions related to war in that these war terms can well reflect the intensity of commercial competition. Some linguistic expressions of war terms are commonly found in business situations.

So, let us illustrate some examples of such metaphorical collocations and try to analyze them. It is important to mention that usually metaphorical collocations of this type are translated using explicitation, the process of making something explicit.

Fill or Kill (FOK) order is "an order to buy or sell a stock that must be executed immediately"—a few seconds, customarily—in its entirety; otherwise, the entire order is cancelled; no partial fulfillments are allowed. We will translate that expression into Romanian as "*ordin de vînzare sau cumpărare imediată a unui anume titlu de valoare care, dacă nu este executat imediat se anulează*" by means of *explicitation*.

Dead rent is a fixed rent; *especially***:** one imposed upon a concessionaire without regard to the yield of his or her concession. [8]. It is translated into Romanian as *rentă/chirie moartă* using *word-for-word* translation technique, but also it is followed by an explicitation: *arendă pentru proprietatea neutilizată*.

Grey knight - an ambiguous intervener in a takeover battle, who makes a counterbid for the shares of the target company without having made his intentions clear. [9]. Giving the translation of this metaphorical collocation we can state that it is also translated using *word-for-word* translation technique, but the dictionary gives some explanations too. ("*cavaler cenuşiu"; companie care acţionează în vederea preluării unei alte companii prin supralicitarea ofertei unui "cavaler alb")* So, to understand correctly this metaphorical collocation we should consult specialized dictionary.

White knight (a person or company that rescues a targeted firm from a takeover attempt by buying the firm. [9]) = "*cavaler alb*"; *lichidator preferat; firmă care preia o altă firmă acceptată de aceasta din urmă în defavoarea unei firme care doreşte să procedeze la o preluare ostilă.* In this example, we can notice that translation was made by the same translation techniques, namely *word-for-word* translation technique and *explicitation*.

The same situation is in the case of following example: ***hostile takeovers*** - an acquisition of a firm despite resistance by the target firm's management and board of directors. [9] = *preluare ostilă* (*achiziţionare printr-o ofertă pe care conducerea societăţii vizate o respinge*).

Surely, there are metaphorical collocations in business language that are not related only to war terminology. Some collocations consist of words from everyday life. Such are the following examples:

Discount window - credit facilities in which financial institutions go to borrow funds from the Federal Reserve. These loans, which are priced at the discount rate, are often structured as secured loans to alleviate pressure in reserve markets. It helps to reduce liquidity problems for banks and assists in assuring the basic stability of financial markets. [7] This collocation has the following equivalent in Romanian: *"fereastră de scontare" (posibilitate a instituţiilor de credit de a obţine un împrumut la banca centrală).* So, we can see that English word ***window*** does not have something in common with the Romanian ***posibilitate***, here is given *explicitation*. Therefore the translator should be very careful in translating metaphorical collocations of this type.

Here is another example: ***head and shoulders***, collocation that in English has the meaning of a technical analysis term used to describe a chart formation in which a stock's price: 1. Rises to a peak and subsequently declines. 2. Then, the price rises above the former peak and again declines. 3. And, finally, rises again, but not to the second peak, and declines once more (the first and third peaks are shoulders, and the second peak forms the head.) [7] In Romanian it has *word-for-word* translation that is followed by *explanatory note*: "*cap şi umeri*", *grafic asemănător cu conturul capului şi umerilor unei persoane, care semnalează inversarea unei tendinţe/unui trend*.

Another example of metaphorical collocation are: ***golden handcuffs*** (payments deferred over a number of years that induce a person to stay with a particular company or in a particular job [9]) and has the Romanian equivalent of "*cătuşe aurite", contract/avantaje pentru*

stimularea fidelităţii brokerilor faţă de firma de brokeraj la care lucrează. Here is also used *word-for-word* translation and *explicitation*.

Cook the books (make fallacious entries in or otherwise manipulate a financial record book for fraudulent purposes [9]) is translated into Romanian as *a falsifica registrele/rapoartele (a contraface rapoartele financiare)*;

Buy the book (an order tipically from a large institutional investor to a broker to purchase all the shares available at the market from the specialist and other brokers and dealers at the current offer price. The book refers to the record the specialist kept before the advent of computers [9]) does not have an equivalent in Romanian, it is translated using *explicitation* translation technique – *a cumpăra toate acţiunile disponibile pe piaţă la preţul current de ofertă;*

Fallen angel (1. a bond that was once investment grade but has since been reduced to junk bond status. 2. a stock that has fallen substantially from its all time highs [7]) is translated into Romanian using such indirect translation techniques as *modulation* and *explicitation* – *obligaţiune degradată, obligaţiune al cărei grad investiţional s-a deteriorate pînă la nivelul BB sau mai jos*;

Killer bee (an individual or firm that helps a company fend off a takeover attempt. A killer bee uses defensive strategies to keep an attempted hostile takeover from occurring [7]) also does not have an equivalent in Romanian and is translated by means of *modulation*: *instituţie financiară care ajută o companie să evite o ofertă de preluare;*

Lame duck in business context has the meaning of an ineffective trader who is in or near bankruptcy due to a series of bad trades, often over a long period of time [www.thefreedictionary.com]. Into Romanian it is translated by means of *modulation*, and to be precisely, it is used *generalization – companie inficientă, om fără noroc;*

Cats and dogs are speculative stocks with short histories of sales, earnings, and dividend payments [www.thefreedictionary.com]) and into Romanian this metaphorical collocation is translated by means of *explicitation*: *acţiuni speculative emise de puţin timp (şi care nu au fost tranzacţionate intens, nu au produs prea mult profit sau dividende).*

The same translation technique (*explicitation)* is used in case of ***Balloon Maturity*** (any large principal payment due at maturity for a bond or loan with or without a sinking fund requirement. [www.thefreedictionary.com]). Into Romanian it is translated as credit cu rambursări mari la scadenţă; emisiune de obligaţiuni cu plăţi mai mari la termene apropiate de scadenţa finală. We can easily notice that in economic context we definitely cannot use word-for-word translation technique because it would cause serious misunderstanding of the message.

Little dragons (term for the economies of Hong Kong, Singapore, South Korea and Taiwan [9]) = *ţări în curs de dezvoltare din Asia* (Singapore, Hong Kong, South Korea, şi Taiwan). Certainly, there is nothing in common between English noun ***dragon*** and the Romanian ***ţară***. But, taking into account that it is a metaphorical collocation and using such indirect translation technique as *explicitation* the translation in economic context is understandable.

After analyzing these examples we can outline the following conclusions. First of all, we can see that almost in all cases *explicitation* is used, the indirect translation technique that helps us to better understand the meaning of certain metaphorical collocations. Some semantic changes were made, as from context we could see that in case of "***fallen angel***" or "***killer bee***" nouns were translated using *modulation*. Due to the fact these metaphorical collocations may be translated by means of literal translation (for example, "***înger căzător***" or "***albină ucigaşă***") both, the speakers and the translators should be very attentive in accepting very easily the collocation by giving a foreign meaning. The sonorous coincidences are often absolutely accidental and can generate completely bizarre situations of communication. It is very important to take into account the context and all peculiarities that may occur, to consult specialized dictionaries and to address each case in proper form in order to render the right meaning of metaphorical collocations.

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