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Applying the Conceptual Blending Theory to Persian Translation of English Neologisms: Investigating Translations of the Harry Potter Book Series

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Abstract

Neologisms tend to flourish in languages that experience frequent information exchange. English, renowned for its dynamism, consistently introduces novel words. The translation of these terms into Persian involves a nuanced cognitive process, a subject of exploration through the conceptual blending theory. This study delves into the analysis of neologisms within the Harry Potter book series, aiming to identify the application of blended networks in their translation. The theoretical aspect introduces and elaborates upon the conceptual blending theory, its networks, and the intricate process of constructing meanings through these networks. Employing a descriptive approach alongside content analysis, the research manually selects and categorizes 83 translated neologisms from the series. Notably, the focus lies on translating English neologisms that lack direct Persian equivalents. This involves the utilization of diverse blending types such as simple, mirror, one-dimensional, and two-dimensional. The application of this theory serves to enrich our comprehension of the translation process, offering an alternative perspective on how neologisms can be effectively rendered between languages.

Keywords: Neologism, Conceptual Blending Theory, Persian Translation, English Neologism, Emerging Structure.

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Introduction

One important aspect of translation is how a translator or interpreter translates neologisms. The question that arises here is this what is neologism? The meaning of neologism is a new word, usage, or expansion (Merriam-Webster's Collegiate Dictionary, 1994). Nowadays, the number of new words is increasing because of advertisements, writers, translators, media, educators, etc. Neologism can be created by integrating existing words or giving words new and unique suffixes or prefixes. When two or more new words or phrases combine, they become shortened or lengthened. When neologism is translated, there is more mere translation that is carried on. What shades new light upon the translation of neologism is conceptual blending theory.

Historically, this theory is developed by Gilles Fauconnier and Mark Turner in the 1990s. As they (2002, v) pointed out, conceptual blending is

> a great mental capacity that, in its most advanced 'double-scope' form, gave our ancestors superiority and, for better and for worse, made us what we are today. We investigate the principles of conceptual blending, its fascinating dynamics, and its vital role in how we live and think.

This theory often involves four main types of networks such as Simplex, Mirror, Single-Scope, Double-Scope. In the first network which is Simplex, one input consists of a frame and the other consists of specific elements. In the second network, Mirror, a common organizing frame is shared by all spaces in the network. In the third one, Single-Scope, the organizing frames of the inputs are different, and the blend inherits only one of those frames. In the last one, Double-Scope, essential frame, and identity properties are brought in from both inputs. The emergent structure creates as a result of these four activities operated during the construction of the blend (Fauconnier & Turner, 2002).

The possibility of arriving at the emergent structure is the main characteristic of this theory. With the discovery of this emergent structure, a translator or an interpreter is enabled to explain a novel meaning of utterances or writings which was not derived directly from any of the input structures involved in the meaning construction process (Evans & Green, 2006).

It is hoped that this research will enlarge and gives significant impact to the study of the translation of neologisms through the conceptual blending theory especially in the children's literature. In addition, It is also expected that this research will become According to the explanation above, the objective of this research can be stated to identify and analyze neologisms which are found in the Harry Potter books, their stages of meaning making in the translation of neologism which are applied by a translator to translate those SL neologisms to TL based on conceptual blending theory. In this research, the writer will focus on two research questions:

1. What are the stages of meaning-making in the translation of neologisms based on the conceptual blending theory?

2. Which type of blended networks can be used in the translation of neologisms?

Literature Review

Not many researches have been conducted on how conceptual blending works in the translation of neologisms, so the study of this field is unique. Among them are some studies which are mentioned below:

Ardebili, Barakat, Rovshan, and Ebrahimi (2015) applied the semantic continuity in a story of Iranian folk tales according to the theoretical foundations of conceptual blending. The result revealed that the application of the conceptual blending theory can be helpful in analyzing semantic continuity from the perspective of cognitive semantics.

Yongxiang (2015), focuses on analyzing the meaning construction and cognitive mechanism of understanding English proverbs through conceptual integration theory. The results reveled that although the four space, cross-space mapping, partial selection and emergent structure were involved in all conceptual blending, they did have different networks.

Razavizn and Khorshidi (2019), further, tried to test the application of conceptual blending theory in cognitive semantics in the field of advertisement by examining examples of radio advertising teasers and TV advertising teasers.

Coulson and Oakley (2000) claimed that their article serves as a primer for the theory of online meaning construction known alternately as conceptual blending, conceptual integration, the many space model and the network theory. They go on by analyzing novel and conventional examples of linguistic and nonlinguistic blends. They reviewed recent work on blending theory from the perspective of linguistics, psychology, computer science and neurobiology. They suggest that meaning arises through the composition, completion and elaboration of a blended mental space that compresses time and causality.

Also, Ghafoori and Naeimi (2019) worked on translating neologisms in two Persian Translation of 'Harry Potter and the Half-Blood Prince' based on Newmark's model. The result reveled that neologisms are complex, inevitable and intricate part of many language. Pookhao & Timyam (2012) investigated the most frequently used processes in forming the neologisms in woman cosmetic advertisements in the woman magazines. The results reveled that the first two types of word formation processes are compounding and affixation and these word formations are not shortening processes.

Based on the background expansion above, previous studies of this field have not provided a coherent answer to the question to what are the stages of meaning-making in the translation of neologisms based on the conceptual blending theory.

This article represents an attempt to analyze the extent to which relations at work in conceptual blending theory can account for translation of neologisms.

Neologisms

Newmark (1988, p. 140), proposes a plausible explanation for neologism,it "is a newly coined lexical unit or existing lexical units that acquire a new sense". Algeo (1991, p. 2) shared his opinion on this point. He asserted that "neologism is a form or the use of a form not recorded in general dictionaries". As stated by Stockwell and Minkova (2001, p. 3), "Neologism enters the language every day and words cease to be used".

Cabre (1993) suggested four parameter lists to identify neologisms that are classics by now: first, formal or semantic stability second, the date of appearance in a lexicon, third, exclusion from dictionaries and last, the perception speakers have of an item's novelty.

Translation of neologisms is really important for the new generation, since it is the practice of translation that makes the greatest contribution to the enrichment of the vocabulary of certain languages (Petrova, 2014).

Newmark (1988) proposed the seubsequent strategies to translate neologisms.

Transferring: in this process, an SL word transfers to a TL text as a translation procedure.

TL neologisms: it means recreating any neologism based on the SL neologism in literary texts.

TL-derived words: One way to translate neologisms is by adding affixes to the word.

Naturalization: this procedure adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL.

Recognized TL translation: if the equivalent of the SL word has been generally accepted, this procedure should be used by the translator . As Newmark (1988) stated it is important to "use the official or the generally accepted translation of any institutional term" (P. 82)

Functional term: it refers to a common process that requires the use of a culturally free word, sometimes with a new specific term; it therefore neutralizes or generalizes the SL word. If the SL technical word has no TL equivalent, the translator should use this procedure.

Descriptive term: this process weighed against function to describe the SL word that has no equivalent in the TL.

Literal translation: or word-for-word translation happens where the SL grammatical constructions are transformed to their close TL equivalents, but the lexical words are gained translated singly, out of context.

Translation procedure combination: two lines of poetry may contain some translation procedures to relate to one translation problem. They are particularly common for cultural words if transference is combined with a cultural or functional equivalence.

Through-translation: the literal translation of common collocations, names of organizations, the components of compounds, and perhaps phrases.

Conceptual Blending Theory

Originally, this approach was developed to account for the linguistic structure and for the role of language in meaning construction, particularly creative aspects of meaning construction. Recently, researchers received that this theory plays a central role in human thought and imagination. Some scholars applied this theory to phenomena from disciplines as derives as literary studies, mathematics, music theory, religious studies, computer science, and genetics (Evans & Green, 2006). This approach derives from two traditions within cognitive semantics: conceptual metaphor theory and mental spaces theory. As Fauconnier and Turner (2002) argued, blending theory is most closely related to mental spaces theory. Conceptual Blending theory is developed to account for some phenomena that mental space theory and conceptual metaphor theory cannot account for. Conceptual Blending theorists developed this theme that human imagination plays a crucial role in cognitive processes and in what it is to be human.

According to Fauconnier and Turner (2002), the process of creating an integration network involves defining mental spaces, matching across spaces, projecting selectively to a blend, locating shared structures, projecting backward to inputs, recruiting new structure to the inputs or the blend, and running various operations in the blend. Whereas establishing mental spaces, the connection between them and blended space gives us global insight, new meaning, and human-scale understanding, it plays a crucial role in this theory. The question that arises here is what is mental space.

A taxonomy of integration networks

Fauconnier and Turner (2002) developed the idea that there are several different kinds of blending networks. Four main types of integration networks, they add, have been distinguished includingSimplex, Mirror, Single-Scope, Double-Scope.

Simplex network

A simplex network is the simplest kind of conceptual integration network in which one input consists of a familiar abstract frame that is described to embrace certain kinds of values, and the other input space consists of specific elements or situations presenting just values. There is no clash between the input spaces. It is an integration network because it gives rise to a blend containing structure that is in neither of the input (Fauconnier and Turner, 2002).

Mirror network

A Mirror network which is another conceptual blending network is a little more complex than the simplex network. A mirror network is identified by a shared organization frame present in all mental spaces that consist of four spaces. It is relatively standard for conceptual integration networks. Although there is not any clash between the input spaces at the level of the organizing frame, there may be clashes at the sub-level of the organizing frame (Fauconnier and Turner ,2002).

Single-Scope network

A Single-Scope which is an extension of the mirror network in conceptual blending theory, is characterized by two input spaces that have different organizing frames. Since the input spaces have different frames, there are conceptual clashes in single-scope networks. In this situation, the blend inherits only one of those frames (Fauconnier and Turner, 2002).

As it was explained before, in the simplex network only one of the inputs is structured by a frame, and in the mirror network all the spaces share a common frame but in the single scope network both inputs contain frames that each of them is distinct. Moreover, only one of those inputs frames structures the blend (Fauconnier and Turner, 2002).

Double-Scope network

The writer turns finally to the Double-Scope network. In this type of conceptual blending network different input frames are blended into a blended frame whose organizing frame-level structure includes at least some organizing structure from each of the two input frames that is not shared by the other. The only network that solves clashes between inputs that differ fundamentally in content is the Double-scope network (Fauconnier and Turner, 2002).

Method

Corpus of the study

The research is based on a corpus analysis, a procedure that is gaining importance in the last years due to the rapidity to analyze huge amounts of data in a short period of time. In the other words, more than one text that author collects can be called corpusThe corpus of the present study consists of the English versions of Harry Potter books written by J. K. Rowling as source text (ST) and their Persian translations by Vida Eslamie as target text (TT).

Harry Potter series sail to a long journey of fame and success. This style constitutes a large number of neologisms created to introduce readers to the magical world. The Harry Potter series has attracted many researchers to investigate the creative style of the novel from several areas of study, such as literary criticism, morphology, and stylistics.

1. Harry Potter and the Philosopher's Stone (1997)

2. Harry Potter and the Chamber of the Secrets (1998)

3. Harry Potter and the Prisoner of Azkaban (1999)

4. Harry Potter and the Goblet of Fire (2000)

5. Harry Potter and the Order of the Phoenix (2003)

6. Harry Potter and the Half-Blood Prince (2005)

7. Harry potter and the Deathly Hallows (2007)

Data collection procedure

As Kabir (2016) defined, data collection is a procedure which researcher gathers and measures information on variables of interest, in an established systematic fashion. This process was done manually to answer stated research question, test hypotheses and evaluate outcomes. The data of this research were collected from several steps. At first, lots of books, thesis and essay about neologism were reviewed before identifying the neologisms in the chosen source texts. In the next step, the novel entitled Harry Potter was chosed. Then, the novel that is divided into seven books was read line by line. When the manual process of identification and selection of candidate terms are concluded, they were compared to larger online corpus databases of English language as COCA (Corpus of Contemporary American English). The aim of searching words in online corpus was to verify whether the words had been previously used in other contexts and, therefore, if they must be removed from the group of neologisms. Finally, the target text was examined to establish what happened to the translation of those neologisms according to the conceptual blending theory (CBT). On the basis of the analyses, the author discussed the translation of neologisms and the relation between the translation of those words and the networks of this theory that influence the translator's choice.

Data analysis procedure

The translated versions of selected novels were studied considering Conceptual Blending Theory as the framework. It gives translator permission to integrate conceptual representation with astonishing fluency, speed as well as freedom. Conceptual blending or integration is a theoretical framework that emphasizes the construction of meaning. It also explores conceptual structure in general and the integration of information from disparate "mental spaces" in particular (Fauconnier and Turner 1998, Faucinnier and Turner 2002). As Fauconnier and Turner said, there are a number of different kinds of blending network such as Simplex, Mirror, Single-Scope, Double-Scope. Extracted neologisms were examined based on the networks of the Conceptual Blending Theory using characteristics of four different parts of networks as input space1, input space2, generic space and blended space. For the sake of clarity, the analysis of the neologisms will be discussed in details in the next part.

Results and Discussion

After analyzing the corpus of the study, 83 neologisms were extracted. Once the neologisms were selected, there was a work to classify them into for groups according to the conformity of the characteristics of each one with blending networks as the following parts.

Simplex scope and translation (transliteration)

In translation, the blended space come into the semantic meaning of the original word as the organizing structure, and inherits a chain of Persian characters from Persian input. This chain of English letters has no meaning in the Persian language and their syllabic and phonetic features are presented only as elements that are combined with the organized structure of the English language and are integrated into the blended space and then they create a new structure. A Simplex network applies in transliteration that entails changing the alphabet used to write words in one language to the alphabet of another; taking the letters or characters from a word and making different them into the equivalent characters in another language. To clarify the role of this network in translation, one example is given:

Quidditch: کوییدچ

The most obvious example of them is "Quidditch" (in English) as "کوییدچ" (in Persian). This neologism can be defined as a fictional sport devised by author J.K Rowling for her book series Harry Potter. It first appeared in Harry Potter and the Philosopher's Stone (1997). It is a perilous but beloved sport played by witches and wizards riding flying broomsticks with three balls. Now, the translation of this word is discussed. When a message cannot be translated from one language or culture into another, the translator must change the alphabet used to write words in one language to the alphabet of another. As you see, the translator takes the letters or characters from a language and changes them into the equivalent characters in another language. So, the translator used the simplex scope network to translate this word. As explained above, only one input has the framework and the translation of this neologism has no meaning in the Persian language. Their phonetic characteristics are projected only as elements to be blended with the organizing structure from the input1 (English) and then the emergent structure is constructed that is کوییدچ.

Mirror network and translation (equivalence)

As explained in the previous section, the mirror network is a little more complex than simplex. In this type of network, all spaces share an organizing frame. This organizing frame specifies the nature of the participants, events, and activities. Because in this type of network, two input spaces mirror each other in having this same frame, it applies in equivalence which is a translation principle. To clarify the relationships between mirror networks and equivalence, one example is provided:

Muggle: مشنگ

The next invented word created by the author is "Muggle" (in English) as "مشنگ" (in Persian). Muggle is the incarnation of a human being who was born to two non-magical parents. He seems incapable of performing magic. It appeared in the first book. The translator applies the equivalence phenomenon because this word points to the same person in both languages. As in the Muggle-مشنگ example: muggle in English is a person who lacks any sort of magical ability and was not born in a magical family; while in Persian مشنگ is defined as the person who doesn't have correct and perfect intellect (Moeen, 1983).

Therefore, both of these words in both languages share the same characteristic of foolishness. According to this example, the organizing frame provides a set of organizing relations among the elements in space. Because all mental spaces share the same organizing frame, the translator can use the equivalence technic to translate this word.

Single scope network and translation

As mentioned before, when a network consists of two different input spaces, this type of network can be understood as a single-scope network blending. These two input spaces have different organization frames only one of these is projected into the blended spaces and the other is projected into elements into the blendFrom the point of view of conceptual blending theory, we inherit the model and the style of English as an organizing framework in the blended space. Well, according to Newmark (1988) when a translator cannot find the equivalence of one work in the target language, he or she should make the text closely conform to the culture of the language being translated to (Persian). From the point of view of a Conceptual blending network, the translator uses the organizing frameworks from the Persian language to translate the translation. To clarify the role of this network in translation, one example is presented:

Death Eater: مرگ خوار

Another new word that is under this category is "Death Eater" (in English) as "مرگ خوار" (in Persian). Death Eaters are a radical group of wizards and witches, led by the dark wizard Lord Voldemort. In Persian, the translator translated this word as someone who eats death. According to this meaning,

we conclude that the blended space gives the concept from the English (input1) and then she projects them to the input 2 (Persian).

Double scope network and translation

Like other types of translation above mentioned, this type consists of four spaces; input space 1, or English language includes the English linguistic framework; input space 2, or Persian language includes the Persian linguistic framework; one blended space and one generic space. In translation of this type, frameworks from both English and Chinese inputs are projected. The projected frames are integrated to a new one in the blended space. Emergent structure is the integration of the blended framework and other projected elements from two inputs. But when the projection starts, the difference becomes apparent. Double-scope network blending is understood as a type of translation that is composed of two frame networks at the same time. Each one of the two input spaces has a different framework. The translator integrates the two frames in both input spaces that are composed by the organizing framework in the blend space. In other words, the translator projects the frameworks from both inputs which are English and Persian. Then, he or she integrates the projected frame into a new structure in the blended space. So, the integration of the blended framework creates the emergent structure. To clarify the role of this network in translation, one example is given:

Pensieve: قدح اندیشه

The last new word in this section is "Pensieve" (in English) as "قدح اندیشه" (in Persian). Pensieve is a wide and shallow dish made of metal or stone, often elaborately decorated or inlaid with precious stones, and carrying powerful and complex enchantment. This neologism appears in the fourth book of the Harry Potter story. The translation of this new word can be understood as a double-scope network blending because the two input spaces have different frameworks. Then, to compose the organizing framework in the blend space, the two frames in both input spaces integrate and then create an emergent structure that is قدح اندیشه.

In conclusion, the description and analysis of 83 samples in total that the translated words of those neologisms can be classified into four networks of conceptual blending theory: 28 neologisms have been translated through the Simplex network, 23 neologisms have been translated through the Mirror network, 20 neologisms have been translated through Single-scope network and 11 neologisms have been translated through Double-scope. The simplex network is the most common way of inventing translated neologisms.

Some other examples of four different types of conceptual blending network are presented in the following table:

Table1. Four different types of conceptual blending network

English Neologism	Persian Translation	Type of Network	English Neologism	Persian Translation	Type of Network
Parseltongue	پارسلتانگ	Simplex network	Arithmancy	ریاضیات جادویی	Mirror network
Nimbus	نیمبوس	Simplex network	Mud-blood	گند زاده	Mirror network
Levicorpus	له وی کورپوس	Simplex network	Vanishing cabinet	کمد ناپدید کننده	single scope network

Crucio	کروشیو	Simplex network	Dung bomb	بمب کود حیوانی	single scope network
The D.A.	الف . دال	Simplex network	Firewhisky	نوشابه اتشین	single scope network
Bezoar	بیزوار	Simplex network	Gobstones club	انجمن تخته سنگی	single scope network
Argog	ارگوگ	Simplex network	Imperius Curse	طلسم فرمان	single scope network
Muffliato	مافلیاتو	Simplex network	Snitch Blood	گوی زرین	Double scope network
Avadakedavra	آوداکداورا	Simplex network	Howler	نامه ی زوزه کش	Double scope network
Impedimenta	ایمپدیمتا	Simplex network	Patronus	سپر مدافع	Double scope network
Petrificus totalus	پتریفیکوس تونالوس	Simplex network	Blisterpod	ابنبات تاول خونی	Double scope network
Verita-serum	محلول راستی	Mirror network	Wolfsbane potion:	معجون تاج الملوک	Double scope network
House elf	جن خانگی	Mirror network	The Dark Mark	علامت شوم	Double scope network

Conclusion and Implications

Translation is a complicated process which involves a large number of elements and factors from both the target and source languages. Therefore, it cannot be simply concluded as decoding and encoding or finding some equivalents in target languages. It is a cognitive process that applies inputs from both languages. Then, all frameworks are integrated to translate a neologism. Because the translation of neologisms is more of the case, the translator needs to use all four networks to translate neologisms. To translate neologism, the translator requires "creation" that is possible under the shadow of conceptual blending theory.

As Conceptual blending theory shades new light upon rendering new words, this theory is worth investigating. A professional translator visits inputs from both languages and triggers cultural associations, and then in translation, all of the cultural schemes and elements are integrated in the blended space to build up an emergent structure.

After analyzing and collecting the data that were 83 neologisms using the theory of conceptual blending by Fauconnier and Turner (2002), Different results dealing with the previous analysis were found. One of them which is provided after analysis of these neologisms shows that she uses all four networks to create translation process of these new words. Alternatively stated, the writer applied

specific networks often frequently than other ones. According to the findings, because half of the data was put in the category of the simplex network, the most commonly used network that she applies to create these neologisms is simplex network.

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