

Metaphorical Mapping and Translation of Animal Cultural Connotations in Chinese and English in Intercultural Communication

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Keywords: Animal Vocabulary, Cultural Connotation, Intercultural Communication, Translation Method, Animal Metaphor

Abstract: Metaphor is not only a form of language, but also a carrier of thought and culture. Due to the influence of different history, traditions, customs, thinking modes and other factors, animal words have different connotations in Chinese and Western cultures. The purpose of this article is to understand the metaphorical mapping and translation of animal cultural connotations from the perspective of cross-cultural communication, and to discover a mapping mechanism that highlights the flexibility of language through metaphors. Based on Lakoff and Johnson's conceptual metaphor theory, this paper explores the metaphor mapping of different cultural connotations in Chinese and English animal idioms through some representative examples. Based on four types of animals, 318 examples of animal metaphors in Chinese and English, analyze the data according to the principle of metaphoric highlighting, and try to compare the cultural connotation of animal words from the perspective of cross-cultural communication, and point out the translation methods of animal words. The results show that the mapping mechanisms of different languages are the same and different. The relatively abstract concept is more prominent in the target domain, and the relatively specific concept in the original source domain is highlighted as an abstract concept in the target domain through the role of the mapping mechanism; the difference is that the mapping mechanism is different due to different cultural and social factors.

1. Introduction

Metaphor is a common form of language expression. There are many experts and scholars who

have fully studied its type, structure, syntax, cognition and semantic features. As a style, its vividness is well known. A variety of metaphorical expressions about animals make this style more colorful and make its vividness icing on the cake [1]. However, metaphorical sentences about the same animal are reflected in far different connotations in the two cultural backgrounds of China and the West. The reason is that different nationalities have different cultural origins, and the meanings given to various specific animals are sometimes connected, sometimes very different [2]. Therefore, the study and application of metaphors will be a big problem for Chinese students who are learning English but lack background knowledge. Such errors caused by cultural differences are common [3]. As a second language teaching staff, it is necessary for us to compare the connotative colors of Chinese and English language in a specific metaphorical environment, so as to guide students to correctly understand and flexibly apply this vivid style [4]. This article will use dogs, donkeys, foxes, cows, pigs and other animals as examples to analyze the similarities and differences of their metaphorical connotations in Chinese and English cultural backgrounds from their metaphors in proverbs, maxims, cultural connotations and metaphors. The purpose of the instruction.

Metaphors are developed from human experience, explained through human understanding, and then linked to similar everyday experiences in culture. In this way, metaphors can explain social culture by explaining how certain cultures look at common experiences in different ways [5]. At present, Tao, M has found through research on different national cultures that although their cultures are similar, they are also far apart. The expressions of various animals are closely related to culture [6]. There are many different metaphorical expressions of animals in English and Chinese, especially in idioms and proverbs. Correct understanding of the connotation and cultural color of these metaphors helps us to conduct classroom teaching correctly. Translation and other fields have practical guiding significance [7]. Xuan, C. Analyze Chinese and Western prejudice against the same animal from the perspective of cross-cultural communication, and investigate its main reasons. On this basis, the translation methods of animal symbolic meaning in Chinese and English are summarized, which aims to provide reference for English learners to translate the same animals [8]. In the end, due to differences in cultural factors such as political ideas, moral concepts, social psychology, cultural traditions, folklore, lifestyles, customs, etc. between China and the West, the huge differences between Chinese and English cultures led to the connotation of Chinese and English animal words Different [9].

Language is one of the carriers of culture. However, some language learners blindly seek to understand the meaning of language and ignore the study of language and culture. When translating, without understanding the cultural connotation of the content, the translated articles are either obscure or ambiguous [10]. Animals are closely related to human life. There are a lot of animal words in both English and Chinese. However, due to the different development history of each nation, each nation has its own national culture, that is, each nation is formed in the process of production, labor, and life. Unique style and traditional virtues, including language, customs, lifestyle, way of thinking, marriage customs, and animal preferences. When translating, we must deeply understand the connotation and differences of animal words in different cultures, and use appropriate translation methods to ensure that the translation is accurate, vivid, and relevant [11]. In the process of human development, human production and life cannot be separated from animals, and this relationship makes us humans and animals have extremely complex emotions, so we often use animals to express emotions [12]. Cultural connotation reflects our actual life, and animals, as an extremely important part of the earth's biology, are used in our language to make our language more vivid and vivid. It is of great significance to deeply study the cultural connotation of animals.

Through the study of animal words in the overlap of English and Chinese animal meanings, conflicts, the same meaning of different animal figurative expressions, and vacancies, the similarities and differences of animal cultures in English and Chinese are analyzed from the

perspective of metaphorology, and these phenomena are analyzed. The reason and the attitude we should take. Contrast the cultural metaphor of animal culture connotation between English and Chinese. Due to the similarities and differences in the geographical environment, physiological structure, and lifestyle of the English and Chinese national lives, this has led to the overlap and difference of metaphors in the cultural connotations of English and Chinese animals, so it is necessary to carry out an in-depth analysis of the specific reasons. In addition, by analyzing 318 Chinese and English animal metaphor examples based on the metaphoric highlighting principle, and attempting to compare the cultural connotation of animal words from the perspective of cross-cultural communication, and pointing out the translation of animal words method.

2. Proposed Method

2.1. Cultural Connotations of Animal Words in English and Chinese

In addition to reference meanings, animal words have rich cultural connotations. Because the understanding and association of certain words are different between the East and the West, the cultural connotations they assign to animal words are also different. The following differences in the meaning of animal words can be summarized into four cases:

2.1.1. The Same Animal Word in English and Chinese Expresses the Same Meaning

Although there are differences between Eastern and Western cultures, human beings' understanding of the same world is always the same or similar. Therefore, some animal words have the same connection and are given the same cultural connotation. In both Chinese and English, foxes are considered treacherous and cunning, so when English users say: He is a fox (he is an old fox), Chinese users can immediately understand the meaning. A wolf is a ferocious animal. Greed and fierceness are its nature. A wolf in sheep's clothing corresponds to the allegorical meaning of a wolf in sheep's clothing in Chinese. And as busy as a bee (slow as a bee) as slow as a nail (ride as slow as a snail) ride the tiger. Because of the characteristics of these animals, animal words are given the same cultural connotation, so users of both English and Chinese can directly understand and conduct cross-cultural communication [13].

2.1.2. Different Connotations of the Same Animal Word in English and Chinese

Due to different environments, cultures, and religions, different nationalities may have different associations for the same object, leading to the existence of different cultural connotations. For example, dragon, dragon is the totem of the Chinese nation, and there are many dragon idioms in Chinese, such as: , Live dragon and tiger, hope child Jackie Chan and so on. The Chinese all claim to be descendants of the dragon. In English, dragon means fierce, irritable, mysterious and scary. It is a symbol of evil and misfortune. Satan is called the great dragon in the Bible. Dog, in Chinese, is synonymous with despicable and shameless, with derogatory meanings, such as traitors, running dogs, dog fighting, dog heart, dog legs, etc. Dog in English often refers to friendship and loyalty, and contains meaning. For example: a lucky dog, top dog winner, every dog has its day Everyone has a proud day [14].

2.1.3. Different Animal Words Express the Same Meaning

Due to the differences in national cultural backgrounds, different animal names can express the same cultural connotation. For example: Tiger in Chinese refers to brave, powerful, and mighty, such as foxes, tigers, and dragons. In English, instead of using tiger, lion is used instead. In the

West, lions are a symbol of strength and bravery, such as bold as a lion. In English, horses are given the full cultural significance of cattle in Chinese. For example, as strong as a horse, as hard as a cow, work like a horse, and eat like a horse [15].

2.2. Translation of English and Chinese Animal Idioms

Animal idioms have very unique images, and their association with images expresses rich linguistic meaning. To understand the meaning of animal idioms, you must consider the meaning of the idioms themselves and their differences. Due to cultural background, the purpose of translation is to transfer all the information of the original text to the target language. The vivid images of animal idioms inspired the reader's intuition, which further triggered the connection of internal meaning. Therefore, the translation of animal idioms should be as original as possible, and different methods should be used according to the culture and language habits of the target language. With the discussion of the three phenomena of animal idioms, we should translate animal idioms according to these three phenomena.

2.2.1. Translation of Metaphorical Coincidence in Animal Idioms

Metaphorical coincidence refers to the phenomenon that different objects or the same object in two languages have the same metaphorical meaning. Words carry the psychology of a nation, especially those animal words with rich cultural characteristics.

2.2.2. Same Animal, Same Metaphorical Meaning

To preserve its particularity, text translation was used. In English and Chinese, some animals are used as metaphors to have the same metaphorical meaning. In this case, animal idioms can be directly translated into target languages such as "troubled fish" as a metaphorical coincidence. In Chinese and English, because it happens to have the same meaning, it is directly translated into Chinese "Muscle in Water". Toads with the same attitude, that is, we think it is ugly, so "ugly like a toad" is directly translated into "ugly like a toad". The author discusses which animals have the same image and the same metaphorical meaning in English and Chinese. After identifying the problem, English learners can clearly classify it and translate animal idioms accordingly.

2.2.3. Different Animals Have the Same Metaphorical Meaning

When an animal in both languages has the same metaphorical meaning, the animal in the idiom is translated into another animal in the target language. We need to find an animal with the same meaning in the target language to replace it in order to provide cultural information. The transfer between two cultural backgrounds, for example, "Black Sheep" is translated as "black horse" in Chinese. We know that sheep do not have the same corresponding animal in Chinese, but "horse" happens to have a similar meaning. "Li Da Ru Niu" has the corresponding animal-horse in English, so it "is as strong as a horse" in English. "" In Chinese symbolizes love, but in English there is love. It has no alleged meaning, so it was translated into English as "a pair of love birds". Acuckoo in English is a fool, therefore, the beautiful girl "Zijuan" in "A Dream of Red Mansions" is translated as "nightingale", which properly expresses the inherent meaning of her name. The "blocker" was translated as "by the way, a lion" for the analyzed geographical reasons. Similar reasons are "lion's mouth", "tiger mouth", "cat on a hot brick"-"ant on a hot pot", "drown mouse"-"falling chicken", etc. Some idioms have no corresponding image, or Not well used. Usually, when they are translated into Chinese, the original images can be saved. In Chinese, if we translate "as busy as a bee" into Chinese, there is no way to be more busy with bees. People can still accept this expression because

they associate bees with the bees that they see in daily life. Similar animals are "happiness like a lark", "happiness like a cricket", "free as a bird" "

2.3. Translation Methods

Custom culture is a culture formed by the customs of the nation throughout the daily social life and communication activities. However, due to the geographical environment, race and other reasons, Chinese custom culture is very different from Western custom culture. These differences affect the symbolic meaning of the same animals. Due to different customs and cultures, the metaphorical meanings carried by the same animal are not the same, and the intuitive meanings evoked in the reader's mind are also different [16]. The inherent meanings and hidden meanings they carry may be very different, even opposite. It is also manifested in different understandings of animals.

2.3.1. Literal Translation

Literal translation is a translation method that can maintain the original content as well as the original form. It is suitable for animal vocabulary translation with the same conceptual and cultural meaning in Chinese and English.

2.3.2. Substitution Method

The substitution method refers to replacing the image of the original with another image in the target language. This translation method is applicable to animal words with the same conceptual meaning, different cultural meanings, and animal words with similar cultural meanings and different conceptual meanings.

2.3.3. Free Translation

Free translation method is the translation method that keeps the original content but not the original form. For some vocabulary with strong cultural meanings, literal translation cannot accurately convey meaning, and it is easy to substitute the translation culture into the original culture, which will lead to improper transmission of the cultural meaning of the original text. Therefore, free translation is generally used.

2.3.4. Word Adding

Adding words is to add appropriate explanatory words on the basis of literal translation. The purpose is to preserve the cultural color of the original text, while retaining the language characteristics of the original text, thereby changing the shortcomings of literal translation and free translation.

3. Experiments

3.1. Experimental Data Set

First, about the data collection of the dissertation, the English animal idioms collected in this dissertation are mainly from the Oxford Idiom Dictionary, Oxford Idiom Dictionary, American Idiom Dictionary, English Idiom Dictionary, NTC English Idiom Dictionary, etc. Oxford Dictionary of Idioms for English Learners of English, Longman Dictionary of Contemporary English (selected idioms are marked with "idioms") and a book called "English-Chinese Dictionary of Animal

Metaphors" Chinese animal idioms mainly come from the website <http://www.ourdict.cn/>, which focuses on the collection and interpretation of Chinese proverbs and idioms.

Secondly, it is the research methodology of research. Overall, this article uses qualitative analysis, description, and interpretation to answer the three research questions raised in the previous paragraphs.

3.2. Experimental Environment

This article uses Spss 21 to process the acquired data. Spss consists of a series of tools. These tools make it easy for users to use Spss functions and files, which not only has more human-computer interaction but also simpler operation. Which uses a sophisticated graphical user interface. Its openness has been well received by users. The new version of Spss software provides users with a complete online query and help system during operation, which greatly improves the operation time and facilitates the use of the user. Regardless of whether it is simple programming or not, Spss also provides users with a relatively complete debugging system, so that the program can run directly, and it can quickly report errors and analyze the causes of errors.

4. Discussion

4.1. Experimental Results and Comparison of Structural Metaphor Translation in Animal Idioms

(1) Dogs are a very common animal that people keep or care for as pets. They are regarded by Westerners as "human best friends." However, dogs have a negative, pessimistic, and nasty connotation from a long time ago. Dogs can become enemies. For example, in the Old Testament of the Bible, the psalms say "dogs have compassion, and the assembly of the wicked shuts me down." Dogs can also be a symbol of transgender. In addition to the above meanings, dogs usually refer to certain types of people and also have derogatory meanings. As for the Chinese, dogs are people and even food helpers, so they look humble and degenerate. The metaphorical meaning of dogs is also derogatory. They usually symbolize filth and filth, as shown in Table 1 and Figure 1.

Table 1. Comparison of Chinese and English word metaphors of animal dogs

Conceptual meta p	Animal idioms in English	Animal idioms in Chinese
Villains are dogs	He who lies with dogs rises with fleas (he who stays together with villains will become that kind of people)	To help a villain do evil Things To lead villains or enemies In
Miserable people are dogs	To lead a dog's life (to lead a miserable life)	A homeless person leading a Miserable life
Degenerate people are dogs	A dog returns to its vomit (degenerate attribute of a person who would repeat bad and revolting conducts.)	Degenerate attribute of A person who would repeat bad and Revolting conducts

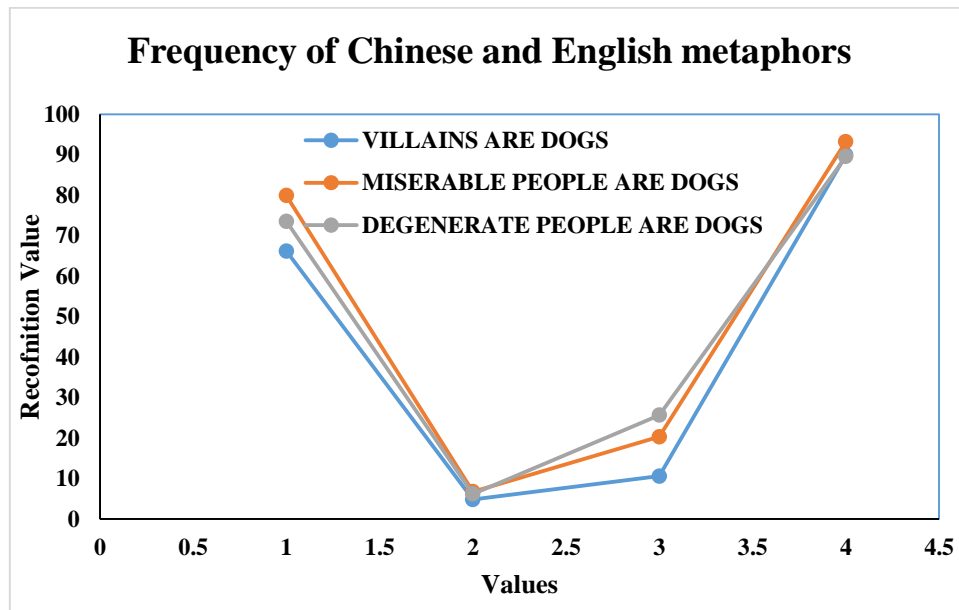


Figure 1. Frequent occurrences of word metaphors in animals and dogs

(2) A horse is a large animal. People can ride horses to pull heavy objects. In Chinese and English culture, horses or horses have human connotation from the perspective of images or features. Horses or horses also have metaphors for women and gender. Horse or Macan can also be compared to good and wrong. In fact, differences between English and Chinese horses or idioms may arise due to historical or cultural differences. In western countries, especially in the United Kingdom, horse racing once enjoyed a high reputation in the royal family, and then became common among ordinary people. Similarly, in China, war horses were once indispensable. They were also a symbol of wealth and power, because only the rich and authoritative people could afford saddles. The conceptual metaphor of horse or horse in English and Chinese idioms is shown in Figure 2:

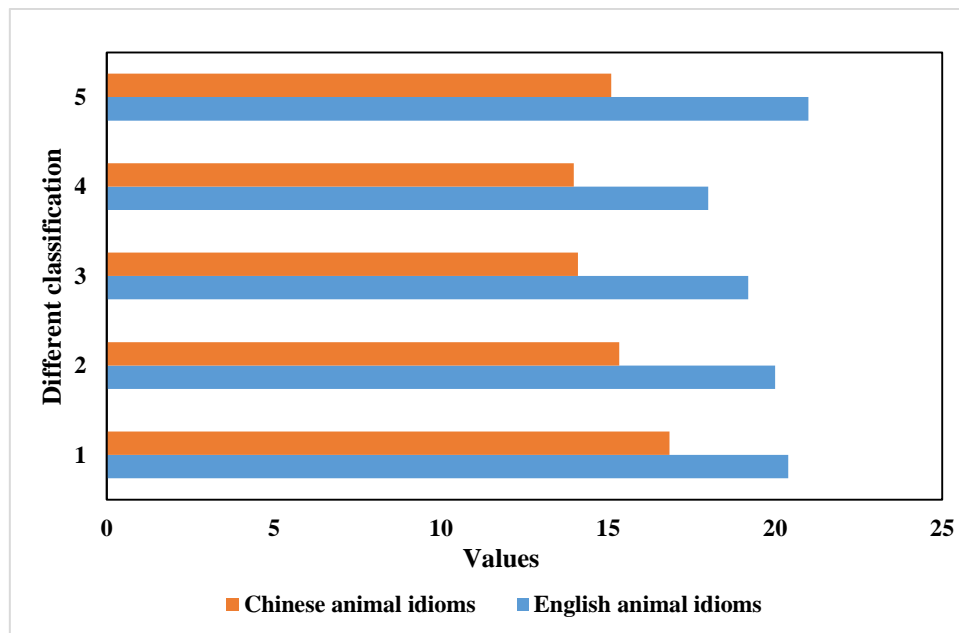


Figure 2. Proportion of animal horses in Chinese and English

4.2. Comparison of Cultural Connotations of Chinese and English Animal Words

(1) Pragmatic individuals within the same cultural framework have different opinions about certain things or concepts due to differences in their living environment, growth process, and education level. Different connotative meanings, and different cultural groups (societies or countries) may have very different psychology for the same thing or concept as the personal love and evil due to the differences in natural ecological environment, economic development level, political system and ideology, etc. feature. This kind of guidance originates from the connotative meaning of cultural background. We call it the cultural connotation of vocabulary, that is, "cultural additional meaning". Cultural meaning, as shown in Table 2 and Figure 3.

Table 2. Different manifestations of cultural additional meanings

	Basic meaning	Literal meaning	Extended meaning	Symbolism	Metaphorical meaning
Animal idioms in English	0.67	0.98	0.67	0.43	0.54
Animal idioms in Chinese	0.45	0.76	0.63	0.54	0.65

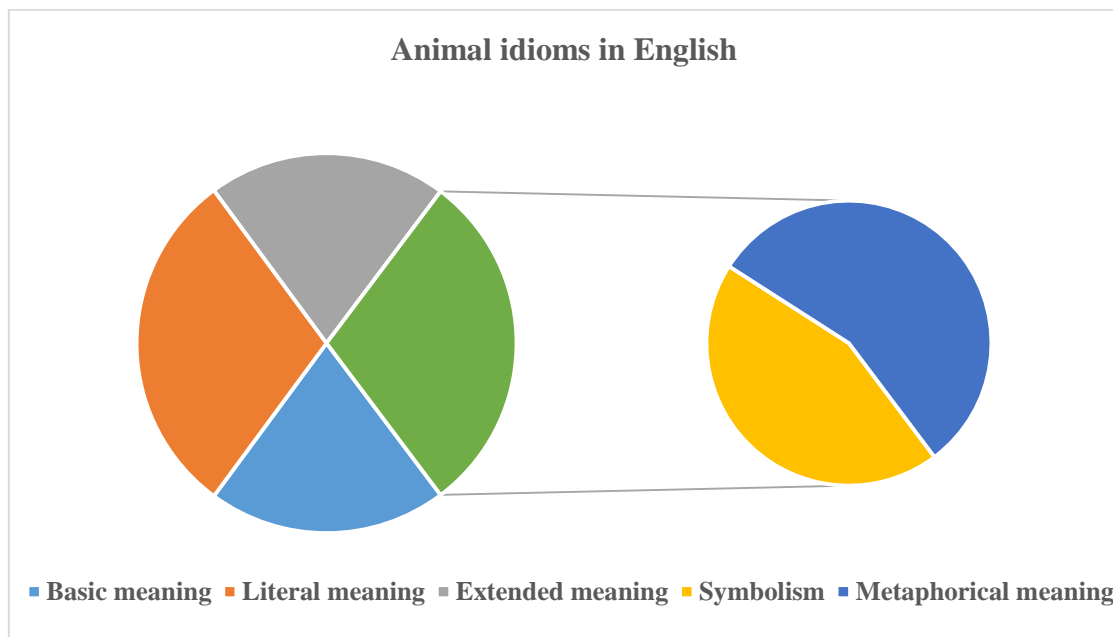


Figure 3. Comparison of Chinese and foreign cultural connotations in different words

(2) Contrast the cultural connotation of Chinese and English animal vocabulary from five aspects: the same animal word has different cultural connotations in English and Chinese languages; the same animal word has different cultural connotations in English and Chinese languages; different animal words Similar cultural connotations in English and Chinese languages; the same animal word has both the same and different cultural connotations in English and Chinese languages; the same animal word has no corresponding cultural connotation in English and Chinese languages, as shown in Figure 4.

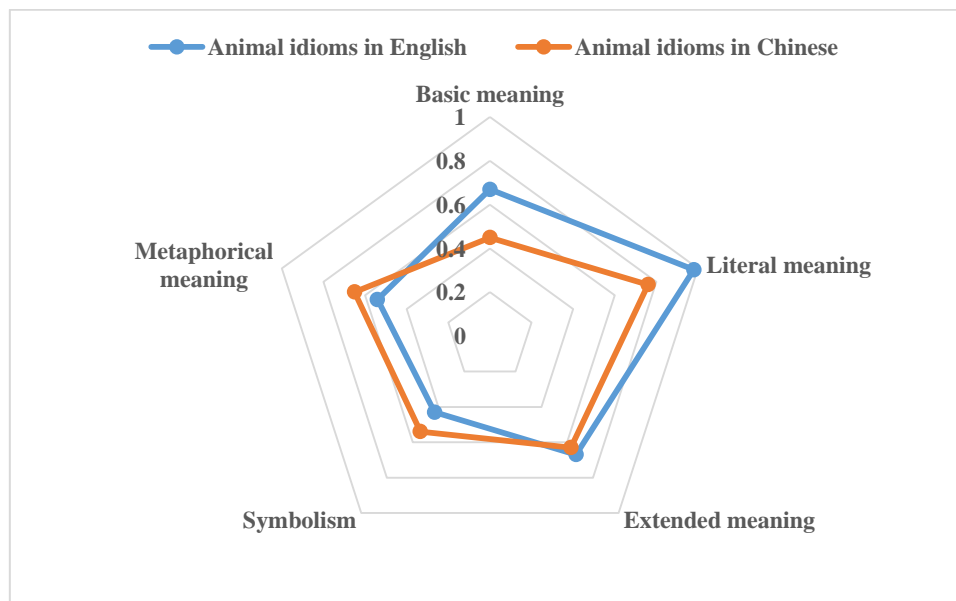


Figure 4. Comparison of cultural connotations of different animals

5. Conclusion

Most idioms or proverbs containing animal nouns exist in their metaphorical meaning, and grasping the metaphorical meaning in translation is the core. When translating animal nouns with different cultural connotations, we must adhere to the principle of "seeking common ground while reserving differences". "Seeking common ground" and "differentiating" are both goals, "literal translation" and "parallel translation" are translation methods used to achieve this purpose, and properly handle "seeking common ground" and "differentiating", "literal translation" and " The relationship of "free translation" is an issue that we must always pay attention to when dealing with animal nouns with different cultural connotations. In short, in cross-cultural communication, the different symbolic meanings of animals in English and Chinese are closely linked to the differences in customs, cultures, religious beliefs, and myths of different nationalities. Therefore, in the translation process, we should, based on understanding these differences, choose the appropriate method according to the actual situation to translate the connotation of animal words in English and Chinese more accurately. Of course, in order to do a good job of translation in this regard, it is not enough to understand only these, we also need to continue to search for translation on the road.

To sum up, the English and Chinese nations have different cultural origins, and different languages and cultures are both connected and different, and have their own individual characteristics and common consciousness. Even if a common animal word contains 1) the same animal word has different cultural connotations in Chinese and English translation; the same animal word has different cultural connotations in Chinese and English translation; 3) different animal words have both Chinese and English translation Similar cultural connotations; the same animal words in English and Chinese languages have the same or different cultural connotations, and the same animal words have no corresponding cultural connotations in English and Chinese languages. At the same time, these animal words are culturally connotative words, and their translation is affected by the purpose of translation, cultural factors, etc. It is a complex issue that involves a wide range of factors and many variable factors. It is easy to lose sight of each other in translation. However, when interpreting the original text, the translator needs to carefully analyze the context of the cultural connotation word from the purpose of translation and its basic principles, and start from this analysis to clarify the main function of the word in the original text, that is, to express the

conceptual meaning. It also carries the cultural connotation, and then determines the main purpose of the word translation. Once the main purpose of translation is clear, the translator catches the main contradiction among many contradictions. Finally, the translator analyzes the similarities and differences of the cultural connotation words in the source language and the target language, the context, and the reader, finds the main aspects of the contradictions among the major contradictions, and refers to several paradigms discussed above to choose a translation method. To achieve the main purpose of animal cultural connotation translation. Starting from the purpose of translation, this principle of exploring the main contradictions and the main aspects of contradictions constitutes the basic principle of selecting cultural translation methods. The principle of grasping the main contradictions and the main aspects of contradictions will greatly reduce the arbitrariness in the choice of cultural connotation word translation methods, and greatly improve the scientificity.

In the previous paragraphs, although some enlightenments caused by the analysis of the comparative study of English and Chinese animal idioms are listed, this article still has its shortcomings and deficiencies, and needs further improvement and modification. As more material was obtained, the data collected and analyzed in this article was far from exhaustive. For each animal in English and Chinese idioms, only some typical conceptual metaphors were classified from the idioms and based on their metaphors. The usage was analyzed. And because the study is not corpus-based, it cannot provide exact figures for the study. Moreover, with the development of society and technology, more and more animal metaphors will appear at any time, so this study fails to include these emerging metaphorical uses of new animal metaphors, which may become a new subject for further research.

Funding

This article is not supported by any foundation.

Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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