



POLİTİK METAFOR ÇEVİRİSİ VE SPOR TERİMLERİNE DAYALI METİNLERARASILIK

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Öz- Bu çalışma, politik metaforların Türkçeye çevrilmesi ve metaforik metinlere dayalı politik metaforlar olarak spor terimlerinin kullanılması açısından metaforik dil kullanımını ortaya koymak üzere tasarlanmıştır. Türkçe'de politik metaforların nasıl ele alındığını ve spor terimlerinin politik söylemde nasıl kullanıldığını araştırmak için en.wikipedia.org ve bbc.com'dan toplam 70 metafor (40 siyasi metafor; 30 spor terimi) seçilmiştir. İlk olarak, politik metaforlar van den Broeck (1981: 77) tarafından ortaya konan üç tür çeviri stratejisine (olasılık) dayanarak analiz edilmiştir: (1) 'sensu stricto', (2) Değiştirim ve (3) Açıklama. Bu analizin bulgularına göre, politik metaforların Türkçeye çevrilmesinde tercih edilen ortak strateji sensu stricto iken, değiştirim ve açıklama stratejileri de kullanılmaktadır. Ayrıca, politik söylemde spor terimlerinin metinlerarası bağlamı üzerine yapılan analiz sonuçları, politik söylemde sayısız spor teriminin metaforik olarak kullanıldığını, bunun da konuşmayı veya yazmayı daha deyimsel ve etkili yapmak için tercih edildiğini göstermektedir.

Anahtar Kelimeler – Politik Metaforlar, Metinlerarasılık, Çeviri.

TRANSLATION OF POLITICAL METAPHORS AND INTERTEXTUALITY BASED ON SPORTS TERMS

Abstract- This study has been designed to reveal metaphorical language use in terms of translations of political metaphors into Turkish as well as the use of sports terms as political metaphors based on intertextuality. A total of 70 metaphors (40 political metaphors; 30 sports terms) were chosen from en.wikipedia.org and bbc.com to investigate how political metaphors are handled in Turkish and how sports terms are used in political discourse. First, political metaphors were analysed based on three types of translation strategies (possibilities) set forth by van den Broeck (1981: 77): (1) Translation 'sensu stricto', (2) Substitution, and (3) Paraphrase. According to the findings of this analysis, sensu stricto is the common strategy preferred in translations of political metaphors into Turkish while substitution and paraphrasing are also used. Besides, the results of the analysis on the intertextual context of sports terms in political discourse show that a myriad of sports terms is used as metaphors in the political discourse, which are possibly preferred to make the speech or writing more idiomatic and effective.

Keywords – Political Metaphors, Intertextuality, Translation.

Introduction

Change is the immutable law of nature in that nothing has the ability to resist the developments of the time that passes by under our nose. And neither does language. Betty Birner (2019) suggests that “language is always changing, evolving, and adapting to the needs of its users and this isn't a bad thing; if English hadn't changed since, say, 1950, we wouldn't have words to refer to modems, fax machines, or cable TV. As long as the needs of language users continue to change, so will the language.” What tightens the noose is metaphorical language use that has circumvented our whole life when it comes to speech and conversation. Along with intertextuality, this turns into a tangled net from which it is hardly possible to get out. For example, the use of “the bottom of the ninth” (Bryant, 2012) meaning “the final opportunity or chance” can be preferred by a journalist or an author of any type of texts for referring to a last-ditch for a politician who is down the stretch during an election. For a layperson, such a phrase may make no sense and even it may connote nothing for someone expert in the field if the nature of intertextuality is not well-understood. At this point, it brings to mind the question “What role does translation play in this sense and how translators give reaction to this change and intertextuality to render a message accurately and properly?” Metaphors prove troublesome in the translation process regardless of the proximity of two languages and similarities between linguistic structures of these two languages. As Schäffner (2004: 1253) purports, “Metaphor, as a typical feature of communication, presents a challenge for translation too, both for the practising translator and for its treatment in the discipline of Translation Studies.” She adds that “In the literature on translation, the two main issues have been, firstly, the translatability of metaphors, and secondly, the elaboration of potential translation procedures” (ibid: 1254). Thus, in an attempt to create methodology on how to translate metaphors and to make such specifications as seem necessary to provide a theoretical framework in which general statements about the translation of metaphors can be made, van den Broeck (1981: 73) suggests that

“Although in view of its importance and frequency in language use metaphor indubitably constitutes a pivotal issue in translation, it has hitherto received only random attention on the part of translation theorists. Presumably one of the main obstacles for a theory of translation to overcome is the intuitively subscribed and generally accepted ‘inadequacy of any single generalization about the translatability of metaphor.’”

He further suggests that “to admit the inadequacy of generalizations about the translatability of metaphor is to admit that translation theory as a whole is an absurd undertaking, since it then should be incapable of accounting for the translation of one of the most frequent phenomena in language” (ibid, 73).

It should be born in mind that translating metaphors is hard enough due to several reasons, among which are van den Broeck's (1981) private (poetic) metaphors, conventional metaphors, and lexical metaphors. Translators face huge constraints and difficulties as always. However, handling metaphors in translations should be taken into consideration with due care. Particularly metaphors that are common in the English-speaking world and potential would-be-universal terms should be analysed under a generalized translatability approach.

On the basis of the issue of translatability of metaphors, this study has been designed to reveal how political metaphors and sports terms associated with political issues in English are handled in Turkish on online news agencies. Thus, a compilation of political metaphors is analysed to see whether Turkish translations include equivalent terms or not and under which strategies these metaphors are translated. Thus, three types of translation strategies (possibilities) set forth by van den Broeck (1981: 77) are taken as a basis for the analysis of the study: (1) Translation 'sensu stricto', (2) Substitution, and (3) Paraphrase.

The following sections of the study include a literature review regarding the field of translation in view of metaphors, metaphor and translation, methodology, analysis and results, and conclusion.

Literature Review

Cross-cultural translation, linguistic strategies, and other interdisciplinary approaches related to Translation studies have long been discussed over the last few decades, yet the issue of whether the translations of metaphors have been touched adequately has not been uncovered. It is an absolutely neglected issue of translation when it comes to research on such a specific subject as metaphors. That being said, some scholars have attempted to unveil the enigma of metaphors not only based on the analysis of specific content but also based on a theoretical framework. Van den Broeck (1981: 74), one of the crucial researchers who pointed out that “In order that a phenomenon such as metaphor may be adequately dealt with in translation theory, it is obvious that some preliminary work will have to be done and all empirical

phenomena are subjected to the rule that, if one wants about them, they must be properly observed and described.” He got the bottom of metaphors along with its types and use to theorize about metaphor translation concluding that” the translatability of metaphor in concrete texts will depend on the relations into which it enters with the other elements on various levels (syntactic, prosodic, etc.). Based on the argument that metaphors can become a translation problem due to linguistic and cultural differences that hamper transferring, Schäffner (2004) conducted a research on metaphor translations regarding several translation procedures such as paraphrase, substitution, and deletion and discussed some implications of a cognitive approach to metaphors for translation theory and practice with illustrations from authentic source and target texts in English and German political discourse. Aldanani (2018) used a cognitive approach to metaphorical expressions translation in political discourse from English to Arabic concluding that “the set of conceptual metaphors underlying the political expressions are almost similar in both languages in terms of the source domains used as well as their collocation patterns.” Mio (1997) analysed the political power of metaphors by naming metaphors as persuasive devices that can collapse complicated issues into simpler information that can be easily understood by the public.

Metaphor and Translation

Metaphor, according to Hills (2017) from Stanford Encyclopaedia of Philosophy, is a poetically or rhetorically ambitious use of words, a *figurative* as opposed to *literal* use. He divides metaphor into two different and separate subject matters: *primary subject* or *tenor* and *secondary subject* or *vehicle*. The former refers to a metaphor that is resorted by a speaker in the first place, whereas the latter refers to a newly introduced subject matter with an eye to temporarily enriching our resources for thinking and talking about the first (ibid, 2017). To illustrate these subject matters that are mingled to rich and unpredictable effect, Hills represents an extract from William Shakespeare’ *Romeo and Juliet*, James Joyce’s *Ulysses*, and Walter Benjamin’s *Einbahnstraße* as follows:

But soft, what light through yonder window breaks?

It is the east and Juliet is the sun!

(William Shakespeare, *Romeo and Juliet*, 2. 2. 2–3)

—History, Stephen said, is a nightmare from which I am trying to awake.

(James Joyce, *Ulysses*, chap. 2)

A work is a death mask of its conception.

(Walter Benjamin, *Einbahnstraße*)

Based on the metaphor’s primary subjects, Hills illustrates the young girl Juliet in the case of Romeo’s metaphor; history, Ireland’s history or the world’s, in the case of Stephen’s; and works, prose writings in general, in the case of Benjamin’s, whereas, he illustrates the sun; nightmares from which one tries to awake; death masks, i.e., death masks in general based on the secondary subjects. In short, “metaphor is but one of many techniques, named and unnamed, for likening one thing to another by means of words” (ibid).

It is a known fact that politicians frequently talk in riddles to avoid the potential consequences of their statements in front of the cameras beleaguering them at any time they speak or declare an important issue. This is manifested in highly common statements of politicians such as “we are really concerned that ...”, which may even result in a small-scale war or nothing at all. And metaphors are the more powerful speeches that may come along with these statements. It should be noted that metaphors are not solely used to embellish a statement by any actors of speech including politicians. Mio (1997) expresses that “Dozens of political theorists have extolled the virtue of metaphors as effective persuasive devices or have demonized metaphors as manipulative tools of politicians. Such linguistic devices are important-even necessary- tools of political discourse because political events are abstract and too numerous for public consumption.” Karimova (2015) believes that “Metaphor in everyday speech has a wide range of usage and allows you the opportunity to express your thoughts vividly, emotionally and is intended to convey information to a listener in a summary form.” True, metaphors are becoming an integral part of our everyday speeches regardless of the environment they are used in. however, every culture and community has its own ways of using metaphors based on experience and real-life issues. On the other hand, there are also universalized metaphors such as “lame-duck”, an American-based term which means a politician in the final period of office. One may notice the use of this word in Turkish media under the term of “topal ördek” or in French under the term of “canard boiteux”. In the American political sense, “lame-duck” was first used in 1863 in reference to “broken-down politicians,” and the first president to be called a lame-duck was Calvin Coolidge (Quillen, 2009). Though such universal terms may facilitate translators’ work to some extent, it is not that easy to come through the difficulty of retaining the source text message full of metaphors in the target text. “Most authors agree that the image in the ST cannot always be retained in the TT (e.g., because the image

that is attached to the metaphor is unknown in the TL, or the associations triggered by the SL metaphor get lost in the TL) (Schäffner, 2004: 1254). The use of a sports term for a political speech or vice versa can also be possible at different times. This stiffens translators' work along with intercultural differences, and intertextuality which is also common when it comes to metaphorical language use. Schäffner (2004: 1264) suggests that

“The most interesting point for Translation Studies in this respect is that the whole debate and the conceptual shift were initiated by a specific translation solution. We can speak of intercultural intertextuality in such cases, where a metaphor is further elaborated as a result of intercultural communication and/or of translation. By studying actual translations and their effects, Translation Studies can thus also contribute to the study of cultural aspects of conceptual metaphors. That is, the analysis of texts for metaphors and metaphorical reasoning processes in different languages may reveal possible cultural differences in the conceptual structures.”

Methodology

This study has been designed to reveal the translations of metaphors based on the three types of translation strategies (possibilities) set forth by van den Broeck (1981: 77): (1) Translation 'sensu stricto', (2) Substitution, and (3) Paraphrase. A metaphor is translated 'sensu stricto' whenever both SL 'tenor' and SL 'vehicle' are transferred into the TL. For lexicalized metaphors this mode of translating may give rise to two different situations depending on whether or not the SL and the TL use corresponding 'vehicles': a) if the 'vehicles' in SL and TL correspond, the resulting TL metaphor will be idiomatic. b) If the 'vehicles' in SL and TL differ, the resulting TL metaphor may be either a semantic anomaly or a daring innovation. Substitution applies to those cases where the SL 'vehicle' is replaced by a different TL 'vehicle' with more or less the same 'tenor' and then the SL and TL 'vehicles' may be considered translational equivalents in that they share a common 'tenor.' Finally, an SL metaphor is paraphrased whenever it is rendered by a non-metaphorical expression in the TL. In fact this mode of translating metaphors renders them into 'plain speech'; the resulting TL expression comes up to the level of a commentary rather than of actual translation (ibid: 77).

Approximately 40 political metaphors and 30 sports terms used for political speeches or reasons are taken into

consideration. These metaphorical usages were obtained from en.wikipedia.org and bbc.com to analyse and interpret in terms of metaphorical language use and their Turkish translations on online news agencies and other online news platforms. Wikipedia was selected only to draw upon the list given on its web site and the BBC was selected because it mainly contains political texts that are full of metaphorical terms most of which are given in this paper and because the researcher was inspired by the text titled “*The shared language of sport and politics*” written by Nick Bryant (2012) and wanted to reveal the translations of these metaphorical texts in Turkish. The reasons these terms were selected are that most of these terms are used frequently in the news texts circulated online, they have a history behind them and mainly do not have correspondence in Turkish. In so doing, first, the source text (English) and then the target text (Turkish) will be provided in different sentences. A full list of political and sports terms is given in Table 1 and Table 2, and where there is no equivalent word in the target text the meaning of the metaphor is given.

Table 1: A List of Political Metaphors

Source	Target (if any)
Eminence Grise	Perde/Tahtın Arkasındaki Güç
Figurehead	Sembolik Başkan
Puppet Government	Kukla Hükümet
Star Chamber	Eski İngiliz Yüksek Mahkemesi
Blank Check	Açık Çek/Tam Yetki
Grandfather Clause	Kazanılmış Hakların Korunması İlkesi
Poison Pill	A provision in an act or bill which defeats or undermines its initial purpose or makes it politically unacceptable
Pork Barrel	Legislation or patronage: acts of government that blatantly favor powerful special interest groups
Rider	Ek Teklif/İlave Yasa Layihası
Sunset Clause	Sona Erme Hükümü
Trigger Law	... that will automatically "spring" into effect once some other variable occurs.
Character Assassination	İtibar suikastı/Adını Lekeleme
Dark/Black Horse	Sürpriz At/Beklenmedik Başarı Gösteren Politikacı
Gerrymandering	Seçime Hile Karşıtırmak
Landslide Victory	Seçimlerde Ezici Oy Üstünlüğü
Muckraking	Uncovering and publicizing scandalous information about a person or organization
Parachute Candidate/Carpenter	Maceracı Politikacı/Opportunist
Paper Candidate	Kağıt Üstünde Aday
Riding Coattails	Birinin Başarısından Nemalanmak
Sacrificial Lamb	Kurbanlık Koyun/Günah Keçisi
Stalking Horse	Göstermelik Aday
Grassroots	Parti Tabanı
Astroturfing	Sunî Kamuoyu Oluşturma
Stooge	Yardımcı/Piyon
Hard Power	Set Güç/Askeri Güç Kullanma
Soft Power	Yumuşak Güç
Soft Tyranny	Yumuşak Zorbalık
Big Stick Diplomacy	Güç Gösterisinde Bulunmak
Wedge Issue	An issue which turns members of a party against each other
Third Trail	An issue which is so controversial, pursuing it or even attempting to address it could end one's political career
Straw Man	Korkuluk Mantık Hatası
Sacred Cow	Eleştirilemez Kurum
Bread and Circuses	Göstermelik/Ülke Çapında Eğlence
Government in the sunshine	Şeffaf Hükümet
Lame-duck	Topal Ördek
Melting Pot	Buluşma Noktası/Eritme Kazanı
Salad Bowl	A society in which cultural groups retain their unique attributes (opposite of melting pot theory)
Spin (public relations)	Kafadan Sallamak
Turkey's voting for Christmas	Bile Bile Lades Demek
Witch-hunt	Cadı Avı/Sindirme Harekatı

Source: https://en.wikipedia.org/wiki/List_of_political_metaphors

Table 2: A List of Political Metaphors

The bottom of the ninth
Front-runner
Running down the clock
Knock-out punch
Hail Mary pass
Game-changer
Spiking the football
Sticky wicket
Straight bat
Hit-for-six
The crease
Punches above it weight
Playing the man not the ball
Pylons
Stickhandle
Hit out of the park
Hit a home run
Swung for the fences
Step up to the plate
At bat
Wildcat formation
Fakery
Knock-out punches
Smack-down
The Big Mo
New coach
Economic play-book
Losing season
Marathon
Sprint
Monday morning quarterbacking

Source: <https://www.bbc.com/news/magazine-19726898>

Analysis and Results

The metaphors shown in Table 1 under the title of “political metaphors” will be analysed and interpreted through examples in English and Turkish from online news agencies while the metaphors given in Table 2 will be analysed and interpreted in terms of intertextual context between politics and sports. Thus, first of all, some of the words or phrases in Table 1 will be given in source and target texts from different online news agencies and other social media platforms or websites to conduct an analysis based on the three types of strategies of van der Broeck.

Analysis of Political Metaphors Based on Translation

Example 1: Eminence Grise

English Sentence: Now they are wondering who will replace the man widely believed to be the “**eminence grise**” behind President Putin, who largely defined the direction Russia has been taking.

(<http://news.bbc.co.uk/2/hi/europe/3224945.stm>)

Turkish Sentence: “**Tahtın arkasındaki güç**”

Veliht Prens Muhammed kimdir?

(<https://www.bbc.com/turkce/haberler-dunya-45966685>)

The sentences in English and Turkish reveal that the metaphor “eminence grise” is translated based on “sensu stricto” and the metaphors used in both languages correspond linguistically through an idiomatic metaphor. In the English sentence, the man believed to be behind Putin is Alexander Voloshin who was the-then chief-of-staff and believed to take important decisions related to the government and the country. In the Turkish sentence, the person called “eminence grise” is both in power and the person believed to be behind the power. Thus, it seems that metaphors may correspond in both languages; however, the context is not identical when the positions of both actors are taken into account.

Example 2: Figurehead

English Sentence: While approval ratings for the real Queen have been steady since 2016, the show has strengthened her position as a **figurehead**.

(<https://www.vogue.com.au/culture/features/has-the-crown-changed-how-we-view-the-royal-family/image-gallery/f05415593a5698ce179b23ac0faa7e29>)

Turkish Sentence: Şentop, sadece mevzuat üzerinden gidilse bile yine başkanlık sistemine gelineceğini belirterek, “61 anayasasında bir cumhurbaşkanı var, cumhurbaşkanını parlamento seçiyor. Tamamen **sembolik yetkileri olan bir cumhurbaşkanı**.” ifadesini kullandı.

(<https://www.timeturk.com/tbmm-baskani-sentop-parlamentar-sisteme-donulmesi-tartismalarini-degerlendirdi-2/haber-1364514>)

One may notice that the translation of the relevant metaphor observed in both sentences has been made through paraphrasing. In the English sentence, the metaphor “figurehead” is used to refer to the position of the Queen, who has symbolic powers; whereas, in the Turkish sentence the metaphor is translated by extending the word usage referring to the symbolic powers of a president as is in Turkey. Therefore, one may conclude that the literal translation of the word “figurehead” as “sembolik başkan” has been translated in a manner to explain what in fact the word figurehead refers to in Turkish. Another reason for this is that Turkey is governed by a president who does not have the same position as in the United States.

Example 3: Big Stick Diplomacy

English Sentence: Taiwan election race widens as China's **big stick diplomacy** backfires

(<https://www.straitstimes.com/asia/east-asia/taiwan-election-race-widens-as-chinas-big-stick-diplomacy-backfires>)

Turkish Sentence: Husilerin asıl amacı Kasım Süleymani'nin öldürülmesinden sonra hem **güç gösterisinde bulunmak** hem de boşluktan faydalanarak stratejik öneme sahip bu üçgenin kontrolünü sağlamaktır.

(<https://www.aa.com.tr/tr/analiz/yemen-de-catismalar-sana-marib-cevf-ucgeninde-artiyor/1748539>)

Example 3 includes the source and the target text in which the metaphor “big stick diplomacy” is used to mention the power that is exploited in order to show the rivals that the actors are trying to bully. In this sense, it is clear that both the source and target texts refer to the same tenor. In so doing, the target text has been translated through substitution. Both metaphorical uses share the common tenor in that in the source text the reaction of China against Taiwan is taken into consideration during an election while in the target text the tour de force of a movement called Houthi -a movement colloquially simply Houthis in Iraq- is discussed.

Example 4: Hard Power and Soft Power

English Sentence: Added to **hard power**, the **soft power** of attraction is what the military calls a force multiplier. And that makes our values a source of American power.

(<https://www.nytimes.com/2020/02/25/opinion/trump-soft-power.html>)

Turkish Sentence: Türkiye, Asya'dan bölgesine uzanan 'insanlık trajedisi'nden, salt Asya, Ortadoğu, Körfez ve Afrika'daki çıkarlarına odaklanmış ülkelerin sebep olduğu tüm felaketlerden kaçanları korumak adına, Cumhurbaşkanı Erdoğan'ın liderliğinde, tarihine ve geleneklerine yakışır bir vakur duruşla, tüm '**sert güç**' ve '**yumuşak güç**' unsurlarını sahaya sürerek, bir 'insanlık ve kurtuluş operasyonu' yürütüyor. (<https://www.sabah.com.tr/yazarlar/kerem-alkin/2020/03/02/kuresel-istikrarin-3-milyar-euroluk-teminati-guclu-turkiye>)

The example 4 contains sentences in English and Turkish regarding hard and soft power, which refer to using military forces and economic as well as diplomatic sanctions against another country, respectively. These terms have been frequently used recently as countries tend to make an appearance against any undesirable actions of another country whether through hard power or soft power. Most probably the latter is preferred as nearly every country avoids a potential military conflict with another country though the first option is to impose economic sanctions to dissuade the relevant country from doing unfavourable things when these things are against the interests of the country that imposes sanctions. In this sense, it is clear from the sentences that both in English and Turkish the metaphors have been used in the same manner though it is known that the origin of this metaphor is English. Thus, one may notice that the sensu stricto approach has been conducted when this metaphor is translated into Turkish.

Example 5: Sacred Cow

English Sentence: I know this is a political **sacred cow** and no politician will touch it. (https://www.theadvocate.com/baton_rouge/opinion/letters/article_a083b04a-492e-11ea-aa09-db08483b29f2.html)

Turkish Sentence: Bir hukuk devletinde hiçbir kişi ya da **kurum eleştirilemez** değildir. (<https://haberglobal.com.tr/spor/galatasaray-kulubu-yel-kayadan-toz-alir-5890>)

On some occasions, the metaphor used in its universal form may be paraphrased when being translated into another language. The term “sacred cow” refers to the sacredness of cows in Hinduism and has been used in American politics to refer to the policies or institutions that are immune or close to criticism. A majority of opponents of this policy claim that no one and no institution should be waived from criticism as the notion of the state of law requires everyone to be criticized and inspected. From this point of view, the metaphor used in the English sentence in an attempt to draw a parallel between the immunity of some policies to the sacredness of cows in Hinduism has been paraphrased in Turkish in the translation process.

Analysis of Political and Sports Terms Based on Intertextuality

Example 1: Front-runner

A: Bernie Sanders cements **front-runner** status with Nevada caucuses win (<https://www.bbc.com/news/world-us-canada-51601813>)

B: And Senator Elizabeth Warren, once the **frontrunner** in the race, suffered a humiliating defeat to Mr Biden in her home state of Massachusetts.

(<https://www.bbc.com/news/world-us-canada-51731293>)

C: Mr Buttigieg surprisingly, and narrowly, won the first event of the primary season, the caucuses in Iowa on 3 February. But he failed to repeat that success and win the delegates needed to make him the **front-runner** and later confirm his nomination. (<https://www.bbc.com/news/world-us-canada-51700771>)

The term “frontrunner” is a sports term that refers to the winner of a race, specifically the horse race. As the name signifies, it represents a contestant who finishes the race in the first place. Thus, the use of such a term as a metaphor in political rivalries may surely make the speech or writing more idiomatic and effective.

Example 2: Playing the man, not the ball

A: To be fair, the Labour leader was intent on **playing both the man and the ball**. A form of sliding tackle, if you like (Taylor, 2012).

B: The senator has already attracted criticism from business figures who say he is **playing the man, not the ball** (Duke, 2020).

The term “playing the man, not the ball” is a football-related term that refers to “objecting to someone's argument by attacking them or a facet of their personality instead of the argument itself; to make an ad hominem attack.” (www.phrases.com, 2019). This is a highly common term used by politicians or journalists writing in the field of politics in an intertextual context to demonstrate that politicians often resort to attacking opponents rather than the argument raised by their opponents.

Discussion

In this study, five different political words/phrases were analysed based on translation regarding metaphorical language use while two political and sports words/phrases were analysed based on intertextuality. It was observed that while the words/phrases “eminence grise, big stick diplomacy, hard power/soft power” are translated into Turkish mostly literally, other two words/phrases including “figurehead, sacred cow” are translated into Turkish through paraphrasing or substitution based on the context and reflection of these terms as well as the context they are used in.

As regards the intertextual use of political and sports terms, one may notice that there is a myriad of metaphorical terms that are borrowed from the repertoire of the field of sports and adapted into the political arena, two of which were given in example in the study. What is more interesting and striking, the BBC reporters are highly enthusiastic about making use of these intertextual uses which the researcher believes is because these metaphors are aimed at creating a lyrical and meaningful impact on the reader.

Conclusion

Language has changed considerably not only in people's conversations but also in the field of academic researches and journalism. Thus, one may notice that to gain access to and keep up with the changing language use, we all should be

aware of the parameters that have led to the change in question. One of the notable and striking changes that are observed is metaphorical language use. Metaphorical language use has been in the core of academic researches and journalists' language. And when it comes to translation, metaphors gain more importance as readers are the only audience for whom writings are created. Based on this assumption, this study has been designed to investigate metaphorical language use in politics as well as in sports not only regarding translation but also intertextuality.

According to the findings of the analysis of the political metaphors translation into Turkish, it was observed that translations of metaphors into Turkish are mainly carried out based on *sensu stricto*. However, it was also found out that metaphors may be rendered into Turkish through substitution and paraphrasing. One may also notice that some of the metaphors used in English do not have translational equivalents, which means that universal metaphors may not have gained a seat in the linguistic structure of Turkish if they are taken into consideration based on translation. It does not mean that Turkish does not have any linguistic correspondences, though.

On the other hand, it was also observed that a myriad of sports terms are used as metaphors in the political discourse, which the researcher believes are preferred to make the speech or writing more idiomatic and effective.

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EXTENDED ABSTRACT

The objective of the study: This study has been designed to reveal metaphorical language use in terms of translations of political metaphors into Turkish as well as the use of sports terms as political metaphors based on intertextuality. Besides, the researcher aims to highlight the issue of intertextuality in terms of the metaphorical use of the terminology of different fields such as sports and politics.

Data and Methodology: A total of 70 metaphors (40 political metaphors; 30 sports terms) were chosen from en.wikipedia.org and bbc.com to investigate how political metaphors are handled in Turkish and how sports terms are used in political discourse. Wikipedia was selected only to draw upon the list given on its web site and the BBC was selected because it mainly contains political texts that are full of metaphorical terms most of which are given in this paper and because the researcher was inspired by the text titled “*The shared language of sport and politics*” written by Nick Bryant (2012) and wanted to reveal the translations of these metaphorical texts in Turkish. The reasons these terms were selected are that most of these terms are used frequently in the news texts circulated online, they have a history behind them and mainly do not have correspondence in Turkish. In so doing, first, the source text (English) and then the target text (Turkish) was provided in different sentences. And political metaphors were analysed based on three types of translation strategies (possibilities) set forth by van den Broeck (1981: 77): (1) Translation 'sensu stricto', (2) Substitution, and (3) Paraphrase.

Findings: According to the findings of the analysis of the political metaphors translation into Turkish, it was observed that translations of metaphors into Turkish are mainly carried out based on sensu stricto. However, it was also found out that metaphors may be rendered into Turkish through substitution and paraphrasing. One may also notice that some of the metaphors used in English do not have translational equivalents, which means that universal metaphors may not have gained a seat in the linguistic structure of Turkish if they are taken into consideration based on translation. It does not mean that Turkish does not have any linguistic correspondences, though. Besides, it was observed that while the words/phrases “eminence grise, big stick diplomacy, hard power/soft power” are translated into Turkish mostly literally, other two words/phrases including “figurehead, sacred cow” are translated into Turkish through paraphrasing or substitution based on the context and reflection of these terms as well as the context they are used in. As regards the intertextual use of political and sports terms, one may notice that there is a myriad of metaphorical terms that are borrowed from the repertoire of the field of sports and adapted into the political arena, two of which were given in example in the study. What is more interesting and striking, the BBC reporters are highly enthusiastic about making use of these intertextual uses which the researcher believes is because these metaphors are aimed at creating a lyrical and meaningful impact on the reader.

Conclusion: Language has changed considerably not only in people’s conversations but also in the field of academic researches and journalism. Thus, to gain access to and keep up with the changing language use, we all should be aware of the parameters that have led to the change in question. One of the notable and striking changes that are observed is metaphorical language use. Metaphors gain more importance in translations as readers are the only audience for whom writings are created. A myriad of sports terms are used as metaphors in the political discourse, which the researcher believes are preferred to make the speech or writing more idiomatic and effective. Thus, it is obvious that intertextuality should be analysed not only based on the re-use of previous texts in the new ones but also based on the metaphorical language use in various fields.

Recommendations: It is strongly recommended that future studies be conducted on the metaphorical use in different working languages and translations not only based on intertextuality but also based on other elements that are closely related to the field of translation studies. In this context, the difficulties arising from the translation of metaphors may be revealed. In short, the metaphorical language use may give clues about how language shapes and is shaped by the speaker’s tone and language.