'Welcome to the Business of Living', a Translation of Lexical Metaphor on a Company Website: A Case of Emirates Airline

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Article information	Abstract
	Lexical metaphor functions as a rhetorical device that embellishes the texts with figurative meanings. In non-literary texts such as commercial texts on company websites, lexical metaphor can help to promote the company image and sales. It is vital in the service sector such as the airline industry where the competition is sky-high. This paper attempts to identify the lexical metaphor appearing on the English and Thai websites of Emirates Airline following Dickins' (2005) classification of lexicalised and non-lexicalised metaphors. The study also explores how the lexical metaphors are rendered into Thai by means of literal translation and adaptation. It is found that more lexicalised metaphors are identified in comparison with the non-lexicalised type. As for the types of translation, literal translation plays more part in retaining while adaptation tends to remove the original metaphorical form and meaning in the translated version.

INTRODUCTION

Metaphor is a figure of speech that not only creates a visual imagery out of a verbal text but also colourises and beautifies that literary or non-literary text. Metaphor, with a specific reference to lexical metaphor[1], is defined as "a feature which belongs to the lexicons (i.e., the vocabulary) of a language: it refers to the possibility of lexemes to express new, metaphorical meanings" (Taverniers, 2004, p. 19). Its figurative meanings tend to relate more closely and widely to literary texts than non-literary texts. However, business-related texts of company websites are also decorated with lexical metaphor for commercial purposes. For example, a United Arab Emirates (UAE) airline, Emirates Airline, sprinkles their website with figurative words such as *Close the privacy doors and you are in a world of your own* and *Welcome to the business of living* to make the text more appealing, which in turn they hope it can boost their online sales. And to reach their international customers, apart from the English version, the

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[1] *Lexical Metaphor* in this paper is referred to as metaphors in a typical and traditional sense in which it is based on the use. It also differs from the Systemic Functional Linguistic view of lexical and grammatical metaphors that mainly concern the grammatical construction (Taverniers, 2006).

airline website is available in more than 25 languages including Thai language. It is thus interesting in identifying lexical metaphors in the English and Thai versions and examining how the lexical metaphors in the English version are translated to the Thai version, whether the original metaphorical form and meaning can be preserved in the translation. This specific airline company website was chosen as the data because it is the largest airline and one of the oldest ones in the Middle East[2], the region that has become an aviation hub for international flights between Europe and Asia in the past two decades. Also, from the Translation Studies (TS) dimension, research on translation of metaphor in non-literary text has been scarce. The few genres of text that have been examined include a scientific text from English to Arabic (Ashuja'a, 2019), a political discourse from English to Arabic (Aldanani, 2018), an educational speech from Malay to English (Abdullah et al, 2017), an engineering text from English to Malay (Abdullah & Shuttleworth, 2013), and an economic text from English to Russian (Mirzoyeva, 2013). It seems no commercial text of the company website with a focus on the translation of lexical metaphor has been studied, especially the English and Thai language pair. Therefore, the current study attempts to examine the translation of lexical metaphor on the website of Emirates Airline in a descriptive manner with two objectives: first, to identify the lexical metaphors in the English and Thai versions in terms of form and meaning; and second, to explore the transfer of the original metaphorical form and meaning in the translation. Findings can be beneficial to TS both in terms of application and pedagogical aspects.

The next section discusses the lexical metaphor, types of translation, and translation of lexical metaphor in detail.

LITERATURE REVIEW

Lexical metaphor, types of translation, and translation of lexical metaphor

Lexical metaphor

Apart from the definitions given by Taverniers (2004) mentioned earlier, metaphor, without lexical, are defined by several scholars such as "any figurative expression: the transferred sense of a physical word; the personification of an abstraction; the application of a word or collocation to what it does not literally denote, i.e., to describe one thing in terms of another." (Newmark, 1988, p. 104); "the use of language to refer to something other than what it was originally applied to, or what it 'literally' means, in order to suggest some resemblance or make a connection between the two things" (Knowles & Moon, 2006, p. 2); and "a figure of speech in which a word or phrase is used in a non-basic sense, this non-basic sense suggesting a likeness or analogy (whether real or not [...]) with another more basic sense of the same word or phrase" (Dickins, 2005, p. 228). Although *lexical* is not clearly stated in these definitions, it can be argued that they refer to the lexical metaphor as they mention the use of figure of

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[2] https://www.emirates.com/th/english/about-us/timeline/ Last accessed 30 March 2021.

speech at the word, collocation, and expression levels to mean something else.[3] In addition, Newmark (ibid.) also includes all polysemous words and most English phrasal verbs as well as a single or extended word, i.e., a collocation, an idiom, a sentence, a proverb, an allegory, and a complete imaginative text as metaphors.

Metaphoricity consists of three elements according to Newmark's terminology which are: *Object* - the item that is described or qualified by the metaphor; *Image* - the picture that describes the object or is conjured up by the metaphor; and *Sense* - the resemblance or the point of similarity between object and image (ibid.) It is, for example, *All your comforts are within reach*, the object is *All your comforts*, the image is *within reach*, and the sense is *near.*

Metaphor is classified into different types by a few researchers. For example, Van den Broeck (1981) divides metaphors into three categories: *lexicalised*, metaphors that have lost their uniqueness and have become part of the semantic stock of the language, such as *beforehand, hard cash, lay bare*, etc.; *conventional* or *traditional*, metaphors that are common in the area of literature and are only conventional within the period, school, or generation to which they belong, such as *pearly teeth, watery plain*, etc., and; *private* or *bold*, which is the innovating creations of individual poets and writers. This type can overlap with the traditional type. Larson (1998) identifies metaphor into two types: *dead*, metaphors which are a part of the idiomatic constructions of the lexicon of the language, such as *leg of the table*, whose metaphorical meaning can be understood without thinking about the comparison (a person's leg and a table) that it is based on, and; *live*, metaphors which are constructed by the author or speaker to teach or illustrate and it can be understood as a metaphor only by paying special attention to the comparison that is being made. Newmark (1988) classifies metaphor into six types: *dead*, metaphors that one can hardly notice its metaphorical image. In other words, they have lost their figurative and connotative meanings and are used like ordinary words. They usually relate to terms of space and time, part of the body, general ecological features, and the main human activities, such as *foot of the mountain, mouth of the river, arm of the clock*, etc.; *cliché*, metaphors that no longer convey any figurative meaning but still shows non-ordinariness. Cliché metaphors are, for example, *backwater, break through, a jewel in the crown*, etc.; *stock* or *standard*, metaphors that are established, not over-used, and usually applied well in non-formal texts. They are also used as a replacement of plain and straightforward language about controversial or taboo subjects in a particular culture. Stock metaphors include *keep the pot boiling, wooden face*, etc.; *adapted*, which is a stock metaphor that has been adapted into a new context, such as *carrying coals to Newcastle; recent*, which is the live metaphors such as slang and colloquial terms that are specific to each language, such as *new normal, greenback,* etc., and; *original*, metaphors that are created from the source language writer with original thoughts and new and fresh ideas. Dickins (2005) divides the spectrum of metaphors into *lexicalised*, metaphors have clearly fixed metaphorical meanings that are already defined in

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[3] This argument is made to differentiate lexical metaphor from conceptual metaphor since the latter focuses more on cognitive point of view. This can be seen from, for example, Shuttleworth (2014: 36) who defines metaphor as "an abstract link between two different domains of experience – such as 'time is an arrow', 'people are machines' or 'a theory is a framework' – that permits one concept to be understood in terms of another, …".

dictionaries, such as rat that metaphorically means 'someone who has been disloyal to you or deceived you'[4]; and *non-lexicalised*, metaphors whose meanings are not clearly fixed but rely on the context, such as *all your comforts are within reach*, where *comforts* in this context is something concrete that can be reached and touched.

From the classifications above, Van den Broeck's and Newmark's categorisations are based on age distinction, i.e., the older the metaphor, the less its metaphorical meaning. Although it is helpful; it can be problematic since to define and divide 'old' and 'new' metaphors can be difficult. In addition, some of their definitions overlap, such as Van den Broeck's traditional and private; and Newmark's cliché and stock metaphors. Newmark (ibid.) also states that "cliché and stock metaphors overlap, the distinction between the two lies in the linguistic context of the same metaphor." (p. 107) As for Larson's and Dickins' typologies, they stress on the fixed and contextual meanings that tend to be more useful in identifying types of metaphor, especially Dickins' clear-cut classification. Dickins categorisation has been applied in translation research such as in Salman (2017) who identifies metaphors into lexicalised and non-lexicalised and employs Venuti's domestication and foreignization to analyse the relationship between the metaphor type and translation strategy used between the two translated versions of an English novel into Arabic. In addition, Pedersen (2015) put Dickins' division to use in his investigation of translation of visualised metaphors of a TV series from English into Swedish subtitles due to its quality of "being less subjective than Newmark's original, while still being translation-oriented" (p. 165). The current study thus opts for Dickins' classification of metaphor to identify types of metaphor of the dataset.

Types of translation

Various types of translation[5] are proposed by several TS scholars. Among these prominent academicians, Nida (1993) suggests *formal equivalence*, which stresses the Source Text (ST) form and meaning; and *functional equivalence*, which focuses on the Target Text (TT) response of the message. Larson (1998) points out to *form-based translation*, which follows the ST form; and *meaning-based translation*, which emphasises transferring ST meaning in the TT natural form of language. In other words, the formal equivalence and form-based translation are ST oriented whereas functional equivalence and meaning-based translation are TT oriented. Newmark (1995) also presents source language (SL) emphasis, which is further divided and classified according to closeness to the ST, starting from *word-for-word, literal, faithful,* to *semantic translation*; and target language (TL) emphasis, which is classified according to closeness to the TT, beginning from *adaptation, free, idiomatic,* to *communicative translation.* By looking briefly into the definition of each type, word-for-word translation preserves the ST word-order, and the words are translated singly out of context. Literal translation converts the ST grammatical constructions to their nearest TT equivalents, but the lexical words are translated singly out of context. Faithful translation attempts to reproduce the contextual meaning of

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[4] http://global.longmandictionaries.com/ldoce6/dictionary#rat_1 Last accessed 30 March 2021.

[5] This paper employs 'types of translation' instead of 'translation techniques', 'translation methods', or 'translation strategies' that are the terms used almost interchangeably although there are differences in meaning.

the ST within the TT grammatical structure. ST cultural words are transferred, and the degree of grammatical and lexical 'abnormality' is preserved in the TT. Semantic translation takes more account of the ST aesthetic value in comparison to the faithful translation. Communicative translation attempts to transfer the exact ST contextual meaning in a way that both content and language are acceptable and comprehensible to the TT readers. Idiomatic translation reproduces the ST message but tends to result in subtle differences of meaning by preferring colloquialisms and idioms that do not exist in the SL. Free translation reproduces the content without the form of the ST. Usually it is a paraphrase of the ST. Adaptation is the freest form of translation. The TT is a rewritten text.

Although Newmark's eight types of translation are defined in considerable theoretical detail and differences, in practice it can be challenging to clearly identify one type from another, especially those that are in the middle area of the two polar opposites. Therefore, the current study opts for the two diametric typologies, i.e., *literal translation* and *adaptation*. Although the terms are similar to Newmark's classifications, literal translation in this paper is referred to as a type of translation that directly preserves the original meaning whereas adaptation is a type of translation that the ST meaning is changed, removed, added, explained, etc.

Translation of lexical metaphor

As mentioned earlier, few previous studies on translation of metaphor in non-literary texts have been conducted; fewer previous ones have carried out investigating translation of lexical metaphor in non-literary texts. Among these, Abdullah et al. (2017), examine the Universiti Malaysia Peris's Vice Chancellor Keynote Speech from Malay to English for types of figurative language and translation techniques. Three types of figurative language were found, i.e. idioms, metaphors, and similes and three translation techniques were used: omission, paraphrase, and communicative translation in order to deal with the differences between Malay and English languages. Abdullah and Shuttleworth (2013) investigate an engineering text for the translation of metaphors from English to Malay by applying Newmark's (1988) classification of metaphors. The study found three translation techniques, i.e., omission, translation into non-metaphor, and translation into a different type of metaphor that are adopted in dealing with the technical metaphor non-equivalence. Mirzoyeva (2013) found the solutions to problems in the translation of metaphorical economic terms from English into Russian by identifying three types of translation techniques: literal translation, modulation, and explicatory translation. These studies examine the translation of lexical metaphor in different non-literary text types; however, the business-related text of the company website seems to be unresearched. Also, this paper differs from these previous works in terms of the opposite division of the literal translation and adaptation. Therefore, the current research attempts to explore this specific text type for the objectives stated above.

METHODOLOGY

Data

Data from the Emirates Airline website for Thailand that is available both in English and Thai are collected in November 2019[6]. The company website has a uniform template for all language versions. There are six menus on top of the webpage: BOOK, MANAGE, EXPERIENCE, WHERE WE FLY, LOYALTY, and HELP, each of which has its sub-menus. Among these six main menus, EXPERIENCE provides information about the airline's inflight services and facilities. This menu and its sub-menus play a major role in generating a positive image of the airline that can result in the company's sales increase. As a result, the texts in these sub-menus are decorated with figurative language to impress viewers. The data of this study are thus collected from the EXPERIENCE menu with its sub-menus as follows: The Inflight Experience, The Emirates Experience, Family Travel, Fly Better, and About Us, each of which has its own further sub-menus. However, to fit a suitable size of the article and metaphors, data collected from The Inflight Experience and The Emirates Experience sub-menus are used for analysis since these two sub-menus provide necessary information about their inflight services that are considered the airline's main product and service. Thus, the appealing language that creates positive image and impression is used carefully, hence the availability of metaphors.

Data analysis

The parallel English and Thai sentences are collected and plotted in a tabula form under each heading. These sentences are analysed if they contain any lexical metaphor following Dickins' (ibid.) metaphor definition and classification. The online versions of the Longman Dictionary of Contemporary English, Online Etymology Dictionary, and Royal Institute Dictionary B.E. 2554 (an official Thai dictionary) are also used as references to find out meanings of those words because they are reliable and popular online dictionaries.

To identify the lexicalised and non-lexicalised metaphors in the collected sentences, the aforementioned dictionaries are used to find the non-basic and metaphorical meaning of the words and phrases in question. If its abstract metaphorical sense is defined, it is considered a lexicalised metaphor; otherwise it is a non-lexicalised metaphor. For example, 'Our pilots reach new heights.' *Reach* in this sentence is used in the non-basic sense of 'development' rather than its basic physical sense of 'touching something by reaching out your arm'[7] Its abstract and metaphorical meaning is already defined in the dictionary; therefore, it is considered lexicalised metaphor. Contrarily, 'Children get meals prepared just for them, so your little explorers stay satisfied while you relax.' *Explorer* is defined as 'someone who travels through an unknown area to find out about it'[8] without any given metaphorical meaning. However, in this specific context 'your little explorers' connotes a metaphorical sense referring to 'your children'. Hence it is considered a non-lexicalised metaphor. After the classification process, then the TT metaphors are identified whether they belong to the literal translation or adaptation.

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[6] The Emirates Airline homepage has been adjusted from early 2020 as a result of the COVID-19 pandemic. However, the information in the menus where the data were collected remains unchanged.

[7] http://global.longmandictionaries.com/ldoce6/dictionary#reach_1 Last accessed 11 September 2021.

[8] http://global.longmandictionaries.com/ldoce6/dictionary#explorer Last accessed 11 September 2021.

FINDINGS AND DISCUSSION

The analysis found a total of 582 parallel clauses collected from the websites. Among these, as shown in Table 1, a total of 150 metaphors are identified, i.e., 85, or 56.7%, as lexicalised and 65, or 43.3%, as non-lexicalised in the ST. In the TT, 73, or 48.7%, metaphors are identified, that is, 33, or 45.2%, as lexicalised and 40, or 54.8%, non-lexicalised; and 77, or 51.3%, clauses are identified as ø metaphor (including simile). As for the 85 lexicalised metaphors in the ST, 56 (65.9%) of them are changed to ø metaphors (36, or 64.3%, by adaptation and 20, or 35.7%, by literal translation); 28 (32.9%) as lexicalised metaphors (24, or 85.7%, by literal translation and 4, or 14.3%, by adaptation); and 1 (1.2%) as non-lexicalised metaphor by literal translation in the TT, respectively. As for the 65 non-lexicalised metaphors in the ST, 41 (63.1%) are retained as non-lexicalised (29, or 70.7%, by literal translation and 12, or 29.3%, by adaptation); 20 (30.8%) are changed to ø metaphors (19, or 95%, by adaptation and 1, or 5%, by literal translation); 3 (4.6%) to lexicalised metaphors (2, or 66.7%, by adaptation and 1, or 33.3%, by literal translation); and 1 (1.5%) to simile by adaptation[9], respectively.

Table 1
Lexical metaphors and types of translation

Source Text (ST)	Target Text (TT)	Literal Translation	Adaptation	Total
Lexicalised metaphor	Lexicalised metaphor	24	4	28
	Non-lexicalised metaphor	1	-	1
	ø metaphors	20	36	56
Non-lexicalised metaphor	Lexicalised metaphor	1	2	3
	Non-lexicalised metaphor	29	12	41
	ø metaphors	1	19	20
	Simile	-	1	1
			Total	150

The paper thus provides examples and discusses the findings firstly in terms of identifying types of lexical metaphor (lexicalised and then non-lexicalised) and secondly in the way these metaphors are rendered in the TT (literal translation and adaptation, respectively).

1. ST lexicalised metaphor and TT literal translation

Examples 1 and 2 below showcase ST lexicalised metaphors that are literally translated.

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[9] This round, complex champagne is silky แชมเปญที่มีรสชาติกลมกล่อมและซับซ้อนนี้ นุ่มละมุนดุจแพรไหม chaempen thi mi rotchat klomklom lae sapson ni num lamun dut phrae mai (This mellow and complex flavour champagne is soft as silk).

Example 1

ST:	As **the face** of our brand, they tirelessly exceed your expectations on 420 flights daily across more than 150 destinations
TT:	ในฐานะที่เป็น**หน้าเป็นตา**ให้กับแบรนด์ของเรา พวกเขาพยายามทำงานเพื่อให้เป็นไปตามความคาดหวังของคุณบนเที่ยวบิน 420 เที่ยวบินต่อวัน เพื่อเดินทางไปยังจุดหมายปลายทางกว่า 150 แห่ง โดยไม่รู้จักเหน็ดเหนื่อย (nai thana thi **pen na pen ta** hai kap braen khong rao phuakkhao phayayam thamngan phuea hai pen pai tam khwam khatwang khong khun bon thiaobin 420 thiaobin to wan phuea doenthang pai yang chutmaiplaithang kwa 150 haeng doi mai ruchak netnueai)
BT:	As the face of our brand, they try to work to meet your inflight demands of 420 flights per day in order to travel tirelessly to over 150 destinations

Example 1 has a context of the airline cabin crew. It presents ST (Source Text) with the lexicalised metaphor *the face*, TT (Target Text) with its literal translation *เป็นหน้าเป็นตา*, together with the Thai Romanisation *pen na pen ta*, and BT (Back Translation) *the face*. According to the context, *the face* generates an abstract meaning of *'the nature or character of an organization, industry, system etc., and the way it appears to people'*[10] rather than its basic concrete meaning *'the front part of your head, where your eyes, nose, and mouth are'*[11]. The TT can retain the original lexicalised metaphorical meaning by the literal translation by means of the TL expression that has the same meaning and also constructs the abstract meaning of the identified ST lexicalised metaphor.

Example 2

ST:	Rejuvenate **on the road** with a hot shower in the lounge
TT:	ทำให้กระปรี้กระเปร่าขึ้น**ระหว่างที่เดินทาง**ด้วยการอาบน้ำร้อนในห้องรับรองผู้โดยสาร (thamhai kraprikraprao khuen **rawang thi doenthang** duai kan apnam ron nai hong raprong phudoisan)
BT:	Rejuvenate while travelling with a hot shower in the lounge

This example is about the airline's lounge at the airports. The expression on the road refers to as *'travelling to different places'*[12] rather than its basic physical meaning of *'a hard surface for cars, buses, bicycles etc. to travel on'*. So, it is considered a lexicalised metaphor in this context. The TT translates it literally as *ระหว่างที่เดินทาง* *'rawang thi doenthang' (while travelling)* and it contains no metaphorical meaning. This example shows that certain ST lexical metaphors can be language specific. Although the meaning can be reproduced in the TT, the metaphorical form and sense cannot be transferred as such.

2. ST lexicalised metaphor and TT adaptation

Examples 3-5 demonstrate how ST lexicalised metaphors are translated by means of adaptation as follows:

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[10] http://global.longmandictionaries.com/ldoce6/dictionary#face_1 Last accessed 30 March 2021.

[11] http://global.longmandictionaries.com/ldoce6/dictionary#face_1 Last accessed 30 March 2021.

[12] https://dictionary.cambridge.org/dictionary/english/on-the-road Last accessed 30 March 2021.

Example 3

ST:	**Raise your expectations** when you step into First Class.
TT:	ตื่นตาตื่นใจ เมื่อคุณก้าวย่างเข้าสู่ห้องโดยสารในชั้นหนึ่ง (**tuentatuenchai** muea khun kao yang khaosu hong doisan nai chan nueng)
BT:	Be thrilled when you step into First Class cabin

Example 3 is about the airline's First-Class cabin. Raise has a basic meaning of *'to make higher'* and an abstract meaning of *'to elevate (the consciousness)'*. The ST expression *raise your expectations* abstractedly means *'make someone expect more success, money etc.'*[13] *Your expectations* is used here as if it were a concrete thing that can be raised. Therefore, it is considered a lexicalised metaphor. In the TT, the Thai expression *ตื่นตาตื่นใจ 'tuentatuenchai' (be thrilled)* is used in an abstract sense rather than its original concrete sense of waking up the eyes and heart. Although the original metaphorical meaning is changed through adaptation, the metaphorical form is preserved in the TT.

Example 4

ST:	These profound wines **marry** well with simple dishes like braised beef short rib and grilled courgette
TT:	ไวน์รสเลิศนี้**เหมาะสำหรับ**อาหารจานง่าย ๆ อย่างเช่น ซี่โครงเนื้อตุ๋นกับคอร์เกตต์ย่าง (wai rot loet ni **mo samrap** ahan chan ngai yangchen sikhrong nuea tun kap kho ket yang)
BT:	This excellent wine is suitable for simple dishes like braised beef short rib and grilled courgette

This example is about the drinks that are served with the meals on board. The ST *marry* in this context is used outside of its original meaning of getting married but in the sense of *'to combine two different ideas, designs, tastes etc. together'*[14]. So, it is considered a lexicalised metaphor in this context. The TT adjusts the meaning to *เหมาะสำหรับ 'mo samrap' (is suitable for)* that removes the ST metaphorical form and sense. Therefore, adaptation in this example de-metaphorises the original lexicalised metaphor.

Example 5

ST:	**Add a little zest** to your meal with an Orange Fizz or Apple Spritzer
TT:	**เพิ่มเติมรสชาติ**ให้กับอาหารของคุณด้วย Orange Fizz หรือ Apple Spritzer (**phoemtoem rotchat** hai kap ahan khong khun duai Orange Fizz rue Apple Spritzer)
BT:	Add flavours to your food with Orange Fizz or Apple Spritzer

Example 5 also involves the drinks that are available inflight. *Zest* has an original concrete meaning of the outer skin of orange or lemon. However, in this context, it refers to an abstract meaning of *'the quality of being exciting and interesting'*[15] that can increase by having the

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[13] http://global.longmandictionaries.com/ldoce6/dictionary#expectation Last accessed 30 March 2021.

[14] http://global.longmandictionaries.com/ldoce6/dictionary#marry Last accessed 30 March 2021.

[15] http://global.longmandictionaries.com/ldoce6/dictionary#zest Last accessed 30 March 2021.

drinks of Orange Fizz or Apple Spritzer together with the meal. So, it is considered a lexicalised metaphor used with add as a concrete entity that can be added to the meal. In the TT, adaptation เพิ่มเติมรสชาติ *'phoemtoem rotchat' (Add flavours)* changes the original meaning and withdraws the ST metaphorical form and sense.

Examples 1-5 showcase the lexicalised metaphors identified in the ST. They are considered lexicalised because their metaphorical, or abstract, meanings are defined in dictionaries. From the analysis, this type of metaphor is found more than the non-lexicalised type which can be explained in terms of popular and conventional usage, such as expressions and phrasal verbs that have been in use and understood by the public until their meanings are defined in dictionaries. According to Dickins (2005), lexicalised metaphor is comparable to Newmark's dead, cliché, and stock metaphors that have been in used for quite some time and their metaphorical senses have become established and defined. In terms of translation, literal translation can slightly maintain more (24) than give up (20) the original lexicalised metaphorical form and meaning in the TT, while adaptation is likely to take away (36) rather than retain (4) the ST lexicalised metaphor in the TT. In the case of literal translation, it could be explained, although inconclusively, that certain ST lexicalised metaphors, due to it is widely used, can be rendered literally while its original metaphoric form and meaning is retained. However, certain lexicalised metaphors, especially expressions, can be language specific in that the TT has no identical metaphorical form. So, although its original sense can be transferred, its form cannot, such as in Example 2. As for the adaptation, the same phenomena of language specificity also happen, so the ST metaphors disappear, such as in Example 4. However, in certain cases, adaptation due to the translator's choice is the reason, such as in Example 5. Loss of metaphoricity because of adaptation also occur in collected lexicalised metaphors other than those exemplified here. It is, for example, 'Fly First Class on our A380…' *Fly* is considered a lexicalised metaphor in which its original meaning is used with birds and insects' act of moving through the air using wings[16] although it is nowadays used widely in the metaphorical sense for human travelling by plane. If the literal meaning บิน *'bin'(fly)* is translated, the original meaning and sense is preserved. However, adaptation such as เดินทาง *'doenthang'* which means 'travel' is sometimes used thus the removal of the ST metaphor.

3. ST non-lexicalised metaphor and TT literal translation

Examples 6 and 7 show how the identified non-lexicalised metaphors are rendered by means of literal translation.

Example 6

ST:	**Explore** our Emirates A380 First Class
TT:	สำรวจชั้นหนึ่งบนเครื่องบิน A380 ของสายการบินเอมิเรตส์ (**samruat** channueng bon khrueangbin A380 khong saikanbin emiret)
BT:	Survey the First Class of Emirates' A 380

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[16] http://global.longmandictionaries.com/ldoce6/dictionary#fly_1 Last accessed 11 Septermber 2021.

This example is about the airline First Class cabin webpage. *Explore* in the ST has its basic meaning of *'to travel around an area to find out about it'*[17]. Its original concrete meaning engages in certain level of physical activity and movement. The word has no metaphorical meaning. However, in this specific context, it is used metaphorically as the passenger can easily explore the First-Class cabin online. So, it is considered a non-lexicalised metaphor as its meaning is context dependent. In the TT, the non-lexicalised metaphorical sense is also kept through literal translation as สำรวจ *'sǎmrùat' (explore)* is also used in an activity with a certain level of physical movement.

Example 7

ST:	**Our lounges are your personal haven**
TT:	ห้องรับรองผู้โดยสารของเราคือที่พักส่วนตัวของคุณ **(hong raprong phudoisan khong rao khue thiphak suantua khong khun)**
BT:	Our lounges are your private resting place

This example is about the airline lounges at the airport. The ST metaphorical clause is considered non-lexicalised as it has no abstract metaphorical meaning defined in the dictionaries. It describes one thing (*our lounges*) in terms of another (*your personal haven*). According to Newmark's (1988) elements of metaphor, *our lounges* is an object which is the item that is described or qualified by the metaphor; *your personal haven* is an image – the picture that describes the object; and the sense that is the point of similarity between object and image is a private and safe place to be. The literal translation preserves the metaphorical form and meaning of the ST.

4. ST non-lexicalised metaphor and TT adaptation

Examples 8 and 9 present two clauses that the non-lexicalised metaphors are translated by adaptation.

Example 8

ST:	**Explore the world with every bite**
TT:	สำรวจโลกด้วยอาหาร **(samruat lok duai ahan)**
BT:	Survey the world with food

This example is about the inflight food service. The ST metaphorical clause is considered non-lexicalised. *Every bite* refers to as food of different origins. When the passengers are having a variety of food served on board it is as if they are also exploring the world. With adaptation, the original meaning is changed slightly. However, the non-lexicalised metaphorical form and sense remains intact in the TT. So, for this example, adaptation preserves the original metaphor.

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[17] http://global.longmandictionaries.com/ldoce6/dictionary#explore Last accessed 30 March 2021.

Example 9

ST:	**Taste the flavours of your destination**
TT:	ลิ้มลองรสชาติอาหารในสถานที่ที่คุณไป **(limlong rotchat ahan nai sathanthi thi khun pai)**
BT:	Taste the flavours of food at the place you go to

The ST talks about a variety of on-board food depending on the destination the passenger flies to. *Your destination* here is used metaphorically for food that has flavours and can be tasted. Out of this specific context, *destination* denotes no metaphoricity. Therefore, it is considered a non-lexicalised metaphor in this example. The TT preserves the original meaning without keeping the metaphorical form and sense. Thus, adaptation removes the original form and meaning of the ST metaphor.

Examples 6-9 demonstrate clauses identified with the non-lexicalised metaphors in the ST. According to Dickins (2005), non-lexicalised are metaphors whose meanings are not clearly fixed but rely on the context. In other words, they do not have any metaphorical abstract meanings based on the definitions given in the dictionaries. However, in a specific context, the word, phrase, or clause in question is employed to connote metaphoricity. The study found the literal translation can retain its original metaphorical meaning (30) whereas adaptation can both preserve (14) and remove (20) the ST metaphors. This can be explained in terms of the unconventional usage of these non-lexicalised metaphors that are made of ordinary words to convey the figurative meaning in a particular context. Dickins (ibid.) compares this type of metaphor with Newmark's (1988) adapted, recent, and original metaphors that tend to be new and created by the authors. Therefore, the figurative characteristics of this type of metaphor can be clearly noticed in comparison with the lexicalised type whose metaphoricity can be overlooked due to the conventional usage. Therefore, in terms of translation, it may generate more awareness to the translator to keep the original metaphorical form and meaning.

Therefore, literal translation approach tends to preserve the ST metaphorical meaning of this specific type of metaphor more than adaptation. However, the slightly higher number of dropping the ST metaphor in TT by adaptation can also be explained in terms of language specificity, especially with expressions. Apart from the given examples, the collected data such as 'Welcome to the business of living.' is identified as a non-lexicalised metaphor as none of the words in this specific clause denote metaphorical sense in the dictionary. However, the Airline coins this expression to illustrate the comfort of their business class cabin. The Thai translation ขอต้อนรับสู่การพักผ่อนในชั้นธุรกิจ *'kho tonrap su kan phakphon nai chan thurakit' (Welcome to the relaxation in the business class)* keeps up with the original meaning by means of adaptation while the literal rendering ขอต้อนรับสู่ธุรกิจการอยู่อาศัย *'kho tonrap su thurakit kan yu asai'* would fail to convey the original meaning in this context.

Overall, the findings show that literal translation can retain the ST metaphors (55) more than adaptation (28) in this study. it is, therefore, dissimilar to the studies carried out by Abdullah et al. (2017), Abdullah and Shuttleworth (2013), and Mirzoyeva (2013) who found that different adaptation approaches were used more than literal translation in the translation of metaphor. It is mainly a result of non-equivalence in languages, especially in terms of expressions. However, these previous studies remark that eventually it depends on the translators to use any proper techniques available to preserve the original metaphoric form and meaning.

CONCLUSION

This paper attempts firstly to identify the types of lexical metaphor appearing on the English and Thai websites of Emirates Airline. The study found both types of lexical metaphor, lexicalised and non-lexicalised, but found that the former is more in use. The paper explains this phenomenon that the lexicalised metaphor whose metaphorical meaning is defined in the dictionaries appears in wide use by the public for some time and that its meaning has become established. The non-lexicalised metaphor, on the contrary, is rather context specific and new. So, it tends to be less in use. Secondly, the paper examines how the original metaphors are rendered in the translated text by means of two types of translation, literal translation, and adaptation. The study shows that both types of translation are found to be in use equally, but the lexical metaphors are found to be more preserved by literal translation and more removed by adaptation.

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