

***The use of implicit and explicit conceptual and
cognitive metaphors in a financial report as a means
of mass communication***

by

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Dedicated to my parents
Brendan Conleth McCann and Nora Angela Farrell McCann
for their love and affection

and

To the lecturers, tutors and staff of the 2008-2010
Masters in traduzione specialistica course
for their learning, forbearance and patience

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Introduction

Definition of the metaphor

“Figura retorica per la quale si esprime sulla base di una similitudine, una cosa diversa da quella nominata trasferendo il concetto che questa esprime al di fuori del suo del suo significato reale”.(Garzanti)²

While this Garzanti definition is adequate, the Imperial Dictionary³ is more specific in its definition of a metaphor:

“... a comparison is implied, though not formally expressed; a simile without any word expressing comparison”.

There is here an importance sequence. The metaphor is, first of all, composed of two concepts; then it becomes a verbal expression which is sometimes referred to as ‘lexical metaphor’, and then it becomes frequently, but not necessarily, a written phrase or sentence. In this, we are in agreement with researchers of metaphor such as Lakoff and Johnson that the metaphor is essentially conceptual and, for them, is based on some form of experience: *“The essence of metaphor is understanding and experiencing one kind of thing in terms of another”*.⁴ By understanding, we mean the ability to comprehend, to perceive by way of insight or to make a judgement with regards to some situation. It is a mental and an interior process activated by the initial input of our senses. By experience, we mean the practical sensory observation of events initially on the outside of our person which leave within us an impression or an aspect of knowledge.

Use of metaphors

In our ConocoPhillips text — the basic text of this research — the use of metaphor is based on sources or vehicles — to use the linguistic expression — which we know and recognise such as the human person, farming, war, environment, and a multitude of other conceptual domains.

The use of metaphor is based on what some call pattern recognition.⁵ As I.A. Richards says:

² *Dizionario Garzanti della Lingua Italiana* (ed. Giorgio Cusatelli), edizione VII, Garzanti Editoriale, Milano, 1970

³ *The Imperial Dictionary of the English Language*, (ed. John Ogilvie), Vol. I-IV, The Gresham Publishing Company, London, 1908

⁴ Lakoff, George and Johnson, Mark. *Metaphors we live by*, Chicago, The University of Chicago Press, 1980, p.5.

⁵ The Open University: T185 *Practical thinking*

“In the simplest formulation, when we use a metaphor we have two thoughts of different things active together and supported by a single word, or phrase, whose meaning is a resultant of their interaction.”⁶

We must, however, make a distinction at this point between the ConocoPhillips whose 2008 Annual Report we are using as a basic text, as a legal entity with a legal personality and structure,⁷ set up as conglomerate and international company with commercial aims, and the ConocoPhillips as a personified agent achieving those objectives. The first context is no concern of this research in matters of comment and analysis; the second context most definitely is and, specifically in our case, by ConocoPhillips as a personified agent in the *2008 Annual Report* achieving its aims as a company.

Refutation

The metaphor is never introduced by an adjective such as ‘similar’, preposition such as ‘to’ or by a conjunction such as ‘like’ or ‘as’. Where such occurs, the more explicit figure of speech is called a simile. This figure of speech is also used extensively in our basic text.

Etymology and structure

The etymology of the word metaphor some from the Greek words *ἐπι* ‘over’, and *φέρω* ‘to carry’. Metaphor implies transference of an aspect of one concept to another concept, thus creating a mental expression, statement or judgement.

The first part of the metaphor is the unfamiliar or less familiar item, sometimes called the ‘tenor’, basically equivalent in cognitive linguistics to the ‘target’. The more familiar item is called the ‘vehicle’ or in cognitive linguistics the ‘source’.⁸ The essential condition of the metaphor, the *sine qua non*, is the transference of one or more characteristics of the source concept to the target concept.

In the previous two examples, we have the classic aspect of the metaphor where one aspect, but not all aspects, of the vehicle is attributed to the tenor.

Historical aspect

History does not tell us when metaphor was first used quite simply because metaphor is first and foremost a cognitive process of understanding, and it is very

⁶ Richards, *Practical Criticism*, p. 93

⁷ “In Abu Dhabi, ConocoPhillips signed an interim agreement ...” and “ConocoPhillips’ ownership decreased from 9.26% ...” *Idem*, P.12

⁸ Other authors call these concepts ‘ground’ and ‘figure’.

much, in second place, a rhetorical process of expression. We shall examine both of these statements in detail later on. However, what we do know is that metaphor has been with humanity from the earliest days of recorded history.

In a text from the Sumerian *Epic of Gilgamesh*,⁹ dated around 2,700 BC, the author says:

*“My friend, the swift mule,
fleet wild ass of the mountain,
panther of the wilderness
...
fought the Bull of Heaven
and killed it.”*

What is clear however is that through the literature of the ages, ‘figures’ are to be found constantly in texts as part of the surface of prose, the so-called ‘figures of ornament’ or stylistic elements. These elements were then enhanced by the ‘figures of argument’ or figures of speech such as metaphor.¹⁰ *“The metaphor is here an occasion for and an instrument of thought, not a substitute ... A metaphor, finally, emphasises certain respects in which the subject is to be compared with the modifier; in particular, it leaves out the other respects”*.¹¹

Please note that in this document, we shall not consider at all the other species of metaphor, namely antithesis, hyperbole, metonymy, and simile, and the most modern of all — the web-related computer interface metaphor — though in passing we shall refer to the modern understanding of the computer cognitive metaphor.¹²

Argumentative distribution of the concept

The metaphorical concept depends on an ability to understand and on an understanding of the cognitive process itself. If we do not understand the target of our metaphor, it will escape an efficacious use of the cognitive process which is essential to the metaphor, its expression and its comprehension. Were we to say “ConocoPhillips is a leading actor in the sector”, knowing what an actor is, but not knowing what ConocoPhillips is, the metaphor would be lost on us. We might mistakenly think that ConocoPhillips was a person, some type of film star or entertainer, etc. We would know from our own life experience that an actor has many talents such as a capacity for performance, for imitation, for stealing the limelight, for communication with an audience, etc.

However, were we not to know what ConocoPhillips does or is, we cannot transfer across mentally those aspects of “actor” — the linguistic ‘source’ to the ‘target’ of

⁹ Gardner, John and Maier, John (editors and translators) *Gilgamesh* (translated from the Sin-Leq-Unninnt version), Vintage Books, 1985, ISBN 0-394-74089-0, 320 pp. Tablet 3.

¹⁰ McCloskey, Deirdre N. *The Rhetoric of Economics*, Madison, The University of Wisconsin Press, Second ed. 1998, p.12

¹¹ McCloskey, *Idem*, pp.46-47

¹² http://en.wikipedia.org/wiki/Interface_metaphor

our thought process — ConocoPhillips. We must know and understand the target for the metaphor to succeed both cognitively and linguistically. The metaphor therefore must fit the context as a concept of both the source and target to be successful. However, any potential mistake of recognition is avoided as the authors of the Annual Report state in the first line of text “ConocoPhillips is an international, integrated energy company”.

The cognitive process in using a metaphor depends on this basic understanding and fundamentally on an experience of the world of which we know, however imperfectly, and on the linguistic terms, which we use. In this, we are in agreement with Lakoff and Johnson when they say “*In actuality, we feel that no metaphor can ever be comprehended or even adequately represent independently of its experiential basis*”.¹³

¹³ Lakoff and Johnson, *Idem*. p.19

Explicit metaphors

For any metaphor to be understood, first of all, the person must understand or grasp an idea or concept. The person must also know of a second concept or an experience. Finally, there comes the expression of the direct comparison usually with the verb 'to be' in its various conjugated forms. This is the simplest form of explicit metaphor as we find in the following example taken from our chosen text.

The examples of metaphor, which we shall give are from the basic source document of this research — the *2008 Consolidated Accounts* of ConocoPhillips, the international petroleum conglomerate.¹⁴ The examination of the metaphors and metaphorical forms in that set of annual accounts the basis of this research. Such extracted examples will attempt to highlight the levels of metaphor, the nature and types of the metaphor, their purpose and the difficulties presented to their translator.

Examples of explicit metaphors

1 ¹⁵	p.1	These (statements) are made pursuant to “ safe harbor ” ¹⁶ provisions ...	Queste (dichiarazioni) si basano sulle disposizioni “ safe harbor ”
2	p.13	Operating excellence is the cornerstone of R&M’s strategy...	L’eccellenza operativa rappresenta la pietra angolare della strategia R&M ...

It is implied that ConocoPhillips is a ship on a journey seeking a “safe harbor”. The ship must overcome dangers and the environment so as to arrive safely. By metaphoric extension, ConocoPhillips must do likewise, i.e. overcome financial and trading dangers, overcome environmental problems and drilling conditions so as to produce results.

“Cornerstone” metaphors implying fundamental concepts without which something else could not exist, a form of *sine qua non*, are to be found in many languages, including our target language and is one of the metaphors in our basic text which match perfectly.

A further working of another metaphor then occurs as the attribute is transferred to ConocoPhillips. It becomes implicit when one of its concepts is used adjectivally or as a noun.

¹⁴ www.conocophillips.com/EN/about/company_reports/ViewReports/08annualreport.html

¹⁵ The following metaphors extracted from the text, given in their English original and in their Italian translation, are in numerical order, and list the principal aspects of those selected “within rhetoric” metaphors which we wish to highlight.

¹⁶ Please note that the ConocoPhillips text is written with US spelling and punctuation.

3 p.20 This year, we **achieve** one of the best **safety records** ...

Quest'anno **raggiungiamo** uno dei migliori **record** in materia di **sicurezza** ...

In example 1, the ConocoPhillips “ship” has arrived in its safe harbour achieving, as if this were a race, overcoming the difficulties of the weather or environment, and setting new records of safety.

In example 2, it is as if ConocoPhillips, the “runner” has run the race, has overcome opposition, obstacles and challengers to “win a prize” – the safety records. It is a nice combination of explicit “achievement” and implicit “safety” metaphors.

Again, Lakoff and Johnson continue in their explanation of the metaphor, “*The concept is metaphorically structured, the activity is metaphorically structured, and consequently, the language is metaphorically structured*”.⁹ The person making a comparison in the mind between two separate concepts or things finds that the two concepts have one or more aspects in common. A transference of this/these aspect(s) occurs directly. This is the essential condition for the metaphor to be a metaphor.

Explicit linguistic requirement

An extra-textual example such as “*The lion is the king of the jungle*” above makes sense and is an explicit metaphor. We may have an imperfect experiential knowledge of both jungles, kings and lions, but we have some knowledge of them, and so the metaphor does make sense as we regard the lion as having more power, strength, etc than other jungle animals. This is the explicit linguistic requirement.

However, were we to say, “*The lion is the **negus** of the jungle*”, the source or vehicle of the metaphor would not make linguistic sense unless one was Ethiopian or spoke Amharic to know that *negus* is a king.

Similarly indeed to make sense of the tenor or target, in saying, “*The **singa** is the king of the jungle*”, one needs to speak Bahasa Indonesian to know that *singa* is a lion. Therefore, it is clear that we need both experiential and linguistic awareness for the metaphor to work.

Implicit metaphors

There are two ways of recognising or regarding an implicit metaphor.

The first method is the negative way, the so-called process of elimination, and simply means that if a metaphor is recognised which is NOT an explicit one, it is therefore by exclusion, an implicit one.

The second method requires a cognitive analysis either within or outside rhetoric to conclude that an attribute has been transferred from the vehicle/source to the tenor/target.

Implicit linguistic requirement

There is an implicit linguistic requirement in our cultural awareness within the cognitive process, and a further step is taken in the metaphoric process, when the implicit metaphor occurs. Were we to say and understand “*The lion gave a truly royal roar*”, we would have to already know extra-textually of a metaphor explicitly expressing the kingship of the lion, and the adjective, or other part of speech, in the example above is a suitable one to imply the metaphor.

Translation osmosis

We shall come later on to communicative linguistic metaphors which pass easily from one language to another as if by a mental and language osmosis which both the translator, a speaker of the target language will recognise. This occurs particularly with proverbs or sayings at a number of levels, and for texts such as ours. The translation may first of all be word for word — a straightforward and direct translation. Thus, “Total revenues and other income”¹⁷ can be rendered “Ricavi totali e altri redditi” without great problem respecting the grammatical rules of the target language.¹⁸ The translator may consider alternatives for “revenues”, depending on the financial nature of the business whose Balance Sheet or Profit and Loss Account is being translated. Depending on the subtleties of the financial text, terms such as “utili”, “proventi”, “ratei” may be considered and rejected for either noun above for one reason or another.

The translator may then find that a full word for word translation cannot be attempted and that part of the phrase or sentence has to be translated in a non-identical manner or indeed not at all. We see the example of “Depreciation,

¹⁷ p.59

¹⁸ Where we refer to target language in this text, it is always Italian.

depletion and amortization”¹⁹ where the differences in meaning and definition between “depreciation” and “amortization” as the reduction of the “recorded” value of an asset over a predetermined period of time and the reduction of the “initial” value of the asset is very fine. The difficulty for the translator arises is that in the target language “ammortamento” covers both quite adequately, but the rules of literature even apply to financial reports in that the repetition of the same word in the same heading is now allowed. “Depletion” as the reduction of quantities or numbers referred to in a Balance Sheet again causes problems if translated as a concept separately from “ammortamento”.

It should therefore not come as a great surprise to the translator that many a metaphor finds a counterpart, though very frequently not entirely a direct or word for word translation, in the target language.²⁰

There are, of course, metaphors which do not translate well.²¹ It is consequently these latter communicative cognitive metaphors which produce particular difficulty for the translator.²²

4	p.1	Financial Highlights	Dati di sintesi
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This particular metaphor is quite interesting and will be commented upon and explained later on under cognitive metaphors in example 112.

In this regard, we can agree with the first two of the summarised conclusions of Lakoff and Johnson²³ that “*Metaphors are fundamentally conceptual in nature; metaphorical language is secondary*” and that “*Conceptual metaphors are grounded in everyday experience.*”

The recorded presence of metaphor through the history of literature and of non-literary writings from the most primitive of languages to current spoken ones show its permanence as a figure of speech either written or verbal. Its ubiquity demonstrates its importance and its need as a means of communication which will be a proof in the latter part of this document when related to our chosen basic text.

¹⁹ p.59

²⁰ Similar proverbial metaphors but not exactly the same: “When the cat’s away, the mouse is at play / Quando il gatto manca, I topi ballano.”

²¹ Non-identical proverbial metaphors: “It never rains but it pours / Non c’è due senza tre.”

²² Communicative cognitive proverbial metaphor: “Here today, gone tomorrow / Oggi in figura, domani in sepoltura” or “The early bird catches the worm / Chi dorme non piglia pesci.”

²³ Lakoff and Johnson, *Idem*, p.272

Intra-rhetorical metaphors

In order to analyse the use of metaphors correctly, we must recognise that metaphor takes two forms: those within rhetoric and those outside rhetoric. Those within rhetoric are divided into, at least, five common forms, and into ten, non-common forms. Those within rhetoric are only peripheral to the work of this research and shall be mentioned in passing to give a sense of completeness to the task in hand. Those outside rhetoric fall into five categories of which two categories are of particular interest to us in this research.

The common forms of infra-rhetorical metaphor are absolute, classical, mixed, dead and extended, not all of which will be found even in the longest of texts.

The non-common forms of infra-rhetorical metaphor are active, complex, composite, epic, implicit, moribund, paralogical, synecdoche, submerged, and silent. Again, all of which would not be found normally in a single text.

Examples of infra-rhetorical metaphors (5-76)

The examples given, in continuation, are merely samples of the various types of metaphor used in the chosen text¹⁰ and in no way are these and others to be considered as an exhaustive list. The vast majority of these examples of “within rhetoric” metaphors are implicit metaphors.

In the chosen text, within rhetoric’s common forms of metaphor, we can note absolute metaphors. Such metaphors are pragmatic and/or theoretical relating to man and the world. In this, we would differ with Lakoff and Johnson who do not accept absolute metaphors, seeing all metaphors as a being relative or conceptual thought being reduced to relativism:²⁴

*“But not only are they (metaphors) grounded in our physical and cultural experience: they also influence our experience and our actions”²⁵, “... the only kind of similarities relevant to metaphors are experiential, not objective, similarities”, and “ ... truth is always **relative**²⁶ to a conceptual system that is defined in large part by metaphor”.²⁷*

²⁴ Such affirmations of relativism are refuted by the simple question “Are you absolutely certain?” If the reply is “no”, the relative certainty of what is being asserted fails. If the reply is “yes”, an assertion of absolute certainty is confirmed.

²⁵ *Idem* p.68 and p.117

²⁶ The bold font is that of the author of this research.

²⁷ *Idem* p.154 and p.159

ConocoPhillips or parts of the firm or its business structures are characterised as an agent or agents whose activities are metaphorically related to features or abilities of a human person:

5	p.3	ConocoPhillips adapted ²⁸ ...	ConocoPhillips si è adattata ...
6	p.4	Development ... is proceeding , but at a measured pace .	I progetti per lo sviluppo di energie ... continuano ad andare avanti , ma a un ritmo misurato.
7	p.14	... actively measures and forecasts misura e prevede attivamente ...
8	p.14	... (to) identify opportunities (per) identificare opportunità ...
9	p.23	... company positions and responses posizioni e risposte aziendali ...
10	p.24	... a single server can run un unico server può far funzionare ...
11	p.49	... the prospect will ultimately fail la prospettiva alla fine si indebolirà ...
12	p.49	... the company ... believes la società ... ritiene ...
13	p.74	... a two-step accounting test.	... un test contabile bi-fase .
14	p.74	The accounting principles regarding goodwill acknowledge ...	Questi principi contabili riguardanti il riconoscimento dell' avviamento ...
15	p.96	... this information was ... disclosed in good faith queste informazioni sono state diffuse in buona fede ...
16	p.112	... refining capacity available to run it.	... capacità di raffinazione disponibile per farlo funzionare .

We find metaphorical activities with the attributes of farming:

17	p.4	We added new acreage in the Gulf of Mexico ...	Abbiamo ampliato la superficie in ettari nel Golfo del Messico ...
18	p.19	... to access growing volumes per accedere ai volumi in crescita ...
19	p.20	... major capital growth projects importanti progetti di crescita del capitale ...
20	p.9	... to develop ... fuels from biomass such as non-food crops per sviluppare ... carburanti derivati da biomasse ad esempio coltivazioni non alimentari ...
21	p.76	... for certain fields located in the North Sea per alcuni campi ubicati nel Mare del Nord ...
22	p.97	... from new wells da nuovi pozzi ...

²⁸ In these examples, the word in bold is the metaphor being addressed.

We note metaphorical activities of war:

23	Inside cover	... by exercising strategies mettendo in atto ... strategie coerenti ...
24	Inside cover	Headquartered in Houston ...	Con sede a Houston ...
25	p.5	... challenges that confront our industry delle sfide che la nostra industria si trova a dover affrontare ...
26	p.11	... our opportunity portfolio reinforces our commitment il nostro portafoglio di opportunità rafforza il nostro impegno ...
27	p.12	... a disciplined long-term view una disciplinata veduta a lungo termine ...
28	p.19	... while capturing benefits from efforts to enhance reliability.	... mentre si catturano i benefici dagli sforzi per migliorare l'affidabilità.
29	p.20	Construction ... is scheduled for commissioning in late 2009.	La costruzione ... è programmata per la commissione verso la fine del 2009.
30	p.92	... of those plans di quei piani .

There are metaphorical references to the environment:

31	p. 4	... steep declines dal calo precipitoso ...
32	p. 4	... steep declines in share prices	... dal calo precipitoso del prezzo delle azioni.
33	p. 12	Estimated net peak production	Produttività massima netta stimata
34	p. 12	... production ... would continue during 25-year plateau	... la produzione ... continuerà durante un plateau di 25 anni
35	p. 12	... its upstream business le sue attività upstream ...
36	p. 17	... downstream projects progetti downstream ...
37	p. 17	Ramping up production in a promising Arctic region ...	Accrescere gradualmente la produzione in una regione artica promettente ...
38	p. 19	... in the midstream business sector nel settore midstream dell'azienda ...
39	p. 19	To help ensure the safe, reliable and uninterrupted flow of products ...	Per aiutare a garantire il flusso sicuro, affidabile e ininterrotto di prodotti ...
40	p. 21	... into oil sand reservoirs in riserve di sabbia petrolifera ...
41	p. 74	... future cash flows movimenti di liquidità futuri ... cash flow, flusso di cassa corrente, flusso monetario corrente.

What can be observed in example 40 above is that the translator in our target language may have a greater choice of syntagms that the source language.

There are no striking explicit classical, allegorical or parable extended metaphors to be found in the basic text. However, we do find some unintentional classical metaphors which would fall into a category of dead metaphors:

42	Copertina interna	In addition, the company is investing in several emerging businesses ... that represent current and potential future growth opportunities .	La società sta inoltre investendo in diverse attività emergenti ... che rappresentano opportunità di crescita reali e potenziali.
43	p. 12	... a strong portfolio of near-term growth projects and long-term opportunities un solido portafoglio di progetti di crescita a breve termine e opportunità a lungo termine ...

The use of the classical Latin metaphor of “opportunity”, etymologically denoting a favourable wind blowing toward the harbour, *ob-* “in the direction of” and *portus*, ‘harbour’, has long been lost in both speech and literature.

We can find a number of catachrestic mixed metaphors where there is at times contain up to three metaphoric tropes:

44	p.11	... to ... extend field life per ... estendere la vita del campo ...
45	p.14	... debottlenecking projects progetti in aggiornamento per risolvere qualsiasi strettoia ...
46	p.51	... lump-sum election rates somme e tariffe totali da scegliere ...

There are also a number of dead or clichéd metaphors to be found which are so used in common speech as to have lost their original meanings, such as:

47	p.26	... regarding the company’s Code of Business Ethics a proposito del Codice etico aziendale ...
48	p.41	... we believe current cash ... will be sufficient riteniamo che l’attuale liquidità sarà sufficiente ...

Here “regarding” has lost its original meaning of “looking at”; “company” has lost its meaning of “(breaking) bread with (some person)”; “code” remains closest to its original meaning of a systemic collection of legal statutes; and “business” has lost its original metaphoric sense of “anxiety” for something, and “ethics” its original sense of the place or custom of life.

Non-common forms of rhetorical active metaphor are to be seen in statements which are not part of common daily language but rather of a business or commercial language and therefore are notable by their visibility:

49	p.40	Prices and margins are driven by market conditions ...	I prezzi e i margini sono guidati dalle condizioni di mercato ...
50	p.40	... production factors are impacted by such conditions i fattori produttivi vengono colpiti da tali condizioni ...

We find complex metaphors where there is the superimposition of two metaphors, one on the other, in examples such as

51	p.2	Financial Highlights	Dati di sintesi
52	p.2	Letter to Shareholders	Lettera agli azionisti
53	p.9	Key focus areas include developing legacy assets ...	Le principali aree di interesse comprendono lo sviluppo dei legacy asset ²⁹ ...
54	p.11	Canada's substantial ... properties achieved improved operational efficiency and uptime ...	Le solide proprietà canadesi ... hanno aggiunto una migliore efficienza operativa e uptime ...
55	p.48	We support a framework ...	Sosteniamo una struttura ...

Composite metaphors are to be found in:

56	p.4	... wildcat drilling perforazioni azzardate .
57	p.4	... onshore basins bacini onshore ...

There are metaphors from the world of physics:

58	p.35	... reflecting higher estimated commodity prices riflettendo prezzi delle commodity più alti ..
59	p.48	In light of this consensus ...	Alla luce di questo consenso ...

There are metaphors from the world of mathematics:

60	p.34	... after-tax impairment of our LUKOIL investment taken during the fourth quarter perdita netta dopo imposte del nostro investimento LUKOIL durante il quarto trimestre .
61	p.40	The purchase of reserves ... was a significant factor ...	L'acquisto di riserve ... è stato un fattore significativo ...
62	p.70	... a \$39 million benefit to our R&M segment net income.	... un beneficio di 39 milioni di dollari all'utile di esercizio della nostra divisione R&M
63	p.75	We have multiple supply and purchase agreements ...	Abbiamo molteplici accordi di fornitura e di acquisto ...
64	p.75	... and an additional \$76 million of accrued interest.	... e altri 76 milioni di dollari addizionali di interessi maturati.
65	p.114	... performance calculated by	... prestazione calcolata

²⁹ Qui bisognerebbe inserire una nota chiarificante nella traduzione sui *legacy asset* o fare riferimento a un glossario.

multiplying total recordable cases by 200, 000 and then **dividing** by work hours.

moltiplicando per 200.000 i casi **totali** registrabili e poi **dividendo** per il numero di ore.

We find examples of moribund metaphors, where the use of the metaphor has gone into the basic structures of the language and its original transference is all but lost:

66	p.4	Additionally, ...	Inoltre ...
66	p.30	As a result, ...	Di conseguenza, ...
67	p.40	In addition, ...	Inoltre, ...
68	p.97	... with regard to in merito a ...

We find examples of paralogical metaphors or anti-metaphors where there is a lack of similarity between the idea and the image:

69	p.9	... to develop renewable transportation fuels from biomass such as non-food crops per sviluppare carburanti da trasporto rinnovabili derivati da biomasse, ad esempio coltivazioni non alimentari, ...
70	p.35	... resulting in a negative earnings impact of \$470 million che ha avuto come risultato un impatto negativo dei guadagni di 470 milioni di dollari ...

There are metaphors in the form of synecdoche such as:

71	p.3	Agreement to lease Kazakhstan's promising N Block una lettera d'intenti per l'affitto del promettente N Block del Kazakistan ...
72	p.12	.. an important part of the company's Asia Pacific portfolio.	.. una parte importante del portafoglio della società nella regione Asia Pacifico.

There are submersed metaphors where part of the image is missing such as:

73	p.12	Key achievements included completion of topside facilities ... (on the surface of the sea)	Tra i successi principali vi è stato il completamento degli impianti topside ... (sulla superficie del mare)
74	p.12	We will continue investing to grow production ...	Continueremo a investire per far crescere la produzione ...

There are silent, surmised or inferred metaphors where adjectives or nouns acting as adjective describe other concepts:

75	p.14	... a 120-acre nursery woodland	... un giovane bosco di 50 ettari ³⁰
	
76	p.14	... in the hurricane- ravaged area surrounding the Alliance refinery	... nell'area devastata dall'uragano intorno alla raffineria Alliance ...
	

A nursery is a crèche for small children and here the metaphor of the occupation of caring for what is young and fragile transfers to a new forest or plantation area. The original meaning of “ravage” was to destroyed with a rush or uncontrolled flow of water. Here, the metaphor transfers to wind which damage and destroys.

The brief examples of metaphor given so far are all within rhetoric, which we understand here in its broadest sense as a deployment of the study and art of the efficient use of language whether in speaking and writing effectively.

We shall come at a later point, as the third objective of this research, as to why these metaphors are needed as a means of communication

Refutation

It might be thought at this point that there is an over-emphasis on the presence on “within rhetoric” metaphors in the analysis of the text so far. That is not our intention.

We have merely made mention of these “within rhetoric” metaphors — both implicit and explicit — to emphasise the intellectual and cognitive nature of metaphor in its various forms, and at this juncture, we merely wish to point out with Lakoff and Johnson that “*Metaphors ... are conceptual in nature. They are among our principal vehicles of for understanding*”.³¹

However, we would not go as far as agreeing with one of the seven final summarised conclusions of these two authors that “*Abstract thought is largely, though not entirely, metaphorical*”.³²

Abstract thought is indeed conceptual in nature, as indeed metaphors are in their primary state. However, we do know from our own conceptual experiences and thought patterns, that in subjective human conception or *ratio ratiocinantis* matters, in which the mind expresses itself, metaphor is not necessarily present, and in *ratio ratiocinatae* matters, in which the mind reflects back on itself and on its own thought, metaphor is not present necessarily there.

³⁰ Conversione da misura imperiale a misura metrica

³¹ *Idem* p.159

³² *Idem* p.272

Extra-rhetorical metaphors

It is, however, in metaphors which are outside rhetoric where we find the most modern forms, such as cognitive, conceptual, radical, therapeutic and visual metaphors, the first two of which are of particular interest for this research.

The identification of metaphors in our chosen is facilitated by the fact that as one reads the basic text, performing a mental translation at the same time, it becomes apparent immediately that the text abounds in many forms of metaphor which have to be handled in different ways into the translated word of the target language.

The second major division or type of metaphor is that which is found outside rhetoric and which is used extensively in our basic text. It is called the extra-rhetorical metaphor and is the type of metaphor which addresses the senses and the intellect in an indirect or more subtle manner. We are not told of the direct comparison. We sense the comparison or we intuitively grasp its meaning. These metaphors are not matters of mere language but take their functionality from a cultural reality. This cultural reality is very often, though not always, expressed in the real world by means of language. This type of extra-rhetorical metaphor divides into a number of categories, namely visual, therapeutic, radical, conceptual and cognitive.

Text reprise

The full *ConocoPhillips 2008 Annual Report* comprises some 116 A4 pages. However, from the strict viewpoint of reporting to shareholders at a general meeting — required by the law of most countries as an annual event³³ — only two pages of this report are necessary and are what are commonly termed the ‘*Profit and Loss Account*’ and the ‘*Balance Sheet*’. In our basic text, they are termed — this company being a conglomerate — *Consolidated Statement of Operations* and *Consolidated Balance Sheet*. Everything else which is added, prior and post, to these two financial statements is merely there to satisfy different aspects of national laws, stock exchange regulations, the financial press, etc.³⁴ This point we shall return to when dealing with the third objective of our research — the necessary means of modern communication.

³³ The Island of Guernsey has no legal requirement to hold an Annual General meeting, *c.f.* www.dixcart.com/article/JNA.pdf and Channel Island of Sark, for example, has no company law, *c.f.* www.gfsc.gg/content.asp?pageID=203, and

³⁴ The “etc.” can also include the satisfying of the ego of company directors, though we are not suggesting such in this research.

Visual metaphor(s)

We find on the cover page that there is a significant latitudinal and longitudinal globe superimposed with photographs of oil-drilling and petroleum-related matters. It is a visual metaphor of the global nature of the firm, a window on the activities of the firm. Words are not necessary, though a caption of *'Managing Global Challenges'* is inserted as a headline. It is essentially a subliminal visual metaphor for the company.

The visual metaphors continue³⁵ with two of the directors of the firm shown smiling, a metaphor for good financial results, in plain white shirts, dark suits and sober ties to indicate a serious business attitude. The visual metaphors continue³⁶ with floating line and block graphs which are metaphors for the growth of the firm.

The global nature of the firm is reinforced with further world maps.³⁷ Striking images of offshore drills and onshore production facilities³⁸ again copperfasten the strength and nature of the business. Visual metaphors of workers and employees in various forms of activity are to be found in photographs³⁹ to indicate the hard-working natures of the workforce.

Therapeutic metaphors

This type of extra-rhetorical metaphor is an expression which facilitates a new sensation or experience. This is sometimes regarded as the "feel good" factor in a document. The therapeutic metaphor in our case implies that this financial report is a new happy experience for the reader. Because of the length of the document, it is indexed (inside cover page) into nine headings.

The index says immediately "Who we are" (divided into "*Our Company*" listing the most salient facts about the firm, and "*Our Theme*" listing the firm's intentions, plans and future development. The unmentioned authors of this section of the report "*remain confident of our ability to maintain current levels of production*". Nothing of this is in any way obligatory. It is a message to the various masses of readership.

The second striking therapeutic (and also visual) metaphor is the implied transference metaphoric suggestion that the company's directors and employees are happy and hard-working people. Of the sixty nine photographs of company employees whose faces can be seen, fifty seven photographs are of smiling people and the remaining twelve photos are of attentive or serious people listening to the conversation of one of the smiling people.

³⁵ p.2 *et passim*

³⁶ p.3

³⁷ pp.8 and 9

³⁸ pp.10, 12 and 13

³⁹ pp.15, 16, 20 *et ubique*

At a written level, the *Letter to Shareholders*⁴⁰ is a therapeutic metaphor for “good news” and it could have been easily entitled “This communication is good news”. It is not necessary under company law, barring the law of self-publicity as one of the means of communication with a variety of readers and stakeholders reporting the progress of the firm. The *Letter to Shareholders* facilitates a new experience. A similar comment can be made of other sub-sections of the financial report such as *Worldwide Operations, Corporate Staff*, etc.

It should be noted that the therapeutic metaphor is widely used in psychotherapy to assist in the suggestion on new outlooks and a clearer perception of current situations.⁴¹ In this sense, the firm is availing of its Annual Report to influence human behaviour.

Radical or root metaphors

There are two way of approaching the search for a radical or root metaphor, *a priori* in the formulation of a definition or description – proceeding from general propositions to one or more particular conclusions — and then proceeding to find out what matches it, or *a posteriori* in coming across a metaphor which is so basic that it satisfies all the needs of a root metaphor – which is essentially one from observed facts which meets the requirements of the specific need.

One of the better descriptions of radical metaphor, in another field entirely, is given by Mashito Koishikawa:

*“There often is a central metaphor that dominates other metaphors in the story. This is a so-called root metaphor (or radical metaphor). The inner structure of the root metaphor forms the principle that organizes other subordinate metaphors. The root metaphor is the center and the whole. The subordinate metaphors are the parts that constitute the whole. Through the circulation of the whole and the parts, the inner structure of the root metaphor is gradually clarified. What we call the model is the formularization of the inner structure of the root metaphor.”*⁴²

The Koishikawa definition “*a central metaphor that dominates other metaphors*” is as good a definition as one is going to find for a radical or root metaphor.

So therefore, what is the root metaphor in the *2008 Conoco Phillips Annual Report*? *A posteriori*, we can say that it is undoubtedly the act of communication — “*This annual report is an act of communication*”. It satisfies the theoretical definition and gives sense to each of the component parts of the *ConocoPhillips 2008 Annual Report*. Nowhere in the Report is this statement made explicitly, however, its implicit presence is felt throughout the text.

⁴⁰ pp.2-5 inclusive

⁴¹ http://en.wikipedia.org/wiki/therapeutic_metaphor

³⁴ Koishikawa, Masahito. *The Paradigm of Christ*, 3.1. Hermeneutics of Metaphor, www.actus.org/metaphor.html

Having recognised that outside rhetoric, there are significant metaphors such as visual, therapeutic and radical one, all of which tend to be implicit rather than explicit ones, we come to two important categories of outside of rhetoric metaphor — the conceptual and the cognitive metaphors which for us are the principal type of metaphor to be considered in this research.

Examples of extra-rhetorical metaphors (101-159)

Conceptual metaphors

Some authors regard the conceptual and the cognitive metaphor as one and the same. However, we prefer, as do other authors do,⁴³ to regard the two as different, as they can present different features and characteristics. The conceptual metaphor extends its elements with the result that it constitutes the metaphor's mapping or the laying out of its structure. The first element of the metaphor is a concept, the so-called tenor or target — the conceptual domain — which is being understood in terms of the directionality of another concept, the vehicle or source, e.g.⁴⁴

101 ⁴⁵	p.2	Oil prices rose to record levels ...	Il prezzo del petrolio è aumentato fino a raggiungere livelli record ...
102	p.3	(We) began takings steps to lower our cost structures abbiamo iniziato a intraprendere delle azioni finalizzate ad abbassare la nostra struttura dei costi.

Here, oil prices are understood in terms of directionality, up and down. That is the first conceptual metaphor. We regard this nowadays as so common that we take it for granted. The second metaphor, though not in sentence order is “levels”. Oil and prices are being understood in terms, certainly not explicitly, of implied liquidity, seas, waters or rivers which achieve certain up and down levels. The third metaphor is that of the noun “record” used as an adjective. Here the noun-adjective gives the understanding of achievement, an upward direction, though in this case, one bad for the public's purse.

Berkeley scientists Feldman and Narayanan suggest that the regularity with which different languages employ the same metaphors, which often appear to be

⁴³ Louçã, Jorge, *Organizational culture in multiagent systems: metaphorical contributions to a discussion*.

www.casos.cs.cmu.edu/events/conferences/2004/2004_proceedings/Lou___Jorge.pdf

⁴⁴ The following metaphors extracted from the text, given in their English original and in their Italian translation, are in numerical order, and list the principal aspects of those selected conceptual and cognitive metaphors which we wish to highlight.

⁴⁵ For the purposes of this research, this first and the following fifty examples of interesting terms or expressions which when taken together will form a metaphoric glossary.

perceptually based, has led to the hypothesis that the mapping between conceptual domains corresponds to neural mappings in the brain.⁴⁶

In the second example above, “taking steps” is a common conceptual metaphor which overlaps language barriers. We know its literal sense in the physicality of walking, but we also recognise the figurative pattern which the concept states explicitly. The second conceptual directional metaphors in the text is “to lower”, as if the company were taking its prices off one shelf and putting them on an inferior one. The third conceptual metaphor is taken from the construction industry — the company’s costs have a “structure”, again a conceptual metaphor which passes easily from one language to the next.

Lakoff and Johnson⁴⁷ would also see metaphors of war in such words as “gains”, “losses”, “headquartered”, “officer”, “weakness”, “weakening”, “strengthening”, “strategy”, “strategic plans”, “targets”, etc.

They would also see metaphors of conduits in words such as “across”, “This transaction *gives* us *access*,”⁴⁸ “Our interest is held *through* a jointly owned company,”⁴⁹ and “a 364-day bank facility *entered into* during October,”⁵⁰ to give but a number of examples from the text.⁵¹

Lakoff and Johnson would also see as structural or orientational metaphors, terms where the concepts are given in terms of one another, e.g. *arising*, *lower prices*, *higher commodity prices*, *upstream*, *midstream*, *downstream*, etc.

Based on this, the authors arrive at a conclusion which has significant implications for the translator when they say “*No metaphor can ever be comprehended or even adequately represented independently of its experiential basis*”.⁵² If the translator has no experience of the linguistic concept being referred, the translator will then be at a loss as to how to render the concept in the target language. This is an important aspect of the second objective of this research.

Without a knowledge of baseball or American football, the following metaphors will be incomprehensible to the uninitiated translator or reader:

103 p.11 E&P ⁵³ built significant acreage positions in several promising new resource plays .	La divisione E&P ha costruito delle posizioni in acri in diverse fonti promettenti per sviluppare nuove risorse .
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⁴⁶ Feldman, J. and Narayanan, S. Embodied meaning in a neural theory of language. *Brain and Language*, 89(2):385–392,

⁴⁷ *Idem*, p.4

⁴⁸ p.71

⁴⁹ p.73

⁵⁰ p.78

⁵¹ *Idem*, pp.10-11 *et seq.*

⁵² p.19

⁵³ Exploration and Production

104	p.13	... compared with its record-breaking performance in 2007.	... rispetto alle prestazioni del 2007, che hanno superato i record precedenti.
105	p.27	Our goal is for every employee ... to drive the success of the company	Il nostro obiettivo è che ogni dipendente ... possa guidare il successo dell'azienda.

Ignoring for the moment, the construction metaphor of building and the agricultural metaphor of acreage, “positions” and “plays” are terms worked out on blackboards in team locker rooms as to where players are to place themselves on the field in order to have a sequenced action or “play” when passing the ball on the field.

The second phrase contains two metaphors one a sporting one of the “goal” or the posts to be targeted, and a motoring one, so beloved of US writers, “to drive the success”. Again, here the translator will have a certain difficulty in navigating the terms. In this, we are in agreement with Louça when he states “*in cognitive mapping terms, knowledge is localized in the organization when it can be represented in the socio-cognitive model*”.⁵⁴

The opposite is also worth mentioning in that the translator may find — during the task of translation — that a simple non-metaphorical word or phrase in the source language can be happily rendered as a metaphor in the target language, one which does not exist at all in the source language.

Conceptual motoring metaphors throughout the text such as “to drive the company’s future” and “accelerating work”⁵⁵ are to be found in various locations. The company’s “future” is alternated with “growth”, “improvements”, “success”, “profitability”, etc. throughout the text as metaphorical aspects to be “driven”. We find “accelerated vesting” and “accelerating the recognition of expense”.⁵⁶

Metaphorical aspects of the linguistic vehicle are essential or non-essential attributes or characteristics, one or more of which can transfer to the tenor to supply the metaphoric transference.

The motoring metaphor continues when we read:

106	p.20	Production was further impacted by an atypical annual maintenance turnaround schedule for a number of facilities.	La produzione è stata ulteriormente colpita da un atipico programma di ristrutturazione veloce della manutenzione annuale per un certo numero di installazioni.
107	p.40	... the level and quality of output ... impacts our cash flows.	... il livello e la qualità della produzione ...ha un certo impatto sui nostri flussi di cassa.

⁵⁴ Louça, Jorge, Idem, p.5

⁵⁵ Inside cover page

⁵⁶ p.66

In this example, *impacts*, *annual maintenance*, *turnaround* and *schedules* are all common aspects of motoring and of garage repairs.

However, when multiple conceptual metaphors occur in single sentence of a text with overlapping influences of one on the other, it becomes at times very difficult to unravel the correct meaning such as in

108 p.66	... we have elected to recognize the expense on a straight-line basis over the service period for the entire award , whether the award was granted with ratable or cliff vesting abbiamo scelto di approvare le spese a quote costanti durante il periodo di revisione per l'intero conferimento , sia che il conferimento venga assegnato in modo proporzionale o in blocco .
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Here we have metaphors taken from the political process of choices “we have elected”, from geometry “on a straight-line basis”, from the motor industry “over a service period”, from a legal or sporting background “for the entire award”, and “with ratable or cliff vesting” (i.e. the acquisition of the awards which can be estimated gradually or in block all at once) which combines two aspects of the metaphor at various degrees.

The unravelling of metaphors in close proximity involves understanding each of the concepts in the conceptual metaphor, and places obstacles in the path of the translator which have to be overcome:

109 p.9	Key focus areas include developing legacy assets ...	Le principali aree di interesse comprendono lo sviluppo dei legacy asset ...
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The metaphor of the “key” is common to many languages as a fundamental aspect of some expressed thought. It implies a transference of its use as an instrument to open a door or gate in order to gain access at a physical level. It then rises to a conceptual level where the “key” can be a noun or adjective in expressed thought.

“Focus” implies the adjusting of an optical device to improve visibility, and then rises from this aspect to one of concentration. “Area” has come through various language transformations from its original Latin meaning of an “open space” or a “vacant plot” to being a branch of study or a function of business. “Legacy assets” are a metaphor for goods which have been left to a person in a final will or testament, but imply some form of goods which have come into the possession of the company, having been left over after an acquisition or a discontinued project.

The problem for the translator is seen with a very simple metaphor such as “to lead the way” which means to go ahead of the rest; to set an example or tone; to go first along a route to show others the way; to be a pioneer; to break new ground; to blaze a trail; to show the manner of proceeding (many of these definitions being

themselves metaphors). Sometimes such the original metaphor of the text can be happily rendered by a similar one in the target language as follows:

110 p.5 They ... will **lead the way** to the future. Essi ... contribuiranno a **spianare la strada** al futuro.

One of the principal problems for the translator is not to send the text in a different direction to what is being said in the original by an incorrect choice of linguistic field or tenor. The underlying systemic association in the metaphor between the many qualitative aspects of the vehicle (e.g. the king of the jungle) and the lesser known or fewer traits of the tenor (the lion), first of all in thought, and then in language, is the essential characteristic of the conceptual metaphor. The understood transference of at least one trait of the vehicle across to the tenor must occur for every metaphor to work and to make sense.

The translator may also wish to take the risk of translating the metaphor directly so as to create a new metaphor in the target language.

111 p.44 ... **satellite developments** **sviluppi satellite** ...

A satellite is normally understood as an orbiting body either as a planet, asteroid or an artificial one orbiting the earth. As architecture has allowed the use of “satellite city/cities”, the translator may find a way of using “satellite developments” in the plural without offending the target language, maintaining the metaphorical association between vehicle and tenor, and thus contributing to a new linguistic expression.

Cognitive metaphors

The cognitive metaphor is one which creates an association between vehicle/source and tenor/target — an association which is an experience outside the normal environment of the tenor. This is one of the differences between the conceptual metaphor — which expresses the underlying systemic experience or as some prefer calling it the “mapping” of the concept — and the cognitive metaphor which creates the experience.

112 Inside cover ... the rapidly worsening financial crisis **triggered** a severe global economic recession la crisi finanziaria in rapido peggioramento **ha scatenato** una severa recessione economica mondiale ...

The word “trigger” is essentially a noun that means the lever on a gun which, on being pulled, frees the hammer to discharge the weapon. In the 20th century, the noun began to be used as a verb meaning to be the immediate cause of an event or to be the start of an event. Here, the cognitive metaphor creates a new image or concept as if the “financial crisis” were the bullet which was discharged causing an immediate effect — “a severe global economic recession”. The translator must work around the concept — of which more later on in this research — as there may well

not be a single verb or phrasal verb in the target language to achieve the same conceptual and linguistic effect.

Headings

The cognitive metaphor is often found as well in headings such as:

113	p.1	Financial Highlights	Dati di sintesi
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A good Italian glossary will usually render “financial highlights” as “dati di sintesi”. Here, we have a problem in that “high lights”, “high-lights” and then written as “highlights” are linguistic neologisms of the 20th century, where the limelights or footlights of the dramatic or operatic stage were replaced with electric lights high on the theatre ceiling. The metaphoric transference of the high light went to the person whom it was illuminating on stage. That person or that person’s acting or singing became the “highlight” of the performance.

However, the translator will not be able to translate this metaphor either directly or indirectly, explicitly or implicitly, and will therefore have to the conceptual meaning of what is being expressed.

114	Inside cover	Operating Review	Andamento finanziario
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Here the translator will have to find a balance between the implied metaphors in both terms. “Review” is more than a statement “resoconto”, and less than a criticism “critica”. It is not a legal revision “revisione”, and not a re-examination of the figures “riesame”, but rather an overview “veduta generale” of the operations of the firm. Without reading first the actual “review” itself, it would be an error to assume anything or to make the mistake that this review were financial, when in fact it will be seen to be statements about the exploration and production operations of the firm – not actually required in a set of financial accounts at all.

Close proximity of metaphors

115	p.31	As commodity prices and refining margins fluctuated upward ...	I prezzi delle commodity e i margin i di raffinazione sono fluttuati verso l'alto ...
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The presence of several cognitive metaphors in close proximity also causes problems for the translator who must examine such as in the example above. Prices of items “easily obtainable” in the original sense of commodities, and the edges (in the original sense of margins) of materials being refined are regarded as some form of

flowing liquid (the original sense of fluctuation) moving in a higher direction (up) towards a different location (ward).

The matter is compounded if the translator wishes to move away from the concept of “commodity” to that of “raw materials” which can be easily rendered as “materie prime” with a shift of metaphoric content in the adjectives. Alternatively, the translator may wish to retain “commodity” — “(il) termine inglese entrato oramai nel gergo commerciale ed economico per la mancanza di un equivalente italiano”.⁵⁷

Explicit cognitive metaphors

To know what is being spoken of commercially at times in this 2008 Annual Report, one must have a knowledge of accounting, business or production procedures. The following are examples:

116 p.19 ... new reliability initiatives ... nuove iniziative affidabili hanno benefitted not only the **bottom line**, but just as importantly our customers and the environment. beneficiato non solo **l’utile d’esercizio**, ma altrettanto significativamente i nostri clienti e l’ambiente.

The “bottom line” – literally the last line or heading — in a Profit and Loss Account or, as it is called in the ConocoPhillips 2008 Annual Report, the “Consolidated Statement of Operations” is the heading “Net Income (Loss)” showing the gain or loss for the year. The “bottom line” is a metaphor in normal speech for the profitability of a project.

Here, the “bottom line” is being used in its second metaphoric context as being “the fundamental and deciding factor” of an issue. Normally, the bottom line in human affairs suggests that an action is acceptable if the price is right, and if the price is not right, the action cannot be undertaken.

117 p.19 ... DCP Midstream ... worked to minimize¹² **downtime** during overhauls DCP Midstream ... si è adoperata per ridurre al minimo il **tempo di inattività** durante le revisioni ...

When a worker puts down his tools due to an unplanned or weather-related problem, or due to a strike and cannot work normally, this period of time not being at work is metaphorised as “downtime”.⁵⁸

118 p.19 ... **master limited partnership** *master limited partnership*⁵⁹ ...

⁵⁷ <http://it.wikipedia.org/wiki/Commodity>

⁵⁸ Downtime’s linguistic opposite “uptime” is a neologism only in the computer industry “as a measure of the time a computer system has been up and running”.

Here, the texts transfers the idea of a general or comprehensive plan of action and transfer the metaphor to a limited partnership.

We also see cognitive metaphors transferring aspects of personification to actions as in various forms

119	p.14	An active U.S. hurricane season ... reduced runs elsewhere.	Negli USA una stagione attiva di uragani ... ha ridotto ovunque i cicli produttivi .
120	p.16	... a single server can run multiple independent operating systems.	... su un unico server si possono eseguire più sistemi operativi indipendenti.
121	p.31	Some of these technologies have the potential to become important drivers of profitability in future years.	Alcune di queste tecnologie hanno le potenzialità per diventare importanti motori di redditività negli anni futuri.
122	p.37	Crude oil runs	Cicli produttivi del petrolio greggio

We also see here that today's fuels span the river of need — to use a metaphor of our own — and serve until better fuels come to hand.

123	p.21	... society needs fossil fuels ... to serve as bridging fuels until tomorrow's energy sources are ready la società umana ha bisogno dei combustibili fossili come combustibili " ponte " fintantoché non saranno disponibili le fonti energetiche di domani ...
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though this could also be considered a cognitive simile, due to the presence of the conjunction "as".

There are also instances where headings are implicit cognitive metaphors such as in

124	p.33	Dry holes	Pozzi secchi
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where the drilled well has produced no results and is barren.

There is both metaphor and metonymy, when the text speaks of:

125	p.31	... we filed a request ... with the International Centre for Settlement of Investment Disputes (ICSID), an arm of the	... abbiamo presentato una richiesta ... al Centro Internazionale per la Risoluzione delle Controversie relative agli
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⁵⁹ Bisognerebbe avere, qui o nel glossario in fine del testo base, una spiegazione del concetto: "Società a responsabilità limitata in cui gli azionisti hanno una responsabilità ristretta al rischio del capitale, mentre l'operatività è condotta da un *general partner*, denominato *Master Company*, sotto la sua piena responsabilità."

The request was asked of or presented to the World Bank. The original implication of the “file” would be to have the request placed in a correct order in a box or container. However, the action of submitting a document to be placed officially on record, now becomes a metaphoric filing. The World Bank is regarded as a corporate body having an arm, which accepts the submission of a file, but also in a double metaphor, the arm has a hand and fingers capable of holding the file.

Noun and verbal cognitive forms of metaphors

At a cognitive metaphoric level, we encounter in the text a number of nouns and also verbal forms which are in fact implied metaphors at a cognitive level. Many of such nouns are now “technical” terms in financial terminology and many are neologisms. While in one sense there is an explicit statement of the term, its implicit underlying nature has to be recognised.

126	p.21	... Since society needs fossil fuels to power the global economy and serve as bridging fuels until tomorrow’s energy sources are ready, Poiché la società umana ha bisogno dei combustibili fossili come combustibili “ ponte ” fintantoché non saranno disponibili le fonti energetiche di domani, ...
127	p.34	The decrease in net income was attributed to the goodwill impairment ...	Il calo dell’utile d’esercizio è stato attribuito al deterioramento dell’ avviamento ...
128	p.36	Natural gas liquids fractionated	Liquidi del gas naturale frazionati
129	p.67	... where the legal right of offset exists, dove sussiste il diritto legale di compensazione (compenso) , ...

While one of the six original meanings of “offset” was “to set off; to cancel by a contrary account or sum; to balance”⁸, in effect a contra entry in bookkeeping, the metaphor changed to meaning a partial application of a profit or loss, or sum in general, as in the *Financial Accounting Stanmdards Board (BASB) Interpretation No. 39 “Offsetting of Amounts related to Certain Contracts”* and becomes a legal right.

Originally “good-will” (*sic*) in the 19th century was “the influence exerted with the view of transferring the custom of any shop or trade to a successor”, ⁸ the newly coined neologism of the 20th century “goodwill” saw a transference from its meaning of influence to that of the value attaching to the influence or friendly feeling.⁶⁰

⁶⁰ “The good-will of a trade is nothing more than a probability that the old customers will resort to the place”. Tregoning, I. Lord Eldon’s Goodwill, *King’s College Law Journal*, 2004, Vol 15; ISSU 1, pages 93-116

The mathematical aliquot of a whole number, a fraction, meaning also particularly in chemistry, the violent act of breaking or the state of having been broken, transfers its metaphor content becoming a 20th century verbal neologism, “to fractionate”, meaning to separate the ingredients of a mixture of items.

130	p.48	... changes in a parent’s ownership interests variazioni nelle partecipazioni azionarie di una capogruppo ...
131	p.49	... to improve the transparency associated with the disclosures per migliorare la trasparenza associata alle informazioni divulgate ...

Here, the implied cognitive metaphor again necessitates a knowledge of business structures. The parent is not a mother or father, but rather that company which owns the shares of an affiliate company.

The genealogical tree of hereditary is applied metaphorically to a business structure to help ease the recognition of relationships which the text explicitly states are those not of a bloodline but of ownership.

The implied physical properties of the transparency of glass or crystal are transferred by metaphorical association to business disclosures, which yet again need a knowledge of business accountancy and management procedures to be appreciated.

132	p.50	... the proved oil and gas reserves estimate for a field stima delle riserve provate di petrolio e gas relative a un campo ...
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The text constantly relies on implied cognitive metaphors from the fields logic or mathematics as if syllogisms were being proven⁶¹ or formulas were being applied.

133	p.51	... we have material legal obligations to ... restore the land or seabed at the end of operations abbiamo gli obblighi legali materiali di ... ripristinare il terreno o il letto marino al termine delle operazioni ...
134	p.51	Our largest asset removal obligations involve removal and disposal of offshore oil and gas platforms ...	I nostri maggiori obblighi per il ritiro dei cespiti comportano la rimozione e lo smaltimento delle piattaforme offshore di petrolio e gas ...

Metaphors arising from two oil exploration technical terms, both neologisms of the 20th century, show how different languages handle their presence in the language. “Offshore” offers some difficulties to the Italian translator due to its several modern

⁶¹ It is interesting to note that in the oil exploration business, where the capacity of fields is confirmed these are stated to be “proved” — where the weak form of the past participle is almost always used, and never “proven” the more common strong past participle which is reserved for business techniques, strategies and accountancy procedures.

meanings arising out of fiscal and exploration issues. “Platform” causes little or no difficulty to the translator and a raised construction on land transfers some of its characteristics quite easily to an exploration and drilling rig in the sea.

We stop here at around fifty examples – there are many, many more — of different types of conceptual and cognitive metaphor taken from our text.⁴ They show a structured and a new form of conception of things and indeed of thought processes — new, on the one hand, in that they have arisen to the last century and new, on the other hand, in that they take aspects of known concepts and apply them to the new technologies, processes, procedures and expression of the 21st century.

Translation strategy and tactic

Titles and headings are notoriously dangerous ground for the translator, and are usually best left until the translation is all but complete. There are three military metaphors in the following title:

135 Inside cover	Directors and Officers	Amministratori e funzionari
136 p.5	Chief Executive Officer	Amministratore delegato

These titles cannot be translated word for word and the translator must move cognitively to create a new concept, or syntagm as is the case here, to express the functions of the person. As can be seen here, the three singular metaphors in the English title are lost in the correct Italian translation. ‘Chief’ implies the most important person in a group, tribe or military command, especially in a navy setting. ‘Executive’ implies the use of power, and ‘officer’ implies a rank with responsibilities attached to it. None of this comes across in the Italian syntagm where the person could be considered to have been delegated to administer a function.

Blame for this must not be placed on the target language, or on the source language in the case of a back-translation, it is simple proof that all metaphors do not translate.

Even using the alternative Italian word for director “consigliero”, one who advises or gives counsel, the metaphor in the source text is not achieved, nor indeed when ‘officers’, persons with a rank and responsibility, is rendered as ‘funzionari’ — those with a function or purpose to do something but having neither a rank nor an explicit responsibility or competence.

137 p.1	Net income (loss) per share of common stock — diluted	Utile (perdita) d’esercizio per azione ordinaria — diluito
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A number of implied metaphoric concepts come into play here with the various financial syntagms and technical terms. The first and most obvious one is that ConocoPhillips conglomerate is a person. It is, of course, quite that in law with its

juridic or legal personality. Here, ConocoPhillips is given an income, or perhaps more precisely each share in the firm, but one that may result negatively or positively, as if in war, with a loss or with a win. There is a social metaphor and the metaphor of mathematical division of its capital into shares and the agricultural one of stock, followed by a metaphorical allusion to concentrated liquids which can be diluted.

Under an overall heading of “Financial Highlights” which acts as the implicit tenor, the various listed metaphoric concepts become the vehicles with which the tenor is associated in an overall cognitive metaphor.

138	Inside cover	... emerging technologies ... provide ... growth opportunities.	... tecnologie emergenti ... rappresentano ... opportunità di crescita ...
139	Inside cover	... the value of our asset portfolio il valore del nostro portafoglio di attività ...

The cognitive metaphor in our text is constantly associating matters — called linguistic experiences — which are out the environment of the tenor. “Technologies” take on either human or agricultural characteristics to give “growth”. They are shown as “emerging” as if from under the ground or more linguistically accurate from under water and seabeds.

Equally so, the use of the cognitive metaphor “asset” meaning originally the sufficient estate to allow the discharge of a will, is now regarded as a dead metaphor whose treatment is that of an ordinary word. “Portfolio” is no longer a leather case to carry sheets of paper, though one might surmise that some of the assets are in the form of stock and share certificates, but “portfolio” is metaphorised as a glorified container capable of holding the things of value of ConocoPhillips.

140	p.1	Worldwide refinery crude oil throughput ...	Capacità di produzione di petrolio greggio delle raffinerie mondiali ...
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The reader of the *Operating Financial Highlight* above must make several mental adjustments to grasp the metaphoric content of this financial heading. First and foremost, the refinery is some form of container through which a volume of oil goes. This volume of oil gets its own process name “throughput”, and then what is crude, meaning originally what is raw or rough, is associated with oil, originally a liquid obtained from the olive crop, and is now given a new terminological meaning in the sense of petroleum taken from the ground.

141 p.1	“ConocoPhillips”, “the company” “we” “us” and “our” are used interchangeably in this report to refer to the businesses of ConocoPhillips and its consolidated subsidiaries.	“ConocoPhillips,” “la società,” “noi,” “ci” e “nostro” vengono utilizzati in modo interscambiabile all’interno di questo rapporto per riferirsi alle attività di ConocoPhillips e delle sue società filiali consolidate.
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This introductory footnote to the *Financial Highlights* is an interesting expression and constitutes the type of explicit cognitive metaphor which we see in this text. “ConocoPhillips /The company /We /us /our ... (is/are/refer to) ... the business”. It is a most interesting use of the transfer to aspects of the “business” to others or to the *ratio rationcinantis* elements of the “business”.

In the *Glossary* attaching to the *2008 Annual Report*, the several terms used could well be taken from agriculture as they are used metaphorically:

142 p.112	Margins: Difference between sales prices and feedstock costs	Margini: differenza tra i prezzi di vendita e i costi dello stock di alimentazione
143 p.112	Exploitation: Focused, integrated effort to extend the economic life, production and reserves of an existing field .	Sfruttamento: sforzo concentrato e integrato per prolungare la vita economica, la produzione e le riserve di un campo esistente.
144 p.112	Aromatics:	Composti aromatici:
145 p.112	Feedstock:	Feedstock: ⁶²

Agricultural fields have margins and are now being metaphorically applied to financial accounts. Agricultural feed – food for animals – and stocks are now combined to give a new technological term “feedstock” – meaning the raw materials for an industrial or production process.

While the use of mathematical terminology might be taken as an infra-rhetorical use metaphor, there are instances when this becomes extra-rhetorical satisfying the criteria of the cognitive metaphor and creates a new association between vehicle and tenor, such as in:

146 p.40	The reserve replacement amounts were based on the sum of the of our net additions ... divided by our production.	Le quantità di rimpiazzo delle riserve erano basate sulla somma delle nostre addizioni nette... divise per la nostra produzione.
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⁶² Non si permetterebbe una traduzione dal dominio dell’agricoltura: *stock* di alimentazione.

147 p.40	... we anticipate (that these projects) will allow us add to our reserve base.	... anticipiamo (che questi progetti) ci consentiranno di fare aggiunte alla nostra base di riserve.
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Another cognitive metaphor can be seen in

148 p.43	We expanded our commercial paper program ¹² ...	Abbiamo espanso il nostro programma di carta commerciale ¹² ...
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The reader of this metaphor will indeed understand that this matter of business is indeed trade or commerce. However, “paper” is a fine cognitive metaphor not for the manufacture of paper, not for the publishing of daily journals, but refers to the transference of monetary values from original paper bank notes, to documents or letters of credit, loans, bonds, debentures, etc. “Programme” is not a printed list of performances, a radio or TV broadcast, a syllabus, nor coded computer instructions, but rather a plan of future transactions of a financial nature. The vehicle (the business of ConocoPhillips) confers on the tenor (program) a series of associated experience outside the normal environment of the tenor.

Some of the more significant implied cognitive metaphors are to be found in the use of the terms *upstream*, *midstream* and *downstream*.

149 p.17	In 2008, Legal assisted with et more than 80 upstream <i>passim</i> development projects	Nel 2008, l’ufficio legale ha fornito assistenza in oltre 80 progetti di sviluppo upstream .
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Used some 27 times in the 2008 Annual Report, “upstream” has a significant cognitive metaphoric meaning referring to the first stages of oil and gas exploration and production. Similarly, in molecular science, biology, computer science and marketing, “upstream” implies the first steps in a process or the proximity to the origin of an installation.⁶³ In geography, the term certainly suggests a location closer to the source than to the mouth of a river or stream. But arising from the old forestry and gold mining industries, in particular, the term has moved from the geographical location to mean the actual search, discovery and production of prime or raw materials.

If “upstream” denotes closer to the source of the river and by metaphoric extension to production, “downstream” has come to be mean not just a geographical location closer to the mouth of the river, but has passed, not just by analogy, but metaphorically to mean the sales aspects of what has been produced. In this text, “downstream” is used 22 times, such as in

⁶³ www.etcie.ie/docs/ET214.pdf

150	p.31	Refining margins are significant factors on LUKOIL's downstream results.	I margini di raffinazione sono fattori che influiscono significativamente sui risultati del settore downstream di LUKOIL.
151	p.71	The transaction ... consists of ... a U.S. downstream limited liability company.	La transazione ... consiste in ... una società a responsabilità limitata downstream negli Stati Uniti.

It is interesting to note while still commenting on production, that the terms “upriver” or “downriver” are non-existent, as these are merely geographical and not production locations.

In the text, a third stream term arises and that is “midstream”, but only on 3 occasions⁶⁴ as a metaphor, such as

152	p.21	“We enhances our leadership in the midstream business sector during the year ...	Rafforziamo la nostra leadership nel settore midstream durante l’anno...
153	p.52	The operation and financing of our midstream and chemical joint ventures.	Il funzionamento e il finanziamento delle nostre joint venture midstream e chimiche.
154	p.80	Over the years, we ... have sold several assets, including downstream and midstream assets ...	Nel corso degli anni, ... abbiamo venduto diverse attività, comprese attività downstream e midstream ...

While “midstream”⁶⁵ operation are normally included in “downstream” operations, midstream in its own right now finds its own meaning, particularly in the oil industry:

*“The **midstream**⁶⁶ industry processes, stores, markets, and transports commodities such as crude oil, natural gas, natural gas liquids (LNGs, mainly ethane, propane and butane) and sulphur.”⁶⁷*

Because of the English metaphoric content, the translator to Italian, for example, will have a certain difficulty in avoiding the geographic overtones of “a monte”, “a valle” or “centro della /in mezzo alla corrente” to find a just and fitting rendering of the concept.

⁶⁴ We have not taken into account any of the 64 reference to “DCP Midstream LL.C.”, an affiliate company of ConocoPhillips. A translator would not attempt to translate the company name.

⁶⁵ There is a difference between “midstream” and “mid-stream” with the latter meaning the loading and unloading of cargo containers from ships still at sea.

⁶⁶ It should be footnoted that the term “midstream” is quite acceptable in spoken and written English, but that “Mid River” or “Mid-River” only exists in commercial names.

⁶⁷ <http://en.wikipedia.org/wiki/Midstream>

Levels of cognition

For a metaphor to be successful, a level or degree of cognition is essential. While all metaphors require a basic foundation in understanding and language, the levels or degrees of that foundation, which can be five in all, will ensure its success. The lack of any aspect of that basic foundation will ensure that the metaphor fails.

While we can immediately spot the explicit metaphor in the “safe harbour” concept of example 1 above, we cannot recognise that easily the implied metaphor — now a dead metaphor — of “opportunity” in example 41 above, meaning originally the very same thing, the safe harbour.

Therefore, we can see that the level of cognition is important for the metaphor to “work”. The work of the metaphor is the transference from the vehicle to the tenor of one or more attributes as we have mentioned in examples throughout this research.

However, the question does remain as to the levels or degrees of transference in the metaphor from vehicle to tenor.

First level of transference

The first level or degree of transference can be unintentional or accidental.

Can the transference occur without the awareness of the speaker/writer? Certainly! The speaker may say something unintentionally or accidentally without realising that a metaphor or two have been used. In example 105,

105 p. 27	Our goal is for every employee ... to drive the success of the company	Il nostro obiettivo è che ogni dipendente ... possa guidare il successo dell'azienda.
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Does the writer really know that a sporting “goal” metaphor and a mechanical/automotive “drive” metaphor have been used? It would be ideal to think that the writer had reflected on the company environment and had used it metaphorically as a feedback model to transfer attributes of achievement. It is not necessary for him/her to have done so for the metaphor to be used with some success.

Second level of transference

The success of the metaphor will be greater, the greater the knowledge of the tenor/target or of the vehicle/source.

The metaphoric transference of the above examples, if written with deliberate metaphoric intent, will certainly be better understood if the reader is familiar with the history of the company; if the reader has learned of the evolution of the company and has a knowledge base about the company and can infer the transference of attributes to the tenor.

Third level of transference

The metaphor will also have greater success in the transference of the vehicle's attributes on the basis of reasoning.

One must ask how does the listener/reader link the two concepts of the tenor and the vehicle. There has to be a level of abstraction for the metaphor to succeed. The key here lies in the word "abstraction", meaning a "taking from". The listener, listening with intent, "takes from" the vehicle an attribute and brings it across to the tenor. We see this in example 111 repeated below:

111 p.44 ... satellite developments sviluppi satellite ...

The term referring to spatial bodies, "satellite", gives one or more of their characteristic attributes to "developments". As "satellite" is a noun, there is an immediate implied inference where reasoning must come into play and a very clear intention of metaphoric transfer is made.

Fourth level of transference

The metaphor is all the more successful if it does not have to be explained, or at least not in too great a detail.

How good is the metaphor if we have to be told of it or it has to be explained to us? The metaphor may in fact be objectively very good in its own context, in its own domain, in its mental mapping of the concepts, or even in its own language. However, if the listener/reader is not aware of the context, has not learned of the domain, or does not know the language, the metaphor will subjectively fail.

Fifth level of transference

The fifth level of transference is not just a keeping of the listener's or reader's attention, but to metaphorically "capture" that interest in some new way.

We may also ask if is the metaphor there to surprise the listener/reader, or is it there merely to be informative at a level to keep the listener/reader's interest?

In example 112 repeated below, we see a clear example in the use of the word “triggered”. Had the writer used “caused”, the statement would be flat — the crisis happened because of worsening events — and some responsibility might lie with the directors of ConocoPhillips for not having taken better preventive action. However, by using “triggered”, there is the element of surprise is introduced.

112 p.2	... the rapidly worsening financial crisis triggered a severe global economic recession la crisi finanziaria internazionale stava scatenando una recessione mondiale ...
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The directors of the firm did not see a global economic recession coming, let alone a severe one, and consequently cannot be blamed for it or for not having avoided it. Hence, a good metaphor can indicate surprise, and be subtly informative at the same time, and at the same time be capable of handling at an abstract level, as here, both successful and catastrophic events.

Research aims

First objective of this research

Objective one of this research is to show that metaphors, particularly cognitive ones, are used at various levels, such as explicitly or implicitly in the economic and financial sector in a business report.

Syllogism for objective one:

1. Where many types of metaphor have been defined *a priori* and identified *a posteriori*, their presence can be recognised by a reader of a text.
2. Many examples of such defined and identified metaphors have been extracted from the *2008 ConocoPhillips Annual Report*.
3. Therefore, the use of metaphors is recognised in the basic text of this research.

Now, an important question arises. How are these metaphors used and why? There is not a page of the basic text which does not contain some metaphoric content at one level or another. Certainly on pages of purely financial⁶⁸ or production⁶⁹ data, metaphors appear less as indeed in lists⁷⁰ and glossaries,⁷¹ but in the *Letter to Shareholders*⁷² and on pages of descriptive reports⁷³, metaphors are there in abundance, some of the more significant of which have been identified in our examples. However, in lists and financial facts setting out the data of the year's accounts, the metaphoric column and table elements of architecture and building are clearly implied.

These metaphors are used both explicitly⁷⁴ and implicitly⁷⁵ in attempting to make otherwise dry financial, review and production details more easily readable for the different stakeholders in ConocoPhillips. It must be remembered that not all the stakeholders in the company are financial experts nor are they accountants who would be capable of grasping the importance of dry figures. The bar charts, graph charts and the pie charts on the Financial Review pages⁷⁶ are not just there to act as a visual summary — a visual metaphor — of what will be explained in subsequent paragraphs there are an attempt to communicate better the status of Equity, Balance Sheet Debt, Debt to Capital, and the Quarterly Dividend Rate over, for example, three-year periods.

⁶⁸ pp.59-62

⁶⁹ pp.98-104

⁷⁰ pp.110-111

⁷¹ P.112

⁷² pp.2-5

⁷³ pp.6-27

⁷⁴ Examples 1, 121, 132, 138, 141, etc.

⁷⁵ Passim

⁷⁶ pp.5-7

Certainly, the section on the Financial Review would be complete without the visual metaphors, without the photograph of the Senior Vice-President for Finance, without the secondary heading “*Adapting to Market Conditions*” or indeed the final pull-quote or call-out quotes, such as, “We can manage through economic downturns ...” However, the attention of the non-specialist reader would be hard pressed to concentrate on the text alone.

Second objective of this research

The second aim of this research is to show some difficulties, or perhaps better suggested as possibilities of translation, which can arise for the translator of an English text where the target language is Italian.

The translator will generally not have difficulty where there is a direct word or phrase translation between the source and target texts. In previous extracted examples, we have seen in previous phrases in examples such as:

6	p.14	... actively measures and	... misura e pronostica
		forecasts ...	attivamente ...
7	p.14	... (to) identify opportunities identificare opportunità ...
8	p.23	... company positions and	... le posizioni e le risposte
		responses ...	dell’azienda ...
10	p.49	... the prospect will ultimately fail	... la previsione in definitiva
		...	fallirà...
11	p.49	... the company ... believes l’azienda ... ritiene ...

In example 6, the translator will be careful to ensure that the adverb covers both verbs, the first of which “to measure” does not cause any great problem, but the second of which “to forecast” offers a variety of possibilities in Italian such as “predire”, “prevedere”, “fare previsioni” and “pronosticare” – each with a subtle nuance of difference. Clearly, any of these Italian verbs will convey the general idea. However, the overall text must provide the best particular idea suited to the meaning not just of the verb, but of the implied sense in the overall paragraph. The translation also allows the continued use into Italian of the English metaphor, if this is the wish of the translator.

In example 7, the translator again has a variety of solutions to hand for the verb “to identify”, and play it safe by going for a word for word translation in using “identificare”. However, in using an alternative verb such as “riconoscere” or “individuare” nuances can be introduced. The direct word for word translation of “opportunities” will produce “opportunità”, but there are alternatives such as “occasioni”, “moment”, “momenti”, “modi” and even, “pretesti”, all depending on the direction which the translator wishes to give the text. Trustfully, the translator will have no political agenda and merely be attempting to render the phrase accurately in line with the overall meaning of the paragraph. However, the possible

use of three verbs and five nouns gives the translator great power to influence the translation of the text, in this instance, a mathematical combination of no less than twenty possibilities in the target text.

In example 8, the translator again has a very wide possibility of choices. “Company” has a number of definite possibilities within the overall context of the basic text where it can mean a simple “società”, or a broader “azienda” implying not just the legal structure of the “società” entity but its implied business structure. The translator can widen the scope of the immediate translator depending on the surrounding context and suggest “conglomerato” in providing a business *Weltanschauung* of the enterprise.

Generic words in example 8 such as “positions” cause particular difficulty for the translator of business texts where the meaning of the term relies on what has preceded in the basic text, and apart from the direct translation as “posizioni”, possibilities of “cariche”, “disposizioni”, “funzioni”, “impieghi”, “luoghi”, “pose” or “posti”. While “responses” has a limited number of possible Italian translations, the translator can decide whether a formal “risposta” or “response” would be best to use in one sense, or in the second meaning of the English word, whether the sense of “reaction” would best meet the implied meaning of the text. However, the translator knowing the business nature of the text will be easily able to avoid the Italian religious and liturgical term “*responsori*” — the spoken answers given in liturgy. This is one clear example of Italian to English translation where there is no equivalent specific term in English, and the English generic terms “responses” has to be used.

In example 10, the translation of “the prospect will ultimately fail” offers the translator possibility of sticking closely to the source phrase — here we are talking of the company as an agent or human person — particularly in the use of the adverb “ultimately”. The translator may wish to simply translate it as a banal and temporal “ultimamente”. Or the translator continuing the metaphor of the human person or agent capable of thought and intelligence, may translate it as “in ultima analisi”.

In example 11 “the company believes”, the business — considered as having the characteristics of a human person or agent — may assume, believe (direct translation), calculate, consider, deem, hold or retain. This is the literary power — which lies with the translator of even the most banal of financial or business texts — to continue or not the metaphor of a source text.

We have commented briefly previously on example 3, “Financial Highlights” being rendered as “Dati di sintassi” and have shown that an optimal translation is one where the original metaphor has to be avoided as it cannot be adequately rendered in Italian, and one must translate the concept and not the metaphor.

Earlier in this research, we mentioned translation osmosis, where the translation of “Depreciation, depletion and amortization”⁷⁷ passes easily to the target language as a simple “ammortamento”, and does not necessarily need the addition of “deprezzamento” for depreciation, or “deplezione” for depletion which is more a medical terminology term, and where “sfruttamento intensivo” does not sit easily in the domain of this translation.

The translator may then find a metaphor in the source language cannot be rendered by the same metaphor by in the target language but rather by a more colloquial Italian metaphor such as follows:

155	p.12	In Malaysia, the Gumusut project is well under way ,In Malaysia, il progetto Gumusut è ormai in corso ...
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The translator is then faced with the possibility of taking a rather banal term or phrase in English and rendering it with more expressive terminology in Italian even at times by inserting a new metaphoric content such as in ...

156	p.10	ConocoPhillips initiated oil production from Vietnam’s Su Tu Vang field ahead of schedule ...	ConocoPhillips ha iniziato la produzione di greggio dai giacimenti petroliferi Su Tu Vang del Vietnam in anticipo sul programma di produzione ...
157	p.9	Our businesses span the hydrocarbon value chain ...	Le nostre attività si estendono alla catena di valore degli idrocarburi ...

In example 153, the translator must make a mental shift in realising that the “businesses” — to which reference is being made indicated on the two visual hemispheres — are not businesses in general around the world, but rather associate and affiliate businesses of the ConocoPhillips conglomerate.

158	p.14	Process safety remains a key focus area, and the results of safety audits performed in 2008 will be used to drive improvements in 2009 and beyond.	La sicurezza dei processi rimane un’area fondamentale di attenzione e i risultati degli studi di sicurezza effettuati nel 2008 saranno usati per orientare i miglioramenti nell’anno 2009 e successivi.
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In example 154, the translator must avoid the trap of thinking that the false friend term “audit” refers in any way to accounts — una verifica di conti o una relazione di certificazione — when in fact, the sense of the text refers to “controllo”, “verifica” o “revisione” of procedures and processes relating to safety and security.

159	p.14	... a global recession ... reduced	... una recessione mondiale ... ha
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⁷⁷ p.59

In example 155, the translator must ensure that the very treacherous false friend “demand” does not get translated in the financial sense of “Demand savings deposits — depositi a risparmio liberi” but rather in the economic sense of “supply and demand — domanda e offerta” where it must be noted that the English sequence is reversed in Italian. The demand in the text means a business request or need for oil and does not mean a forceful requirement to supply it.

In the basic text, many other false friends occur, some with metaphoric content, others without, such as “actually – in realtà”⁷⁸, “assist/assistance – aiutare/aiuto”,⁷⁹ “carbon – carbonio”⁸⁰, “case – causa (legale)/in caso di (congiunzione composto)”⁸¹, “commodity/ies – bene/beni”⁸², “comprehensive – esauriente/completo”⁸³, “confidence – fiducia”⁸⁴, “incident – avvenimento”⁸⁵, “injury – ferita/lesione”⁸⁶, “large – grande”⁸⁷, “notice – avviso/annuncio”⁸⁸, “parent – capogruppo”⁸⁹, “storm – temporal”⁹⁰, “license – (dare una) licenza”⁹¹, and “(to) vest – conferire (un diritto immediato)”⁹².

Syllogism for objective two:

1. Where many instances of implicit and explicit metaphor have been identified, their correct and adequate translation poses a problem for the translator.
2. Many such examples of implicit and explicit cognitive metaphors have been identified in the *2008 ConocoPhillips Annual Report*.
3. Therefore, the difficulties for the translator of cognitive metaphor translation have been recognised in the basic text of this research.

Third objective of this research

The third stated object of this research is to prove as a conclusion that implicit and explicit metaphors are a necessary means of modern mass communication.

⁷⁸ pp.51, 66 and 87

⁷⁹ pp.21-25, 50, 51, 97, 110

⁸⁰ pp. Inside cover, 9, 18, 21, 112

⁸¹ pp.35, 46, 65, 69, 80

⁸² pp. Inside cover, 2, 4, 11, 12, 15, 30-36, 40, 50, 53, 66, 67, 82, 83

⁸³ pp.5, 27, 46, 54, 62-4, 70, 77, 82, 92, 97,

⁸⁴ pp.3, 53

⁸⁵ pp.4, 17, 18, 25, 26, 81

⁸⁶ pp.25

⁸⁷ pp. Inside cover, *et passim*

⁸⁸ pp.46, 47

⁸⁹ pp.48, 96, 110,

⁹⁰ pp.11, 20

⁹¹ pp.33, 71

⁹² pp.87-89

There are two ways to approach the proving of this statement. The first way would be a type of negative *reductio ad absurdum* and the elimination or extraction of all metaphoric elements in the basic text, and then trying to see what remains of coherent and cohesive communication. Two procedures would immediately become apparent here which we shall show. First, the elimination of the metaphoric elements would render the remaining text almost unintelligible to the modern reader, and secondly, the revising editor eliminating such text would have to try and replace it with some form of non-metaphoric wording.

The second way is a more *a posteriori* attempt by examining the reasons for the communication of the *2008 ConocoPhillips Annual Report* to its specific stakeholders, and in examining the reasons to find out what is effective and what is not. In finding out what is effective and what is not, we will trustfully be able to prove that implicit and explicit cognitive metaphors, in order to avoid unintelligible text, are a necessary part of this communication with stakeholders.

This brings us to the point of examining the need to communicate with stakeholders using metaphor. Who are these stakeholders? At what level is this metaphoric communication?

This third and final objective of our research is simplified as follows:

Approaches			
<i>Reductio ad absurdum</i>		<i>A posteriori</i> examination	
What remains?		Non-effective	Effective
Unintelligible text	Re-editing required For stakeholders Level to be decided	Unintelligible text	Necessary For stakeholders Level to be decided

The *2008 ConocoPhillips Annual Report* describes “Our Theme”⁹³ as a summary of what the firm is doing. It states this under the heading:

“Managing Global Challenges”	La gestione di sfide globali
Like the entire energy industry, ConocoPhillips was impacted by extraordinary economic and commodity price volatility during 2008. After reaching record heights , oil prices declined precipitously late in the year as an international financial crisis triggered a global recession that in turn reduced energy demand.	Come tutta l'industria energetica, anche ConocoPhillips ha sentito gli effetti della straordinaria volatilità dell'economia e del prezzo delle materie prime che ha caratterizzato il 2008. Dopo aver raggiunto dei livelli record , verso la fine dell'anno il prezzo del petrolio è calato precipitosamente mentre la crisi finanziaria internazionale stava scatenando una recessione mondiale e il conseguente

⁹³ Inside cover

ConocoPhillips intends to **manage** the global **challenges posed** by the **downturn** by **exercising** the **consistent strategies** that have transformed our **company** into a self-sustaining, competitive international, integrated energy firm. We will practice diligent financial **management**, conserve capital, strive to **contain** costs and utilize our **operating** expertise to maximize the value of our asset **portfolio**. That **portfolio offers** years of ongoing development potential in both our **upstream** and **downstream** businesses, in oil and natural gas, and in **domestic** and international locations.

In keeping with **plans to live within** our **means** during the current economic **downturn**, ConocoPhillips will **conduct** a disciplined capital investment program totaling \$12.5 billion for 2009, a significant **reduction** from 2008. This **measured** approach is intended to **preserve** the **company's** high **liquidity**, **flexibility** and credit **capability**.

Progress continues on those major development **projects** that **offer** the greatest potential to **drive** the company's future **growth**. On projects that have been deferred, we retain the option of resuming or **accelerating** work when economic conditions improve.

We remain confident of our ability to maintain current levels of production

calo della domanda di energia.

ConocoPhillips intende **fronteggiare** le **sfide globali** poste dalla **flessione economica** mettendo in atto le **coerenti strategie** che ci hanno trasformato in una **società** internazionale di sistemi di energia integrati autosufficiente e competitiva. Effettueremo una **gestione** finanziaria diligente, conserveremo il capitale, lotteremo per **contenere** i costi e utilizzeremo la nostra esperienza in ambito operativo per massimizzare il valore del nostro **portafoglio di attività**. Questo **portafoglio offre** anni di sviluppo continuo potenziale nell'ambito delle nostre attività **upstream** e **downstream**, del petrolio e del gas naturale, sia **in territorio nazionale** sia all'estero.

Nel **tentativo di riuscire a superare** l'attuale flessione economica con i propri **mezzi**, ConocoPhillips **condurrà** un programma sistematico d'investimento del capitale per un totale di 12,5 miliardi di dollari per il 2009: un **importo** significativamente **più basso** rispetto a quello del 2008. Questo approccio **misurato** è inteso a **preservare** l'elevata **liquidità**, **flessibilità** e **capacità** di credito della **società**.

Il **progresso** continua con quegli importanti **progetti** di sviluppo che **offrono** le maggiori opportunità di **guidare** la futura **crescita** della società. Per quanto riguarda i progetti che sono stati rinviati, ci proponiamo di riprenderli o di **accelerarli** quando le condizioni economiche saranno migliorate.

Continuiamo a nutrire fiducia nei confronti della nostra capacità di

while fully replacing **reserves** over the long term.

mantenere gli attuali livelli produttivi sostituendo allo stesso tempo le **riserve** sul lungo termine.

What has been highlighted in the English version above are those 40+ (forty) words and phrases with metaphoric content, which have appeared on a simple first reading. A closer and more stringent reading would obviously highlight other such elements. However, to apply the *reductio ad absurdum* to this text would render it unintelligible in either English or Italian – even if the translator could avoid all metaphoric influence present in the English version, and avoid inserting new metaphoric content in the Italian version.

What remains without these highlighted words and phrase would be barely intelligible to any reader. The text would require significant editing to be rendered into a text with no metaphoric content whatsoever.

The obvious questions then arise:

- “Why re-invent the wheel of communication with one containing no metaphors?”
- Would such non-metaphoric text be more intelligible, clearer, more concise, or more coherent?
- In a word, would the non-metaphoric text be more readable?
- And if it were made readable, how long would the non-metaphoric text retain the interest of the reader?

It is not at all clear that positive answers can be given to the above questions? We are dealing with the world of practical business here in the *2008 ConocoPhillips Annual Report*, and while the entire report could be re-written as an academic exercise on the above lines, would the stakeholders receiving such a report be more or less enlightened with its newly edited content?

Re-invention occurs in life, and particularly in technology,

- 1) when what exists no longer serves its original purpose,
- 2) where a new “product” improves the quality of life or thought, and/or
- 3) where new ideas merge.

As for point 1) immediately above, in the case of metaphor which is a figure of speech, metaphor indeed continues in normal modern-day life in both speech and writing to serve its original purpose of transferring one or more of the attributes of the vehicle to the tenor.

As regards point 2), we do not see a new “product” — a new figure of speech replacing the metaphor at any time in the near future, simply because language evolves naturally and is not produced on command.

However, with regards to point 3), we face a certain difficulty. New ideas are constantly merging — few truly original ideas actually arising — and out of logical

procedures, new conclusions drawn and corollaries noted. The cognitive metaphor⁹⁴, the direct topic of the second section of this research, is now being understood under a new definition, and particularly in a military context, by the Information Processing Techniques Office (IPTO)⁹⁵ of DARPA.⁹⁶ The cognitive metaphor is now part of a sophisticated information technology (IT) system which “knows” what it is doing and which

- “can reason, using substantial amounts of appropriately represented knowledge,
- can learn from its experience so that it performs better tomorrow than it did today,
- can explain itself and be told what to do,
- can be aware of its own capabilities and reflect on its own behaviour, and
- can respond robustly to surprise.”⁹⁷

The essential difference here between the old cognitive metaphor and the new IT metaphor is that the metaphor is no longer a vehicle towards understanding but has become, in fact, the driver of thought towards understanding and reasoning.

In the old cognitive metaphor, the writer or speaker certainly reasons in a business sense “using substantial amounts of appropriately represented knowledge”⁹² as we have seen in the previous example 122 repeated below:

<p>122 p.1 “ConocoPhillips”, “the company” “we” “us” and “our” are used interchangeably in this report to refer to the businesses of ConocoPhillips and its consolidated subsidiaries.</p>	<p>“ConocoPhillips,” “la società,” “noi,” “ci” e “nostro” vengono utilizzati in modo interscambiabile all’interno di questo rapporto per riferirsi alle attività di ConocoPhillips e delle sue società consolidate.</p>
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As a consequence, the writer/speaker can learn from his/her experience so as to perform better tomorrow than today as seen in example 106:.

<p>106 p.20 Production was further impacted by an atypical annual maintenance turnaround schedule for a number of facilities.</p>	<p>La produzione ha subito l’ulteriore impatto di un atipico programma annuale di manutenzione e ristrutturazione relativo a un certo numero di impianti.</p>
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In the old cognitive metaphor, the metaphor “explains itself” but cannot, like its new modern IT counterpart, “be told what to do”, as can be seen in example 102:.

⁹⁴ Ramming, J Christopher, *The Cognitive Metaphor*, www.eecs.berkeley.edu/CIS/Brachman.pdf p.2

⁹⁵ www.darpa.mil/ipto/index.asp

⁹⁶ DARPA is the research and development office for the U.S. Department of Defense. www.darpa.mil/about.html

⁹⁷ Ramming, J Christopher. *Idem* p. 2

102	p.3	(We) began takings steps to lower our cost structures abbiamo iniziato a intraprendere delle azioni finalizzate ad abbassare la nostra struttura dei costi.
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The old cognitive metaphor, also like the new one, expresses the awareness of the capabilities of the writer/speaker and reflects *ratione ratiocinata*, on its own behaviour:

158	p.14	Process safety remains a key focus area, and the results of safety audits performed in 2008 will be used to drive improvements in 2009 and beyond.	La sicurezza dei processi rimane un'area fondamentale di attenzione e i risultati degli studi di sicurezza effettuati nel 2008 saranno usati per orientare i miglioramenti nell'anno 2009 e successivi.
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The fifth of given areas of the new cognitive metaphor — the ability to respond robustly to surprise does not appear to be an essential aspect of the old cognitive metaphor. In our given basic text, it does not appear to be the case, and in a financial document, surprise should normally be one of the last things to be expressed.

A problem arises in the *a posteriori* examination of the basic text is that the financial, technical, auditing, supervisory and stock exchange stakeholders would expect to see matters expressed with terms and terminology familiar to them and to their particular professional domains. A *reductio ad absurdum* re-editing (not simply of our partial extract from the basic text, but of the overall text) would deprive them of the comfort of familiar terms or of domain terminology. Some of these terms such as “Balance Sheet” to give but one example — where there are two implied metaphors — would be a legal requirement under many accountancy and financially related laws, rules and regulations.

However, would the non-institutional stakeholders, small-time investors and the general public receiving such a report be more or less enlightened with its newly edited non-metaphoric content? A reply to such a question lies outside this research and would need further analysis.

An *a posteriori* examination of any section of non-metaphoric translated text shows that non-metaphoric translated text, while accurate and precise, is dull. Take as an example the tabulated Financial Highlights (“Dati di sintesi”) on p. 1. Here everything is precise as to audited facts and figures. The numeric data of tables and columns cannot be put into metaphor, only literary expressions or words can be so expressed. The financial headings referring to each line to data can only with difficulty be expressed in any metaphor context — outside of a dead or moribund infra-rhetoric context. In fact, what is essentially needed here is the terminological translation, the precise use of terms in the financial or economic domain, which will satisfy institutional and legal requirements.

However, when reading the “Letter to Shareholders”⁹⁸, apart from the visual metaphor to two officers of the company, the use of metaphor becomes essential if an effective message is to be relayed to the “shareholders”. The “shareholders” are in fact a metaphor for every interested party or stakeholder who need to know the mind of the directors.

At this point, the directors are able to decide on what they believe to be the correct level of communication which is businesslike, factual, incorporating a graph to indicate “Total Shareholder Return” and a bar chart to indicate the level of “Share Repurchases” — a barometer of the confidence of the firm in itself in buying its own shares. The bar chart⁹⁹ is another visual metaphor for company success and confidence.

In response to the question posed previously “Would such non-metaphoric text be more intelligible, clearer, more concise, or more coherent?” Based on 1998 suggestions of the *Securities and Exchange Commission* (SEC) of the United States — admittedly we are referring to English language publications here — in its style manual¹⁰⁰ — as referred to by other teaching authorities¹⁰¹ —, a style which contains “*linguaggio chiaro, conciso, semplice, capace di esprimere, sul piano pragmatico, un atteggiamento positivo; frasi brevi, verbi in forma attiva, uso di ripetizioni e di grafici, tavole, diagrammi in grado di interagire con la narrazione del testo.*”¹⁰²

The fact that reference is made here to graphs, tables and diagrams which are essentially metaphoric suggests that a text cannot be entirely devoid of metaphor without losing its coherence and “per *coerenza* s'intende l'insieme delle relazioni semantiche che si stabiliscono tra le diverse parti del testo e l'intero contesto di situazione e di cultura in cui il testo viene prodotto” (Halliday and Hasan 1989: 70-ff).¹⁰³

Teaching authorities point out: “Perché un testo sia coerente, scrittore (emittente) e lettore (destinatario) devono condividere alcune condizioni. Da un lato, condizioni legate al *registro*, per cui emittente e destinatario devono condividere la stessa situazione affinché possano dar senso e attribuire un significato alle parole e alle frasi che formano il testo (*coerenza situazionale*).”¹⁰⁴

As attributing a meaning to words is an essential aspect of the transference conditions of the metaphor, it could therefore be implied that metaphor — if not

⁹⁸ pp. 2-5

⁹⁹ p. 3

¹⁰⁰ Securities and Exchange Commission, *A Plain English Handbook. How to create clear SEC disclosure documents* www.sec.gov/pdf/handbook.pdf

¹⁰¹ Annamaira Sportelli, Gaetano Falco, *Introduzione alla traduzione economica II* (T00018), Bari, 2008

¹⁰² Sportelli, Falco, *Idem* p. 33

¹⁰³ Halliday and Hasan 1989: 70-ff.

¹⁰⁴ Annamaira Sportelli, Gaetano Falco, *Introduzione alla traduzione economica I* (T00005), Bari, 2008

absolutely needed for coherence — at least assists by its presence in the text. This is also asserted by Yazdani and Barker¹⁰⁵ in that some information is communicated most effectively through a combination of media. This coherence is also underlined by Tonfoni¹⁰⁶ in the same text, when she says:

“Global management of information, which is mostly coming in the form of texts, requires a complex competence, a skilled ability, and high sensitivity to allow readers to actually understand and interpret texts the way they were meant to be interpreted when they were first generated.”

In this reply, we can find a response to the fourth question which we posed previously, “And if it were made readable, how long would the non-metaphoric text retain the interest of the reader?”. We can conclude that the presence of the metaphor assists the text, making the text more readable — in this sense more capable of retaining the interest of the reader. Where the non-metaphoric text lacks the combination of media contexts and the global management of information, it becomes less interesting.

The Canadian General Standards Board¹⁰⁷ responsible for the official translations of legal texts points also to the difficulty of acceptance of neologisms and the manner in which they can be better accepted. Such sense neologisms or semantic neologisms arise in various ways such as expansion (concrete to abstract), conversion (adjective to noun) or adoption (from another field), and also from metaphors where there is no change in the form of the term.

We have seen 20th century neologism “goodwill” where the neologism assumes the form of metaphor and also moves from the field of commerce to the neighbouring ones of finance and economics, cf. previous example 147::

147	p.34	The decrease in net income was attributed to the goodwill impairment ...	Il calo dell’utile d’esercizio è stato attribuito al deterioramento dell’ avviamento ...
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Would the elimination of the metaphor, and its substitution by non-metaphoric text, improve the readability of the phrase? There is a serious doubt that the text would be impaired, and in such cases where translation is required, the rule of thumb “if in doubt, do naught” should apply.

The overall logical corollary here is that non-metaphoric text does not become more readable and as such would not retain better the interest of the reader/listener.

We have looked at the text as a means of communication, but the questions remain: Who are these stakeholders? And at what level is this metaphoric communication?

¹⁰⁵ Barker, Philip and Yazdani, Masoud, (eds.) *Iconic Communication*, Section 6. p. 62 et seq.

¹⁰⁶ Tonfoni, Graziella, *Iconic Communication*, Section 12, p. 92 et seq.

¹⁰⁷ Handbook of Terminology, p. 20

For a message to be communicative, it must have intelligible content such as we have recognised in the basic text, and the message must be addressed to an audience who will understand it and in words which have specific meaning for the audience. It would be a matter of policy or intent that the message should contain no more than what is necessary for its purpose.

It is useful to know that “communication” finds its etymological root in “common”, that is to say, the message is being made common to a number of people. However, let us go back etymologically one step further and note that the root of “common” is the Latin “cum” and “munus” which is not just a service or duty “with” another, but a provision of strength and defence to those who receive it. The modern phrase has it that “information is power” and that is not far removed from the concept that communication is service provided by one for the strengthening of another.

In a simple company, the director’s report is aimed at the shareholders who have appointed them and to the legal state or national authority which might require the report by law. However, the larger and more complicated the company such as ConocoPhillips, this report will be read by members of the U.S. *Securities and Exchange Commission* (SEC), by the banks and creditors of the firm, by labour or union organisations where they exist, by financial journalists, etc.

In this sense, the 2008 *ConocoPhillips Annual Report* is not a report of specific or restricted communication but one of mass communication. It is also to be noted that no copyright applies to it specifically nor does the copyright © symbol appear as a warning not to copy without permission. The company does not attempt to restrict the publication or copying of its report.

Syllogism for objective three:

1. Implicit and explicit cognitive metaphors appear in commercial texts to make them readable as a means of mass communication.
2. The 2008 *ConocoPhillips Annual Report* is such a text with such metaphors.
3. Therefore, le metafore cognitive implicite ed esplicite sono un necessario mezzo moderno di comunicazione di massa.

Conclusions

We have seen in this research that infra-rhetorical and extra-rhetorical metaphors exist in the *2008 ConocoPhillips Annual Report* and we have identified a number of them in our examples.

We have set ourselves three objectives in this research:

- To show how implicit and explicit metaphors are used at various levels in the economic and financial sector of an annual report,
- To show some difficulties which the translator may face, and
- To prove that implicit and explicit metaphors in a financial report are a necessary modern means of mass communication,

and we now believe that we have proved each of these three objective through explanatory textual analysis and, in each case, through a final and concise syllogism.

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