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Teaching idioms for translation purposes: a trilingual corpus-based glossary applied to phraseodidactics (ES/EN/DE)

Abstract: Phraseology plays a pivotal role in the development of translation competence as well as in translation quality assessment. Thus far, however, there remains a paucity of research on how to best teach idioms for translation purposes. Against such a background, this study aims to shed some light on the multiple applications of phraseodidactics to translation training. We will follow a corpus-based methodology and, for the sake of the argument, the focus will be on somatisms in Spanish, English and German. The overall structure of this paper takes the form of four sections. Section One begins by laying out the theoretical dimensions of phraseology and its convergence with translation. In section two we examine the main components of a corpus-based glossary of somatisms, named Glossomatic, and how it can be employed to establish ad hoc phraseological equivalences in those cases (analysed in section three) where the manipulation of idioms and the absence of one-to-one phraseological correspondence may pose some problems to translation. In this regard, given the importance of accurately conveying the pragmatic, semantic and discursive load of an idiom into a TT and, concomitantly, conveying the manipulation depicted in the ST, section four presents a teaching proposal in which students are prompted with a set of strategies and steps to be implemented with the aid of the glossary in order to solve these issues. Overall, the insights gained from this research will prove useful not only in developing trainees' phraseological competence but also in giving centre stage to phraseodidactics in Translation Studies.

Keywords: phraseodidactics, ad hoc phraseological equivalences, idiom manipulation, corpus linguistics, glossary

1 Introduction

Until recently, phraseodidactics was uncharted territory in the field of Translation and Interpreting, despite its central importance. Whereas its applications to second and foreign-language teaching have been widely studied (González Rey, 2012, 2017; Hallsteinsdóttir, 2011a; Hallsteinsdóttir, Winzer-Kiontke & Laskowski, 2011; Ladmiral, 2015; Meunier & Granger, 2008, among many others), there remains a paucity of research regarding its convergence with translation and interpreting. However, phraseology plays a decisive role in the

development of translation competence as well as in translation quality assessment. On this account, this study aims to shed some light on the applications of phraseodidactics to translation training. We will follow a corpus-based methodology and, for the sake of the argument, the focus will be on somatism (idioms containing terms that refer to body parts) in Spanish, English and German.

An essential aspect to consider before tackling the issue of teaching phraseological units (PUs), and more specifically idioms, is how they can be best translated. Corpas Pastor (2003: 216–222) has extensively described the main steps for the translation of idioms, namely, to identify the idiom, to interpret it in context and to convey its pragmatic and semantic load in the target text (TT). Regarding this final step, there is a consensus that idioms should be translated by means of functional, textual equivalents, and not merely through systemic equivalents (Corpas Pastor, 2003; Dobrovol'skij, 2013; Hallsteinsdóttir, 2011b). Additionally, many authors (Corpas Pastor, 2003; Pedersen, 1997; Roberts, 1998; Svensén, 2009) have widely argued that, to the extent possible, idioms should be rendered in the TT through a phraseological equivalent, given the fine shades of meaning they can convey and the richness they purvey to speech:

Idioms give flavour to the text, and their absence consequently impoverishes it. That an idiom sometimes has no equivalent poses no immediate problem; it can be rendered by an unidiomatic expression, or by a single word. But if this solution is embraced regularly in a given text; the translation becomes flatter than the original. Pedersen (1997: 109)

In this respect, Corpas Pastor (2003: 313) states that one of the first steps in the production of the TT inexorably involves searching for primary, abstract and decontextualized correspondences in the phraseological repertoire of the target language (or, as she describes it, *baúl fraseológico*, 'phraseological trunk') that are as close as possible to the original expression. Nevertheless, for a useful compilation of this *phraseological trunk*, some limitations have to be taken into account, since full equivalence¹ is rare, and "there are practically always certain semantic, pragmatic, and collocational differences that must be discovered and described" (Dobrovol'skij, 2013: 214).

Consequently, our proposal is to provide trainee translators with a phraseological repertoire, in the form of an interactive glossary, which will not only offer

1 According to Corpas Pastor (2003: 217), full equivalence takes place when the phraseological unit in the SL and the one in the TL share the same denotative and connotative meaning, the same metaphorical base, the same distribution and frequency of use, the same conventional implicatures, the same pragmatic load and similar social, register and regional restrictions (Corpas Pastor, 2003: 217).

multilingual phraseological correspondences but will also account for the limitations among them. This glossary hence aims to help them to accurately convey the pragmatic, semantic and discursive load of a given somatism into a TT when facing one of the most difficult scenarios in the translation of phraseology, i.e., the instances in which an idiom has undergone manipulation and does not have a full equivalent in another language.

Against such a background, the overall structure of this paper takes the form of four sections. Once the theoretical dimensions of phraseology and its convergence with translation have been succinctly presented along the introduction (Section One), in Section Two we examine the main components of the glossary of somatisms (Glossomatic) together with its structure and the corpora constituting the base of this project. In Section Three, we analyse the multiple applications of Glossomatic when establishing ad hoc phraseological equivalents in those cases in which the manipulation of idioms and the absence of one-to-one phraseological correspondence may pose some problems to translation. In this regard, given the importance of accurately conveying the pragmatic, semantic and discursive load of an idiom into a TT and, concomitantly, conveying the manipulation depicted in the ST, Section Four presents a teaching proposal in which students are prompted with an array of strategies and steps to be implemented with the glossary in order to solve these issues.

2 An Outline of Glossomatic

In this section, we will describe the main components of the glossary of somatisms, named Glossomatic. For its implementation, Microsoft Access 2016² was used, since it consists of an intuitive mechanism for data collection and retrieval. The glossary consists of the most frequent somatisms in the diatopic varieties of European Spanish, British English and standard German (German Sprachraum). Following a corpus-based methodology, the data constituting the glossary have been analysed and retrieved both from parallel corpora, such as OPUS 2 and Europarl7, and from monolingual corpora in Spanish (CORPES XXI and eseuTenTen), English (BNC and enTenTen), and German (deTenTen13, DWDS-Kernkorpus [1900–1999] and newspaper corpora from DWDS).

CORPES XXI is a reference corpus created by the Real Academia Española de la Lengua (Royal Academy of the Spanish Language) and formed by oral and spoken texts from Spain, America, the Philippines and Equatorial Guinea with

2 Microsoft Access 2016 is a Database Management System (DBMS) developed by Microsoft and belonging to the Microsoft Office suite of applications.

a distribution of 25 million tokens for each of the years within the period from 2001 to 2012 (RAE, 2018). Europarl, British National Corpus (BNC), OPUS 2 and the corpora belonging to the TenTen family are available through Sketch Engine, a language corpus management and query system with 500 corpora in more than ninety different languages. Europarl is a corpus compiled from the European Parliament proceedings in the official languages of the European Union. This corpus, whose texts cover the period from January 2007 to November 2011, consists of around 60 million words per language. The corpora EsTenTen (over 30 billion words), enTenTen (15 billion) and deTenTen (16.5 billion) belong to the TenTen corpus family and are compiled from texts retrieved from the Internet. These corpora are lemmatised and part-of-speech tagged. OPUS2 consists of parallel corpora which allow both bilingual and multilingual queries among forty languages. Finally, the BNC includes a collection of both written and spoken texts from the late 20th century in the diatopic variety of British English.

As for the monolingual German language corpora, besides deTenTen13, we have employed the DWDS-Kernkorpus [1900–1999], which belongs to the family of corpora provided by the Digitales Wörterbuch der Deutschen Sprache (DWDS), a project supported by the Berlin-Brandenburg Academy of Sciences which aims at creating a digital dictionary system based on very large electronic text corpora. The DWDS website offers a range of resources about the German language, including dictionaries and online corpora, which can be consulted through a simple interface. The DWDS-Kernkorpus [1900–1999] contains more than 121 million words and is balanced in terms of genres (fiction, non-fiction, science, newspaper articles and spoken language) and periods of time over the entire 20th century. In addition, the DWDS website offers other specific corpora, such as newspaper corpora: Berliner Zeitung (1994–2005) (237 million tokens), Tagesspiegel (1996–2005) (156 million tokens), and Die ZEIT (1946–2018) (563 million tokens).

Once the corpora constituting the base of this project have been presented, the main components of the glossary will be described. Regarding the entries, each of them includes the most common form of the idiom and its actants, such as *someone* or *something*, inter alia. As for the multilingual correspondences, given the absence of full bilingual equivalence among idioms across languages, we have also followed Dobrovolskij's (2013) 'second path' in his conception of a new German-Russian phraseological dictionary:

There are at least two ways out of this cul-de-sac. Either we refrain from giving equivalents and replace them with an explanation (here permissible target-language correspondences can be given in a special field in the entry – cf. Lubensky 1995), or we provide the given equivalents with a commentary indicating relevant limitations. In our dictionary we have followed the second path. (Dobrovolskij, 2013: 211)

This absence of one-to-one correspondence among idioms has decisively determined the structure of the glossary. For each entry, besides the lexical correspondence, relevant microstructural information about the idiom is provided: type of phrase (adjective, adverb, noun, preposition and/or verb), notions, collocates, register (formal, neutral, informal and/or vulgar), polarity (positive, neutral and/or negative) and differences among these idioms. The field *notion* contains the main concepts to which each idiom is related, in order to link those belonging to the same category. For example, the idiom *not to make head nor tail of something* and their lexical correspondences in Spanish (*no tener ni pies ni cabeza*) and German (*weder Hand noch Fuß haben*) are compiled under the notion *non-sense*. In order to facilitate data retrieval and visualisation, each notion has to be as concrete and concise as possible. For those idioms presenting collocational restrictions, their most common collocates are shown in the *collocate* field. This is another type of crucial contrastive information, as sometimes differences among idioms rely on their co-occurrences. For instance, the Spanish idiom *rondar por la cabeza* can co-occur with concepts such as ‘idea’ (*idea*) or ‘project’ (*proyecto*) but not with ‘music’ (*música*), unlike its partial equivalent *to run through someone’s head* which can collocate with all of them. All these dissimilarities have made it necessary to provide an additional field, named *differences*, where the main points of divergence among idioms are summarised. Furthermore, those cases in which the correspondence provided is not a somatism but a different kind of idiom have been indicated by an asterisk (*) and, when a neutral term (i.e., not a phraseological unit) has been offered as a correspondence, the entry has been marked by a double asterisk (**).

UF (ES)	Locución	Notiones	Colocados	Registro	Polaridad	Idiom (EN)	Phrase	Notions	Collocate	Register	Polarity	Differences
Rondar por la cabeza	Verbal	Pensamiento	Idea; Proyecto	Informal; Ne	Positivo	Run through so's head	Verb phrase	Thinking	Idea; Music	Informal; Ne	Positive	Collocates;
No tener ni pies ni cabeza	Verbal	Sensitido		Informal	Negativo	Not to make a head nor	Verb phrase	Nonsense		Informal	Negative	Form; Meta
Tomar el pelo	Verbal	Broma; Engaño		Informal	Negativo	**Fool someone	Verb phrase	Joke; Lie; Trick		Informal	Negative	Form; Meta
Poner patas arriba	Verbal	Cambio		Informal; Ne	Negativo; Ne	Turn sth on its head	Verb phrase	Change		Informal; Ne	Negative; Ne	Form
Tomarse a pecho	Verbal	Afectación; Of; Crítica		Neuro	Negativo; Ne	Take sth to heart	Verb phrase	Affect; Offens; Criticism		Neutral	Negative; Ne	Form
Tomarse a pecho	Verbal	Determinación; Cargo; Respo		Neuro	Neuro; Posi	Take sth to heart	Verb phrase	Determination; Charge; Res		Neutral	Neutral; Posi	Form
De los pies a la cabeza	Adverbial	Complement	"En general"	Informal; Ne	Según conte:	From head to toe/foot	Adverb phrase	Completely	Clothes; Pfy	Informal; Ne	Neutral	Depending o
"Dar (varias/cien/mil) vueltas	Verbal	Superioridad		Informal; Ne	Positivo	Head and shoulder abov	Verb phrase	Superiority		Informal; Ne	Positive	Form; Meta
Tomar el pelo	Verbal	Broma		Informal	Negativo; Ne	Pull so's leg	Verb phrase	Joke; Lie; Trick		Informal	Negative; Ne	Form; Meta
"Poner a alguien de vuelta y	Verbal	Crítica		Informal	Negativo	**Pick/pull so's/th to pies	Verb phrase	Criticism		Informal	Negative	Form; Meta
**"Tranquilízate"	Verbal	Entido; Nervio		Informal	Según conte:	Keep your hair on!	Verb phrase	Anger; Calmne		Informal	Depending o	Form; Meta
A boca de jarro/a bocajarro	Adjetival; Adv	Cercanía; Punto	Disparar	Informal; Ne	Según conte:	"point black / at close r	Adverb phrase	AIM; Nearness	Shooting	Informal; Ne	Depending o	Form; Meta
A boca de jarro/a bocajarro	Adjetival; Adv	De improviso	Verbos dicen	Informal; Ne	Según conte:	**unexpectedly/sudder	Adverb phrase	Unexpectedly	Verba dicen	Informal; Ne	Depending o	Form; Meta
Abrir boca	Verbal	Apetito		Neuro	Neuro	**To whet so's appetite	Verb phrase	Appetite	Food	Neutral	Neutral	Form; Meta
A pedir de boca	Adjetival; Adv	Perfecto	Salir	Neuro	Neuro	**To turn out perfectly	Verb phrase			Informal	Depending o	Form; Meta
Abrier la boca	Verbal	Decir; Hablar		Informal; Ne	Negativo; Ne	To open so's mouth	Verb phrase	To say; To spe		Informal; Ne	Neutral	
De boca en boca	Adverbial	Propagación	Historia; Noti	Informal; Ne	Según conte:	"to go/do the rounds	Verb phrase	Spreading	Piece of nev	Informal; Ne	Depending o	Form; Meta
Boca a boca	Nominal	Reanimación	Respiración	Neuro	Neuro	mouth-to-mouth resusc	Noun phrase	Resuscitation		Neutral	Neutral	
Boca arriba/abajo	Adjetival	Hacia abajo; Ha	Tumbarse	Neuro	Neuro	face up/down	Adjective phra	Downwards; U	To lay; To lie	Neutral	Neutral	Form
Bocazas	Adjetival	Hablar demasi		Informal	Negativo	bigmouth	Adjective phra	To speak too n		Informal	Neutral	
Buen/mal sabor de boca	Nominal	Sensación	Dejar	Neuro	Según conte:	a good/bad taste in so's	Noun phrase	Feeling	To leave	Neutral	Depending o	
Buscar la boca (a alguien)	Verbal	Provocación		Informal	Negativo	**to provoke so (to qu	Verb phrase	Provocation		Neutral	Negative	Form; Meta
Buscar la boca (a alguien)	Verbal	Hacer hablar; S		Informal	Según conte:	**to make sb speak	Verb phrase	To make sb sp		Neutral	Depending o	Form; Meta
Calentarse la boca (a algu	Verbal	Explayarse; Hal		Informal	Negativo	**to get on sb's soapb	Verb phrase	To speak exte		Informal	Negative	Form; Meta
Calentarse la boca (a algu	Verbal	Enardecerse; tr		Informal	Negativo	to mouth off	Verb phrase	Complain; Disr		Informal	Negative	Form; Meta

Fig. 1: Main view of Glossomatic

Besides all these features, the glossary also allows users to search for idioms containing a specific combination of letters, in case the translator seeks to depict any specific phonostylistic device such as alliteration, paronomasia or rhyme, inter alia. In this regard, the query system offers the most common characters for a wildcard search: the asterisk (*), which matches zero or more characters, and the question mark (?), which matches a specific number of characters. For example, when searching for somatisms containing the sequence *h*r* there will emerge not only idioms including *heart* and *hair* but also comprising any word which matches that set of letters, such as *her* or *shoulder*. Therefore, in order to refine the query on somatisms with *heart* or *hair*, the wildcard sequence *h??r* must be employed.

In this way, the glossary enables both an onomasiological and a semasiological approach: it is possible either to consult all the relevant information regarding a given idiom or to search for idioms under a common notion and/or with common collocates, polarity, register and even with specific body parts or phonostylistic features, in case the translator aims to keep the body image or the rhetorical device depicted in the source text (ST) for reasons of style or manipulation of the idiom, as it will be thoroughly analysed in the next section.

3 Manipulation of Idioms and Translation

By *manipulation of idioms* it is meant ‘different types of intentioned and easily recognisable modifications in the formal, semantic or discursive level of an idiom which aim at some specific illocutionary and perlocutionary effects, ranging from humour, irony, surprise and persuasion, inter alia’ (cf. Corpas Pastor, 2003; Mena Martínez, 2003; Omazic, 2008; Timofeeva, 2009; Zuluaga, 2001). In this regard, let us analyse the following headline from a BBC news article: *Straw won’t break Ashcroft’s back*.³ In this article, the journalist seeks to emphasise the inefficiency of Justice Secretary Jack Straw’s plans to limit the amount British Parliament candidates are allowed to spend in the pre-election, after Ashcroft’s scandal⁴. To this end, the journalist intentionally manipulates the internal form of the idiom *This is the last straw that breaks the camel’s back* with the perlocutionary effect of prompting the readers’ laughter and, hence, catching their attention for them to read the whole article. In order to guarantee this effect,

3 Newspaper article available through this link: http://www.bbc.co.uk/blogs/newsnight/michaelcrick/2008/06/straw_wont_break_ashcrofts_bac.html

4 In order to understand the context of the ST, in the same BBC news article the journalist Michael Crick briefly describes Ashcroft’s scandal:

an additional requirement has been met, viz., the easy recognition of the original idiom. Thus, other alterations, such as *Straw won't impede Ashcroft's plans*, could not thus properly fit the concept of *manipulation of idioms*. In this regard, Omazić (2008: 76–77) provided a detailed description of the processing of idiom manipulation: “recognition of the modification, retrieval of the original, comparison of the original idiom and the modification, recognition of the communicative intent and understanding of idiom modification”. In other words, for this processing to be smooth and effective, the original idiom must be easily recognisable.

Although *fixedness* tends to be one of the inherent features attributed to phrasemes, idioms presenting any kind of manipulation are, in fact, ubiquitous in speech:

Wojtak, for example, has calculated between 30 % and 50 % in German. A similar percentage (40 %) has been gauged by Corpas Pastor (1998) for proverbs after analysing the data retrieved from a Contemporary European Spanish Corpus. Analogous conclusions can be drawn for English and French taking into account the results obtained by Arnaud (1993) and Moon (1998). (Corpas Pastor, 2003: 319)

And yet, in Translation Studies little attention has been paid to the mechanisms which may help the translator *walk the tightrope* of finding textual equivalents for manipulated idioms in the ST.

3.1 Using the glossary to find textual equivalents

While manipulated idioms are a common feature that needs to be rendered in other languages effectively, translators seem to be underequipped for this task, as there is a notorious scarcity of adequate resources. Against this background, Glossomatic has been conceived with this aim, as it will be illustrated in the following sections.

The billionaire Conservative deputy chairman Lord (Michael) Ashcroft relates in his recent autobiography how, before the 2005 election, [...] he devised a strategy of channelling large sums of his own money to target seats - many millions of pounds in total. The cash was doled out according to the seats' winnability, and according to whether he personally thought the local Conservative campaign was being run effectively. And he claims a strong correlation between the seats he funded and where Conservative MPs were elected in 2005. (Crick, 2008)

3.1.1 Manipulation through double reading

Let us first analyse this article published in the Spanish newspaper *El País*:⁵

REAL SOCIEDAD >

Willian José, un ‘nueve’ de los pies a la cabeza

El delantero brasileño de la Real Sociedad es el que jugador que más goles marca por alto, siete, más que Ramos y Morata

f t s o

♥ ✉

EDUARDO RODRIGÁLVAREZ
28 ABR 2017 - 21:22 CEST



NEWSLETTERS
Recibe el boletín de Deportes

TE PUEDE INTERESAR

El Eibar se ‘independiza’ de la Real Sociedad 

El Eibar gana a la Real Sociedad en el descuento 

Que los pollos sean amarillos no quiere decir que sean “de corral”: esta es la razón de su color 

La cámara que distingue el jamón ibérico del que no lo es 

NOTICIA PATROCINADA

Fig. 2: Newspaper article entitled *Willian José, un nueve de los pies a la cabeza* (Rodrigálvarez, 2017)

Along this article the journalist seeks to highlight the fact that the football player Willian José is the best heading striker in the Spanish First Division. With this purpose, in the headline, the idiom (*un ‘nueve’ de los pies a la cabeza*) is used, meaning Willian José is a ‘total striker’. In order to emphasise this idea, the idiom includes the word *pie* (‘foot’) and *cabeza* (‘head’), which triggers double reading and, hence, activates both the literal and the figurative interpretation of the unit.

5 Newspaper article available through this link: https://elpais.com/deportes/2017/04/28/actualidad/1493398636_157243.html

In the glossary, when searching for a primary correspondence in English for the idiom *de los pies a la cabeza*, there appears the expression *from head to toe/foot*, with similar form and metaphorical base. However, *from head to toe/foot* can only co-occur with concrete and tangible concepts such as *being dressed or being covered (in a specific substance) from head to toe/foot*. In the BNC, no concordance has been registered in which *from head to toe/foot* collocates with abstract concepts such as a profession or a skill, unlike its Spanish counterpart. Consequently, in this context both idioms cannot be considered textual equivalents.

In order to maintain the manipulation of the idiom in the TT, the translator could alternatively search the glossary for other English idioms containing the base *head*. Since no other idiom with *head* can be detected under the notion *completely* (analogously to *de los pies a la cabeza*), the translator could then explore other notions related to the article's main theme, e.g., *superiority*. Under those criteria, another idiom emerges: *head and shoulders above (someone)*, meaning 'far superior to' (EOLD⁶). A possible translation of the headline could hence be *William José, head and shoulders above the rest*, which would not only activate both the literal and the figurative interpretation of the idiom (similarly to the Spanish version) but would also be reinforced by the main photo of the article, in which William José is literally jumping *head and shoulders above* another player.

When searching the glossary for a correspondence in German for the idiom *de los pies a la cabeza*, there appears *von Kopf bis Fuß*, which presents similarities not only in its form and metaphorical base, but also in its meaning, collocates and polarity. According to *Redensarten-Index*, this idiom means 'von oben bis unten; völlig; durch und durch' ('top to bottom; completely; through and through'). Seca & Wimmer (2013: 47) corroborate this, as both in German and Spanish the expression can have both a transparent meaning ('de arriba abajo', 'from top to bottom') and a more opaque one ('totalmente', 'totally'). Both senses can be checked against corpus concordances from the DWDS-Kernkorpus (1900–1999): (a) 'Ein Gentleman von Kopf bis Fuß' and (b) 'Aber jeder Mensch kann sich täglich von Kopf bis Fuß waschen.' This coincidence in form and meaning enables us to keep the manipulation detected in the original headline in Spanish. A possible translation into German could therefore be *William José, ein Stürmer*

6 English Oxford *Living Dictionaries* (EOLD) is available through this URL address: <https://en.oxforddictionaries.com>

von Kopf bis Fuß, which maintains both the literal and the figurative interpretation of the idiom, analogously to the Spanish text.

Another instance of manipulation of idioms in the media can be recognised in the next article, also from the newspaper *El País*, entitled '*¡Pélate! para que no te tomen el pelo*'⁷ ('Have your hair cut! So that they don't fool you'). In order to understand the external manipulation of the idiom in the ST, it must first be mentioned that the Spanish idiom *tomar el pelo* (literally, 'taking so's hair') can be translated both as *to fool someone*, i.e., 'to trick or deceive (someone)' (EOLD) and *to pull so's leg*, i.e., 'to deceive someone *playfully*, to tease someone' (EOLD). That is the reason why, as it is reported in the newspaper article, citizens from Teruel (Spain) were having their hair cut as a sign of dissatisfaction with the Spanish president at that time: they wanted to have their hair cut so that the president could not 'take their hair', i.e., could not fool them anymore. Consequently, *to pull someone's leg* could not be an appropriate textual equivalent for *tomar el pelo*, not only because Teruel citizens did not want to be fooled at all (not only 'playfully') but also because they specifically undertook this action (having their hair cut) due to the polisemantisation of *tomar el pelo* when undergoing external manipulation and thus activating both its literal and figurative interpretation, all of which empowers the motto of the campaign.

Analogously to the first example provided in the section, in this case it is also possible for the translator to search the glossary for other idioms containing the base *hair* under notions related to the article's main themes, viz., *deception*, *disappointment*, *anger*, and with the same register (informal) and polarity (negative) as the idiom in the ST. For instance, under the notion *anger* arises the idiom *keep your hair on*, expressing 'to tell someone to stop being angry or upset' (CD⁸). With these elements, let us analyse the following possible translation for the headline: *Don't keep your hair on anymore!* In this sentence, the idiom undergoes both external and internal manipulation, as the original idiom (*keep your hair on*) is restricted to affirmative and exhortative sentences whose perlocutionary purpose is to appease someone so that he/she is not angry or upset anymore. Additionally, *Don't keep your hair on anymore!* would also imply urging Teruel citizens to join and support the campaign, similarly to the manipulation of the idiom in the ST.

7 *El País* is available via the following link: https://elpais.com/elpais/2006/12/02/actualidad/1165051021_850215.html

8 Cambridge Dictionary (CD) is available via this link: <https://dictionary.cambridge.org>

In the same way, *tomar el pelo* holds several correspondences in German such as *jemanden an der Nase herumführen* or *jemanden auf den Arm nehmen*. The former idiom implies the notion of ‘tricking, fooling or deceiving someone’, while the latter conveys the idea of ‘playing a joke on somebody’. Neither of them can nonetheless be used as textual equivalents for the Spanish idiom in this context, since the base *pelo* (‘hair’) is not present in them. We have therefore searched the glossary for other idioms containing the base *hair* or *head* and belonging to notions related to the article’s main themes. For instance, under the notion *criticism* emerges the idiom *kein gutes Haar an jemandem/etwas lassen*, which means ‘to not have a good word to say about somebody/something’ (PONS⁹) or ‘nur Schlechtes über jemanden/etwas erzählen; scharfe Kritik üben; verreißen’ (‘to say only bad things about someone/something; to criticise harshly; to tear somebody/something apart’) (RI¹⁰). An exhaustive search for this idiom in the *deTenTen13* corpus and in the newspaper corpora provided by DWDS allows us to confirm that its polarity is negative and that it is widely used in newspaper articles. Since it befits the article’s main theme, viz., the fact that Teruel citizens want to express their dissatisfaction with the president’s negligence towards their province, a possible translation could then be *Lass kein gutes Haar an dem Präsidenten*. In this translation, *kein gutes Haar lassen* has been both externally and internally manipulated, as it is not frequent to use it in the imperative form, according to the occurrences retrieved from the corpora. A similar strategy has been adopted in the newspaper article entitled *Kein gutes Haar*,¹¹ from *Die Welt am Sonntag*, where it is reported that the hairdressing chain *Essanelle* pays its workers less than 8.50 euro per hour, despite their high-pressure job. Therefore, *Lass kein gutes Haar an dem Präsidenten* can be considered a textual equivalent which both reflects Teruel citizens’ discontentment and alludes to their protest campaign consisting in having their hair cut.

3.1.2 Manipulation through phonostylistic devices

Another complex scenario for the translation of idioms appears when different rhetorical devices enter the picture in order to further empower the perlocutionary force of the message. This is especially the case of the advertising field, where phonostylistic devices such as rhyme, alliteration or assonance, inter alia,

9 PONS Dictionary is available via <https://en.pons.com/translate>

10 Redensarten-Index (RI) is available via <https://www.redensarten-index.de/suche.php>

11 Newspaper article available via the following link: <https://www.welt.de/print/wams/wirtschaft/article124667061/Kein-gutes-Haar.html>

are ubiquitously employed (Leigh, 1994; McQuarrie & Mick, 2009; Phillips & McQuarrie, 2002). In this context, let us analyse the following example. The Seoul Metropolitan Government has recently launched an advertising campaign under the title *Refresh your Soul in Seoul*. Additionally to employing the idiom *to refresh so's soul*, with the meaning of 'to find peace, relax and calmness', the campaign plays with the analogy of the words *Soul* and *Seoul*, all of which reinforces the perlocutionary effect of the advertisement, viz., promoting Seoul as a optimal destination for visitors to find peace and serenity.

In order to maintain the rhetorical device, the glossary enables the user to find idioms which, analogously to *refresh so's soul*, convey the notions of *peace*, *relax*, *calmness* or *liberation*; have a positive polarity, and contain the sequence *s*l*, in order to search for paronomasia or alliteration effects with *Seoul*. Under all these criteria emerges the Spanish idiom *soltar/liberar la mente* with similar meaning to *to free someone's mind* in English. A possible translation could therefore be *Suelta tu mente en Seúl* ('free your mind in Seoul'). Regarding this translation proposal, it needs to be first highlighted that, according to the concordances retrieved from ESeuTenTen and CORPES XXI, the idiom *soltar/liberar la mente* is mainly used with the definite article *la* ('the'), as there is no concordance in which it has also been employed with any other determiner. Nevertheless, the idiom in the translation proposal has been internally manipulated through the inclusion of the possessive adjective *tu* ('your') in order to empower the appellative force of the message, since a translation with the conventional form of the idiom would present amphibology in this context: *Suelta la mente en Seúl* could both be read as an imperative sentence *Free your mind in Seoul* or as a declarative one *He/She frees his/her mind in Seoul*. Similarly to *Refresh your Soul in Seoul*, this translation proposal also conserves both the idiom (in its imperative form) and the alliteration *SueLTa Tu menTe en SeúL*; all of which strengthens the perlocutionary force of the advertisement for the Spanish-speaking audience.

In German, when searching our glossary for notions such as *peace*, *calmness* or *relax*, we find the idioms *die Seele erfrischen* and *die Seele baumeln lassen*, which mean 'to relax, to have a break, to unwind' and *Kraft tanken*, with the meaning of 'to rest, to reenergise.' The former are usually used in the context of holidays, leisure time and wellness, as it can be inferred from the concordances containing these idioms in the deTenTen13 corpus. Both idioms convey a positive polarity and also match the wildcard search for words containing the set of letters *s*l** (in this case, *Seele*), in order to maintain the phonostylistic effects with the proper name *Seoul*, conserving in that way the alliteration used in the original advertisement. Specifically, in order to preserve the repetition of the initial consonant sound /z/, our proposal is to translate *Refresh your soul in Seoul*

as *Erfrischen Sie Ihre Seele in Seoul*, where there are three instances of the voiced fricative alveolar sound /z/ (*Sie, Seele, Seoul*), two words with the structure s*l* (*Seele, Seoul*) and another fricative sound, the post-alveolar /ʃ/, in *erfrischen*. The use of the formal pronoun *Sie* reinforces the repetition of the sound /z/. Thus, this translation proposal contains a very similar idiom, in its imperative form, and maintains the sentence length¹² and the alliteration employed in the original advertisement.

4 A Teaching Proposal

Once the multiple possibilities of Glossomatic have been presented, a teaching proposal is offered, along which students will be prompted with translation scenarios where the manipulation of somatisms and/or the inclusion of specific phonostylistic devices may pose some problems to the establishment of textual equivalents. In order to facilitate the procedure, the students will be provided with the following workflow, structured in a sequence of predefined and protocolised tasks in the form of heuristic strategies and steps to be implemented with the aid of the glossary:

1. Analyse the somatism in the ST and determine whether it has undergone any procedure that may pose problems to translation such as internal or external manipulation and/or the depiction of any phonostylistic device (alliteration, paronomasia, rhyme, etc.).
2. Search the glossary for a primary correspondence of this somatism in the target language and examine whether it would be a textual equivalent not only in terms of conveying the same semantic, pragmatic and discursive load but also in terms of conserving an analogous manipulation and/or the rhetorical device.
3. If its primary correspondence does not fit those criteria, search the glossary for other idioms which both convey any of the notions related to ST's main themes and preserve the manipulation and/or the rhetorical device. Take into consideration the compensation of any possible dissimilarities among these idioms in order to avoid cases of over- or undertranslation.
4. Provide a translation proposal and justify both the *process* and the *product*.

In order to illustrate the work methodology, let us analyse the following sample scenario – the ad campaign entitled *Twice the guts. Double the glory* run by the

¹² Using the idiom *die Seele baumeln lassen* would have resulted in a longer sentence.

sportswear company Nike® – in which students will follow the aforementioned steps in order to provide a translation proposal for the ST manipulated idiom.



Fig. 3: Nike® advertising campaign entitled *Twice the Guts. Double the Glory* (Nike®, 2012)

In this advertisement, it is possible to recognise the internal manipulation of the somatism *No guts no glory*, with the meaning of ‘risks need to be taken in order to achieve a goal or glory’ according to the concordances retrieved from the corpus enTenTen. When searching the glossary for a primary correspondence of this somatism into Spanish, there emerges the idiom *Quien no arriesga no gana* with analogous meaning but different metaphorical base (it does not refer to any body part) and a more transparent image (it literally conveys the meaning of ‘he who does not take the risk does not win’). In order to determine if, besides being a correspondence, it can also function as a textual equivalent, we need to first analyse what motivates the manipulation of the somatism in the ST and which rhetorical devices have been employed, if any (Step 1). When examining the ad campaign, it is possible to perceive that the image which accompanies the text shows the legs of famous long-distance runner Mohamed “Mo” Farah wearing a pair of Nike® sport shoes while running. That is the reason why the internal manipulation of *No Guts No Glory* into *Twice the guts. Double the glory*, reinforced by the image of the pair of shoes, stresses the idea that, with this company, athletes (and hence potential buyers) can double their achievements. Despite its internal manipulation, the alliteration of the original idiom has been preserved, which further empowers the motto of the ad campaign: *Twice the Guts. Double the Glory*. When analysing the Spanish correspondence for *No Guts No Glory* in the glossary (Step 2), it is possible to recognise that it keeps alliteration: *Quien*

no arriesGA no GAna. Nevertheless, given the length of the idiom, it will be difficult to internally manipulate it through the inclusion of any element indicating duality, while preserving an easy retrieval of the original form and, concomitantly, respecting space constraints of the advertisement.

As the primary lexical correspondence provided in the glossary cannot be used as a textual equivalent in this context, we will now move on to Step 3, viz., searching the glossary for other somatisms which may fulfill those criteria. Under other notions related to some of the advertisement's main themes, i.e., *risk, courage, determination*, it is possible to retrieve several somatisms, one of which also conserves the image of duality: *con un par de huevos/cojones* (literally, 'with a pair of balls'), an adverb phrase with an analogous meaning and register to the idiom *to have the balls (to do something)* in English. In the glossary, both idioms are labelled under the register *vulgar*, so, in order to be offered as a translation proposal, a non-vulgar version of the somatism must be employed, *con un par*, which still alludes the original idiom without explicitly mentioning the body parts. After the selection of a somatism which fulfils both criteria of depicting the article's main themes (*risk, courage, determination*) and preserving the image of *duality*, the next step will be to search for a proposal which keeps the phonostylistic device used in the ST. In this context, let us consider the following example: *Con un par, para que nada te pare*, which could be literally translated as 'with a pair, so that nothing can stop you.' In this sentence, the external manipulation of the Spanish idiom displays a dilogy in which both readings are simultaneously present: on the one hand, a more literal one in which *with a pair* refers to the sport shoes presented in the advertisement and, on the other hand, a more figurative one in which *with a pair* means *with the guts (to do something)*. The convergence of both readings, along with the alliteration of *con un PAR, PARa que nada te PARE*, empowers the motto of the ad campaign and attains an analogous perlocutionary effect to the original version: to persuade potential buyers that the acquisition of this pair of sports shoes will substantially help them reach their goals. And it also implies courage, strength, determination, etc.

When searching the glossary for a correspondence in German for the somatism in the ST (Step 2), we first encounter two idioms under the notions of *courage* and *determination*: *Kein Mumm, kein Ruhm* ('no guts, no glory') and *Wer nicht wagt, der gewinnt nicht* ('he who does not take the risk does not win'); the latter has a variant: *Wer wagt, gewinnt* ('he who takes the risk wins'). Both present different forms of alliteration and convey the same meaning as the idiom *No guts no glory*. However, as they are not somatisms (*Mumm* refers to 'guts' in the sense of physical strength or moral determination) and do not contain any reference to the notion of *duality*, analogously to the ST, they will be temporarily

set aside while exploring other options in the glossary. We will now move on to Step 3 and search the glossary for other idioms carrying the notion of *duality* to examine whether they could fit in this context. Under that notion appear *zwei linke FüÙe haben* ('to have two left feet') and *mit beiden Beinen/FüÙen (fest) auf der Erde stehen* ('to have both feet on the ground'). Nevertheless, since these somatisms conveying *duality* do not seem to fit the advertisement's main themes, we have decided to return to the notions of *courage* and *determination*, as we can consider them to be of greater relevance in terms of the perlocutionary effect to be attained in the TT. We will also seek to conserve some form of alliteration and use short sentences of similar length, as in the ST. Considering all these factors, we can take the idiom *Wer wagt, gewinnt* as a starting point, and manipulate it in order to convey the meaning of 'to keep going,' 'to go ahead,' while maintaining the alliteration of the sound /v/ in the letter *w*. In this way, we can transform *wer* into *weiter* and formulate *weiter, wage, gewinn* ('keep going, take risks, win'). This translation proposal allows us to preserve the alliteration (*Weiter, WaGe, GeWinn*) and easy recognition of the original form *wer wagt, gewinnt*. It also features a parallelism in the structure by using one-word verses. Furthermore, the adverb *weiter*, along with the image accompanying the message, reinforces the notion of *running* in terms of going *forwards, ahead*, all of which strengthens the perlocutionary force of the advertising campaign for the German-speaking audience.

5 Conclusion

Translating idioms is no easy task. While looking for full correspondences it is necessary to take into account several factors regarding the source idiom and any target equivalents, viz., the specific denotative and connotative meanings, conventional implicatures, diasystematic restrictions, discursive, pragmatic and semantic load, among others. The process gets more complicated when searching for textual equivalents, and further more in the case of idiom manipulation. If, besides their cross-lingual anisomorphism, these idioms undergo either internal or external manipulation in the ST, as it is often the case, chances are that some important facets and nuances will be lost along the path to the TT.

Translators can take two main ways out of this phraseological cul-de-sac. They can either select a lexical correspondence for the idiom (or a neutral term, in the worst case scenario) which may recreate one of the two levels portrayed by the idiom manipulation (the figurative or the literal one) or they can create an ad hoc phraseological equivalent, whose manipulation would also depict a dylogy in which both levels are concomitantly present, analogously to the idiom

in the ST. Glossomatic has hence been conceived to help translators traverse this second path.

The artful deviations portrayed by manipulated idioms are not haphazard. While swerving from what is expected and defying what has been established, the co-presence of the conventional form reinforces what is more idiosyncratic and identitarian within a given community, all in a perfect symbiosis between literality and figurativeness. Our teaching proposal, composed of a trilingual idiom glossary and a protocolised set of tasks, has been designed with the main aim of enabling a smooth and easy learning process that will prevent translation trainees from getting lost in translation.

Acknowledgements

This research has been funded by a FPU (Formación de Profesorado Universitario) contract, ref. FPU16/02032, awarded to Carlos Manuel Hidalgo Ternero by the Ministerio de Educación, Ciencia y Deporte (Spanish Ministry of Education, Science and Sport). Furthermore, this publication has been carried out within the framework of the research projects *Interpreta 2.0* (PIE 17-015, type B), VIP (FFI2016-75831-P) and TERMITUR (HUM2754).

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