

TRANSLATION OF IDIOMS IN BUSINESS NEWS REPORTS

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Abstract

The purpose of this paper is to investigate how English idioms in business news reports are translated into Croatian. The analysis includes 225 examples of English idioms, which are categorized according to translation strategies and translation shifts employed in the process of translation. The results show that the prevailing strategy is the one of paraphrasing. It is followed by the following strategies: the strategy of using idioms of similar meaning and form; direct transfer; translation by omission; and the strategy of using idioms of similar meaning but dissimilar form. An analysis of translation shifts indicates the predominance of obligatory shifts over optional shifts. This paper also offers an explanation of the possible reasons behind the employment of different strategies.

1. Introduction

Translating news is common practice. English texts dealing with the economy contain figurative expressions, including idioms. Often, texts are not translated by professional translators but by journalists who have to meet tight deadlines. As idioms can be a stumbling block even for professional translators, I wanted to see how they are treated in the process of translating business news reports. For the purpose of this paper a professional translator is defined as a professional holding a degree in languages or translation, whose primary professional activity is translation. The term 'translator', however, will be used to refer to the person translating the news, whether that person is a professional translator, a journalist or someone else.

The aim of this paper is to explore the ways in which English idioms are translated into Croatian in business news reports. The first part of the paper provides a definition of idioms used in this paper (Section 2.1). This is followed by

a description of idioms in the news (Section 2.2). Section 2.3 provides an insight into the main features of press translation. Some general remarks on the translation of idioms are set out in Section 3.1, before a presentation of strategies used in the translation of idioms (Section 3.2). Next, Section 3.3 goes on to shed some light on the notion of translation shifts. Section 4 explains idiom processing by translators. The aim of the research and methodology are explained in Sections 5 and 6. Section 7 outlines the reasons behind certain translations as well as data about the distribution of translation strategies and translation shifts. Section 8 then goes on to draw some conclusions.

2. Idioms in the news and news translation

2.1 Defining 'idiom'

In this paper idioms are approached broadly. The notion of an idiom will encompass the various categories mentioned by Gibbs (1994: 269) (except phrasal verbs) which have traditionally been classified in various ways. Thus, in addition to 'idioms proper' (e.g. *take the bull by the horns, let the cat out of the bag, to kick the bucket*), it will include proverbs (e.g. *A bird in the hand is worth two in the bush*); similes (e.g. *as white as snow, as cool as a cucumber*); binominals (e.g. *spick and span, hammer and tongs*); phrasal compounds (e.g. *red herring*); formulaic expressions (e.g. *at first sight, How do you do?*).

2.2 Idioms in the news

According to Hudeček and Mihaljević (2009: 136-138) idioms are frequently used in journalism. Not only do they provide information, they also attract the reader's attention since they are very expressive and specific in form. They can also indicate lack of respect, create intimacy and conversational tone or appeal to shared values and culture (Moon 1998: 268). An interesting feature of the journalistic style is the production of new idioms which are not recorded in dictionaries and the introduction of idioms from colloquial style which can then become part of the standard language (Hudeček and Mihaljević 2009: 148). Another characteristic of journalistic style is the modification of idioms. According to Moon (1998: 121), "journalism represents the cutting edge of language

change or the popularization of language change". In other words, modifications that frequently appear in journalistic content may be a sign of a further adoption of the modification on a much larger scale. For instance, at least one part of an idiom is frequently replaced by another word or completely omitted (Hudeček and Mihaljević 2009: 138-139). Such wordplay is especially common in headings and headlines to attract the readers' attention.

2.3 News translation

Today, it is standard media practice all over the world to translate international news into a multitude of languages. Press translation encompasses daily, weekly or monthly newspapers and magazines (Bani 2006: 35). One also has to bear in mind that most newspapers and magazines now have their own website, so news translation includes internet articles as well.

Different authors consider news translation to be "a process of rewriting entire stories in a new language for a new audience" (Conway 2010: 187). One crucial element of press translation is quickness (Bani 2006: 37), which implies two things: speed in translating and speed in translation exploitation. According to Bani, speed in translating means that translations have to be finished within a short period of time due to strict deadlines in daily, weekly and monthly publications. On the other hand, speed in translation exploitation is connected to the notion of readability which implies that "a reader of a newspaper has to read it quickly, getting a sense of what the article says straightaway" (Bani 2006: 37).

Moreover, one has to bear in mind that the cultures of the source and target texts can differ to varying degrees. For this reason the translator has to make certain changes to make the reader's task easier. The prevailing norm in news translation is that of acculturation as opposed to foreignisation (Bassnett 2005: 129). Acculturation implies that "however and whatever a text originates, the objective is to represent that text to a specific audience, on their terms" (Bassnett 2005: 124). In other words, the newspaper should make the reader feel at ease and the most important aim of any newspaper is to be read with pleasure (Bani 2006: 44). In order to fulfil these requirements, journalists often use certain strategies of transforming the source text.

2.3.1 Press translation strategies

According to Gambier (2006: 14), there are four different strategies of transforming journalistic source texts:

- 1) Reorganisation: refocusing the information in a given paragraph, moving or permuting some of the details somewhere else in the story;
- 2) Deletion: which can range from omitting lexical items to sentences or even complete paragraphs;
- 3) Addition: which is used when something needs to be clarified or some background information or assumption needs to be made explicit;
- 4) Substitution: involves several strategies such as making details less specific, changing the focus, depersonalizing, summarizing.

Two other strategies mentioned by Bani (2006: 42)¹ are:

- 5) Generalization: the cultural element is made more generic; and
- 6) Substitution: the cultural element that is not well known is replaced by another functionally equivalent element.

Bani (2006: 43) enumerates some extra-textual elements used to increase the comprehension of the text and to make life easier for the reader. They include subheading, pictures, maps, glossaries, subject related bibliography and information about the article's author.

3. Idiom translation strategies and translation shifts

3.1 *Idiom translation*

According to Culler, languages are not nomenclatures, and the concepts of one language may differ radically from another. Each language articulates or organizes the world differently and languages do not simply name categories. They articulate their own (1976: 21-2, cited in Baker, 1996: 10). Many problems

¹ Bani (2006: 42) also mentions cutting or summary and inclusion and explanations which overlap with Gambier's reorganization, deletion, substitution and addition.

occur in the process of translating as a result of the differences between languages. Idioms are one such problem.

As far as idioms are concerned, there are many pitfalls for translators in the process of translating. First, a translator has to identify a foreign language unit as an idiom and then decide on the most appropriate translation strategy. The first step is not as easy as it seems. Some idioms are more easily recognizable than others. As Baker (1992: 65) says, "the more difficult an expression is to understand and the less sense it makes in a given context, the more likely a translator will recognize it as an idiom". According to her, the most easily recognizable idioms are expressions that violate truth conditions (e.g. *It's raining cats and dogs*), expressions that are not in accordance with grammatical rules (e.g. *blow someone to kingdom come*), and similes (e.g. *like a bolt from the blue*).

On the other hand, Baker mentions cases where idioms are hard to recognize. For instance, a lot of idioms have a literal and idiomatic meaning which is signalled by the surrounding text. In other words, when translators come across an idiom for the first time, there is a chance that they will not recognize its idiomatic meaning (e.g. *fall flat on one's face*: to fail miserably, usually in a performance). The translator may also translate an idiom incorrectly if there is an idiom of similar form but different meaning in the target language. One such example is the English idiom *to hold one's breath* which means to wait or delay until something special happens. The Croatian idiom *zadržati dah* has the exact same form but a completely different meaning. It means to not breathe out of fear or excitement (Matešić 1982: 78).

3.2 *Strategies for the translation of idioms*

Once the translator overcomes the first obstacle and successfully identifies an expression as an idiom, s/he has to decide how to translate it into the target language. At this point s/he encounters further barriers. Baker (1992: 68-71) mentions four difficulties the translator might have to deal with in idiom translation:

- 1) An idiom has no equivalent in the target language. Since languages differ in the ways they express meanings, one cannot expect to find equivalents for



all idioms in all languages. What one language expresses using a single word, another can express using an idiom and so on. Moreover, idioms can be culture specific but that does not mean that they cannot be translated. For instance, the English idiom *work like a dog* has as its counterpart the Croatian idiom *raditi kao konj*, which literally means 'to work like a horse'. However, they both have the same meaning;

2) An idiom or fixed expression may have a similar counterpart in the target language, but the two idioms are used in different contexts and have different connotations;

3) An idiom may be used in the source text in both its literal and idiomatic senses at the same time which is difficult to reproduce in the target language;

4) The convention of using idioms in written discourse, the contexts in which they are used and their frequency of use may differ in the source and target languages. It is a matter of style.

To overcome these difficulties Baker suggests a number of strategies for translating idioms.

1) Using an idiom of similar meaning and form

The translator decides to use a target language idiom that is a direct equivalent or a partial lexical or structural equivalent.

Example (1) (Baker 1992: 72-73)

Five days into what would be the final clash, Pawley tried **to force** Speaker Jim Walding's **hand** into calling a vote with or without the Tories.

Au cinquième jour de ce qui allait se révéler l'affrontement final, M. Pawley tenta **de forcer la main** du président de la chambre Jim Walding pour qu'il décrète une mise aux voix, avec ou sans la participation des conservateurs. (target text in French)

Back-translation:

On the fifth day of what was going to prove to be the final confrontation, Mr. Pawley tried **to force the hand** of the president of the Chamber, Jim Walding, to declare a placement of the vote, with or without the participation of the conservatives.

Example (2) (Bujić 2014: 14)

What am I supposed to do? Make a scene and act like some pathetic, scorned wife?
Što? Da napravim scenu i ponašam se kao kakva jadna, prezrena žena?
Back-translation: What? To make a scene and act like some pathetic, scorned wife?

2) Using an idiom of similar meaning but dissimilar form

This strategy involves a target language idiom that carries similar meaning but differs in form. The idiom used in the target language represents a lexically and formally unrelated idiomatic substitution.

Example (3) (Baker 1992: 74)

Feel the force of my fist , frozen fiend!
Dir werde ich einheizen , du Scheusal! (target text in German)
Back-translation: I will make things hot for you , monster!

Example (4) (Bujić 2014: 15)

At some point, you'll come to your senses .
Jednoga ćeš dana doći k sebi .
Back-translation: One day, you'll come to yourself .

3) Translation by paraphrase

Using this strategy a translator explains the meaning of the idiom by using a non-idiomatic paraphrase. This is a frequently used strategy since it is generally easier than finding an equivalent or a similar idiom in the target language.

Example (5) (Baker 1992: 76-77)

On frequent criticism of the Manitoba Government throughout the language controversy was that it never seemed to get a handle on the issue.
Tout au long de la controverse linguistique, on reprocha fréquemment au gouvernement du Manitoba de ne pas réussir, selon toute apparence, à maîtriser la situation. (target text in French)
Back-translation: For the whole length of the linguistic controversy, the government of Manitoba was reproached frequently for not succeeding, by all appearances, in mastering the situation.

Example (6) (Bujić 2014: 15)

You know me. I can't help putting it out there .

Znaš ti mene. Uvijek pokažem što mislim .
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Back-translation:

You know me. I always show what I think .
--

4) Translation by omission

According to Baker, an idiom may be omitted in the target text. This may occur because there is no equivalent in the target language or its meaning is hard to paraphrase or for stylistic reasons. In the translation of news reports it may also occur as a result of summarizing or editing, or because tight deadlines do not allow sufficient time for finding equivalent idioms.

Example (7) (Omazić 2008: 171)

To say the least , I don't like what I'm seeing from the Fockers.
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-Ne sviđa mi se što vidim.

Back-translation:

I don't like what I see.

Example (8) (Bujić 2014: 16)

Why don't you just buy him a new outfit for Cedric and call it a day ?

Kupi mu novu robicu za Cedrica.

Back-translation:

Buy him a new outfit for Cedric.

I will extend Baker's categorization by adding another strategy that appears in the corpus. It involves a word-for-word translation of an English idiom that is not (yet) an established idiom in Croatian. This strategy can be found in Omazić (2008: 171)², where it is referred to as 'a word-for-word translation', and in Jensen (2007: 54), who calls it 'direct transfer'. The latter term will be adopted in the present paper. Examples of this strategy are also found in the study by Bujić (2014: 16).

² Marija Omazić (2008) uses 6 strategies: 1) translation by a direct equivalent, 2) translation by a partial lexical or structural equivalent, 3) translation by a non-idiomatic paraphrase, 4) translation by a lexically and formally unrelated idiomatic substitution, 5) word-for-word translation that does not exist in Croatian, 6) deletion. She divides Baker's strategy of using an idiom of similar meaning and form into strategies under 1) and 2). Such a division is not essential for this paper so Baker's strategies will be used along with Omazić' word-for-word translation strategy.

Example (9) (Bujić 2014: 16)

Well, when I met you, I actually thought you were a little mean. –Totally mean. –Very mean. And cold. –Like a fish. A cold arrogant fish.
Kad smo te upoznali mislili smo da si malo zao. –Totalno. –Veoma zao. I hladan. –Poput ribe. Hladne, arogantne ribe.
Back-translation: When we met you, we thought you were a little mean. –Totally. –Very mean. And cold. –Like a fish. A cold, arrogant fish.

3.3 Translation shifts

The framework of translation shifts is another way of looking at the translation of idioms. Translation shifts were first introduced by Catford in *A Linguistic Theory of Translation* (1965) and were defined as “departures from formal correspondence in the process of going from the SL to the TL” (1965: 73). As Hatim and Munday (2004: 27) explain, this means that a TL (target language) piece of language plays the same role in the TL system as an SL (source language) piece of language plays in the SL system.

I will use the definitions offered by van den Broeck and Lefevere, Toury, Robberecht, van Leuven-Zwart (as cited in Bakker et al. 2001: 228). These authors distinguish between obligatory and optional shifts. Obligatory shifts are shifts that are “dictated by differences between linguistic systems” (ibid.: 228) and optional shifts are “those opted for by the translator for stylistic, ideological or cultural reasons” (ibid.: 228). This terminology will be used in this paper. Every deviation from formal correspondence will be categorised as a shift, either obligatory or optional. The shift will be considered optional if a source language idiom has a formal correspondent in the target language. In other words, it is optional if there is an idiom similar in meaning and form and the translator employed one of the following strategies instead: the use of an idiom of similar meaning but dissimilar form; paraphrasing; or omission. If an SL idiom does not have a formal correspondent in the target language and it was replaced by an idiom of similar meaning and form, paraphrased or omitted, the shift will be considered obligatory. However, if an SL idiom is translated by an idiom of similar meaning and form or by a strategy of direct transfer, it will be considered that no shift occurred. Examples 10-12 from my corpus illustrate the three possible situations regarding shifts in the translation of idioms.

Example (10) – Obligatory shift

Stagnation rather than growth will be the name of the game .
Situacija će biti stagnacija, a ne rast. Back-translation: The situation will be stagnation, not growth.

Example (11) – Optional shift

Ironically, the biggest bone of contention there is between two stalwart allies, the United States and Canada.
Najsporniji je sukob između već tradicionalnih saveznika, SAD-a i Kanade. Back-translation: The most disputable conflict is between two traditional allies, the USA and Canada.

The shift in this example is considered optional since there is an equivalent idiom in Croatian: *kost razdora* (literally: *bone of contention*).

Example (12) – No shift

A negative oil shock, together with rising government-bond yields – could clip the recovery's wings and lead to a significant further downturn in asset prices and in the real economy.
Negativan naftni šok bi zajedno s rastućim prihodima od državnih obveznica mogao podrezati krila oporavka i dovesti do znatnoga daljnjeg pada u cijenama imovine i stvarnoj ekonomiji. Back-translation: A negative oil shock, together with rising government-bond yields – could clip the recovery's wings and lead to a significant further downturn in asset prices and in the real economy.

4. Idiom processing by translators

The translation strategy that a translator uses might also be connected to the way in which idioms are processed. More specifically, a study conducted by Jensen (2007) showed that the strategy of similar meaning and form was the most preferred strategy by translators. It was also the least time-consuming strategy. The translation of each idiom translated by this strategy took 16.86 seconds on average. The second most favoured strategy was the strategy of translation by paraphrasing (23.20 seconds). It was followed by the strategy of similar meaning but dissimilar form (45.35 seconds) and direct transfer (23.20 seconds) (Jensen 2007: 68).

Jensen (2007: 69) concludes that translators tend to adopt the method of direct transfer and translate idioms word-for-word. However, this method is not always linguistically acceptable. The closest linguistically acceptable solution to this method is the strategy of similar meaning and form. In other words, the strategy of similar meaning and form was the most preferred strategy by the

translators in his study, probably because the translator “intuitively searches for an idiom similar in meaning and form in the target language, thereby not allocating time to any other translation strategies” (Jensen, 2007: 65). Thus, the translator first looks for formal correspondence. Further, this strategy is the least time-consuming since the target language idiom constituents are already revealed in the source language idiom, whereas the strategy of translation by paraphrasing and the strategy of similar meaning but dissimilar form imply different lexical inventory and different imagery (Jensen, 2007: 65).

5. The aim of this research

The aim of the present research is to analyze how English idioms are translated into Croatian in business news reports. More precisely, this research shows the strategies employed in idiom translation along with their frequency. Furthermore, translation shifts and their type (optional or obligatory) will also be analyzed. One part of the paper will also be dedicated to idioms that appear in Croatian translations but that are non-existent in the English texts.

In this study the following hypotheses were tested:

1. Idioms are mostly translated by using idioms of similar meaning and form since this strategy is less time-consuming, requires less cognitive effort and translators intuitively search for an idiom similar in meaning and form (Jensen 2007: 65).
2. If using the above strategy is not an option, translators tend to use paraphrasing, since it is believed to require less time/effort than the other available options.
3. Given that most news translations are not done by professional translators but journalists who have to meet tight deadlines, direct transfer can also be expected to be frequently employed.
4. Given the transformations that a journalistic text undergoes in the process of translation (e.g. summarizing or cutting), some idioms might be expected to be omitted.
5. Even though English business news reports have more idioms than their Croatian translations (since a large number of idioms are not translated by an

idiom), the lack of idioms in the Croatian translation is partially compensated by non-idiomatic English expressions being translated into Croatian idioms.

6. Methodology

I began the present research by gathering a corpus of business news reports in the English language and their Croatian translations. The initial step was to trawl through two business magazines, *Poslovni dnevnik* and *Business.hr*, both of which are available online, and search for texts that were originally written in English. The translated texts were originally published in prominent English language magazines and newspapers such as *The Economist* (six articles), *The Financial Times* (two articles), *The New York Times* (31 articles), an international newspaper syndicate, *Project Syndicate* (40 articles), as well as the U.S. business news website, *Businessinsider.com* (four articles). In the corpus that I compiled, both English and Croatian texts are numbered according to their source and title, and organized as a list (see *Sources*).

The next step was to identify possible idioms in the English texts and find their translations in the Croatian texts. The items that were identified as idiom candidates had to be confirmed as such in at least one English language dictionary (*Cambridge Dictionary of American Idioms*. 2003, *Cambridge Idioms Dictionary*. 2006, *Collins English Dictionary*. 2003, *Longman Dictionary of English Idioms*. 1979, *McGraw-Hill Dictionary of American Idioms and Phrasal Verbs*. 2002, *Oxford Dictionary of Idioms*. 2004).

Some of the English texts articles were only partially translated or were summarized, and some parts of the texts were omitted. This comes as no surprise if we take into account the fact that summarizing and cutting are one of the main features of press translation. If an idiom appeared in the part of the text that was completely cut out (e.g. a sentence or paragraph was deleted altogether), I did not include it in the research since it would interfere with the validity of the findings (it would increase the percentage of the omission strategy). If, on the other hand, an idiom appeared in the part of the text that was summarized, that is, only partially cut, it was taken into account.

Idioms were then organized into a table, which can be found in *Sources*, and categorized according to translation strategies (using an idiom of similar meaning



and form, using an idiom of similar meaning but dissimilar form, paraphrase, omission or direct transfer) and translation shifts (no shift, obligatory shift, optional shift). To be sure which strategy was employed, the Croatian idioms also had to be validated in dictionaries (Matešić 1982, Menac et al. 2003, Anić 2003, Bendow 2009, Hrvatski jezični portal). If a Croatian idiom could be found in at least one dictionary, it was categorized as the strategy of using an idiom of similar meaning and form or as using an idiom of similar form but dissimilar meaning. If an idiom could not be found in a dictionary, it was categorized as either a paraphrase or direct transfer.

The next step was to determine if a translation shift had occurred. Where the translator employed either the strategy of using an idiom of similar meaning and form or the strategy of direct transfer, it was considered that no shift had occurred (the translation was marked as 'no shift'). However, if an idiom was paraphrased, omitted or translated by an idiom of similar meaning but dissimilar form, it was marked as involving a shift, either optional or obligatory. If there exists a Croatian counterpart of an English idiom, i.e. if an idiom that is similar in both meaning and form exists in the Croatian language, and the translator nevertheless opted for another translation strategy, the shift was categorized as optional. Where no Croatian counterpart exists, the shift was marked as obligatory.

The final step was to identify the idioms that appear in the Croatian translations but not in the source texts, in order to see to what degree the level of idiomaticity of the source text was accomplished in the target text by means of compensation.

7. Findings

This section presents the results of the corpus data analysis regarding translation strategies and translation shifts. The section also shows the distribution of Croatian idioms that do not appear in the source texts.

7.1 Distribution of translation strategies

The results regarding the distribution of the translation strategies can be found in Table 1.

Table 1 – Distribution of translation strategies

Strategy	Number of occurrences	Percentage
Translation by paraphrase	111	49.3%
Using an idiom of similar meaning and form	41	18.2%
Direct transfer	37	16.5%
Translation by omission	20	8.9%
Using an idiom of similar meaning but dissimilar form	16	7.1%
Total	225 ³	100%

The first thing that can be noticed is the prevalence of the strategy of paraphrasing. Nearly half (111 occurrences) of the idioms were translated using this strategy. The second most frequently used strategy was the strategy of using an idiom of similar meaning and form (18.2%, 41 occurrences). According to these results, my first hypothesis, that most idioms are translated by using a strategy of similar meaning and form, does not seem to be confirmed.

However, we have to bear in mind that all idioms can be translated by paraphrasing, while only some of them can be translated by using an idiom of similar meaning and form. Paraphrasing was employed in 111 of 225 translations, which makes the strategy realisation just over 49 percent⁴. On the other hand, the strategy of using an idiom of similar meaning and form could have been used 84 out of 225 examples. However, it was only used 41 times. This means that the strategy realisation is a bit under 49 percent. These numbers support my hypothesis and are consistent with Jensen's claim that the

³ There were also 2 cases of mistranslation in which the idioms were translated by an idiom dissimilar both in meaning and in form. These examples will not be taken into consideration in the findings.

⁴ Taken from Jensen (2007: 60), the strategy realisation percentage indicates how often an optional strategy is employed.

majority of idioms are translated either by an idiom of similar meaning and form or by a paraphrase. They are also consistent with Bujić's (2014: 23) research on the translation of idioms in TV subtitling, which shows the prevalence of paraphrase (67%) and of using an idiom of similar form and meaning (18%). Even though paraphrasing has proved to be the prevailing strategy, it is less represented in the translation of business news reports (49.3%) than in TV subtitling (67%), while the strategy of using an idiom of similar form and meaning is equally represented in both media (18.2 and 18%).

Let us consider the distribution of the remaining strategies. The third most employed strategy is the strategy of direct transfer (16.5%, or 37 occurrences). Such a high percentage seems to be consistent with Jensen's claim that translators first look for formal correspondence, in other words direct transfer. This method is followed by the strategy of omission (8.9%, or 20 occurrences) and the strategy of using an idiom of similar meaning but dissimilar form (7.1%, or 16 occurrences).

These numbers are somewhat different from the numbers in Bujić's research. While the percentage is similar for the strategy of using an idiom of similar meaning but dissimilar form (7%), in her study direct transfer and the strategy of omission account for 3 and 5 percent respectively (Bujić 2014: 23). The major difference between translation of business news reports and translation in TV subtitling is in the distribution of direct transfer. Such a high percentage of direct transfer in translation of business news reports can be explained by the fact that news reports are mostly translated by journalists whereas translations in TV subtitling are done by professional translators who may be cautious about using direct transfer since it is not considered a legitimate strategy for idiom translation.

7.2 *Translation shifts*

This section presents the distribution of translation shifts which can be seen from Table 2.

Table 2 – Distribution of shifts

Shift	Number of occurrences	Percentage
No shift	78	35%
Obligatory shift	104	46%
Optional shift	43	19%
Total	225	100%

The table shows the prevalence of translation shifts *vis-à-vis* no-shift solutions. This comes as no surprise since, although English and Croatian both belong to the same language family (Indo-European), they come from different groups (Germanic and Slavic respectively). Their language systems differ to some extent, which results in the occurrence of translation shifts. One might presume that the percentage of translation shifts would be lower if we were dealing with two languages from the same group, and higher if we were dealing with languages belonging to different language families, but such suppositions are beyond the scope of this paper. On the other hand, shifts are also a result of the translator's free will, language proficiency and translation skills.

Translation shifts occurred in 65% of the cases, or 147 cases, out of which 104 were obligatory shifts and 43 were optional shifts. In other words, obligatory shifts account for 71% of all shifts (or 46% of all examples in the corpus) whereas optional shifts occurred in 29% of shifts (or 19% of all examples). In the translation of the remaining 78 idioms no shift occurred (35% of all examples). These results differ from the results in Bujčić's research to some degree. More precisely, in TV subtitling there is more evidence of obligatory shifts (63% of all examples), whereas there are fewer cases where no shift occurred (23%). Bearing in mind the fact that direct transfer (in which no shift occurs) is more represented in the translation of business news reports than in TV subtitling, this comes as no surprise.

7.2.1 No shift

As was previously mentioned in Section 3.3, there are two instances when it is considered that no shift occurs: the strategy of using an idiom of similar meaning and form, and direct transfer. The distribution of these two strategies is represented in Table 1.

The strategy of using an idiom of similar meaning and form occurs in 41 translations and this accounts for 18.2% of the examples in the corpus. Taking into account the fact that many translators and journalists have to meet tight deadlines, this seems to be the easiest strategy since it does not require much time. Provided, of course, that an equivalent idiom exists in the target language.

Example (13)

The world is far different from what it was last spring, when the Bush administration was once again claiming to see " light at the end of the tunnel. "

Svijet je daleko drukčiji nego što je bio prošloga proljeća kada je Busheva administracija još jedanput tvrdila da vidi " svjetlo na kraju tunela. "

Back-translation:

The world is far different from what it was last spring, when the Bush administration was once again claiming to see " light at the end of the tunnel. "

Example (14)

Some people argue that Americans need to tighten their belts.
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Neki tvrde da Amerikanci moraju stegnuti remen.
--

Back-translation:

Some argue that Americans need to tighten their belt.
--

However, another strategy where no shift takes place is the strategy of direct transfer. In my corpus it accounts for 16.5% (37 occurrences). Such a large percentage is surprising given that translators are normally wary of using word-for-word translation in general, and in particular when translating idioms.

There are several factors that may help explain this high percentage. First, as referred to above, the people translating the news are mostly journalists, and may not have been warned against literal translation as often as professional translators. Secondly, tight deadlines force news translators to opt for this method when tackling English idioms since it appears to be a quicker and less

time-consuming strategy. Thirdly, there are examples in the corpus that seem perfectly natural in the Croatian translations even though the literally translated idiom has not yet been documented in dictionaries. For instance, in Examples (15) and (16) idioms *the good news* and *plan B* are translated word-for-word and those translations do not sound or appear strange or foreign at all. However, they were not considered to be Croatian idioms since they have not been recorded in any dictionaries of idioms. In this case it may be a matter of research methodology rather than translation strategy.

Example (15)

The good news is that addressing these long-term problems would actually help to solve the short-term problems.

Dobra je vijest da će rješavanje tih dugoročnih problema pomoći u rješavanju kratkoročnih problema.

Back-translation:

The good news is that solving these long-term problems will help to solve the short-term problems.

Example (16)

In spite of some spring sprouts, we should prepare for another dark winter: it's time for **Plan B** in bank restructuring and another dose of Keynesian medicine.

Unatoč nekim proljetnim mladicama trebali bismo se pripremiti za još jednu mračnu zimu: došlo je vrijeme za **plan B** za restrukturiranje banaka i za još jednu dozu keynesijanskog lijeka.

Back-translation:

In spite of some spring sprouts, we should prepare for another dark winter: it's time for **Plan B** in bank restructuring and another dose of Keynesian medicine.

Examples (17) and (18) show idioms that, like idioms from Examples (15) and (16), have not yet been recorded in dictionaries and can frequently be heard in Croatian. However, whereas the first two idioms (*the good news*, *Plan B*) sound perfectly natural in Croatian, idioms in Examples (17) and (18) sound somewhat foreign.

Example (17)

Unfortunately, no one, certainly not in Asia or the United States, seems willing **to bite the bullet** and help engineer the necessary coordinated retreat to sustained sub-trend growth, which is necessary so that new commodity supplies and alternatives can catch up.

Nažalost nitko, a najmanje u Aziji ili Sjedinjenim Državama, ne čini se spreman "**zagristi metak**" i pomoći isplanirati potrebno koordinirano povlačenje na rast koji je ravnomjeran, ali ispod trenda, što je potrebno kako bi ga nove ponude roba i njihovih alternativa mogle dostići.

Back-translation:

Unfortunately no one, certainly not in Asia or the United States, seems willing to "**bite the bullet**" and help plan the necessary coordinated retreat to growth that is steady but below trend, which is necessary so that new commodity supplies and alternatives can catch up.

Example (18)

The devil, of course, **is in the details** – and big banks will do what they can to ensure that whatever charges are imposed are sufficiently small that they do not outweigh the advantages gained from being underwritten by taxpayers.

Vrag je, svakako, **u detaljima**, i velike banke će učiniti sve ono što mogu kako bi osigurale da su nameti dovoljno mali da ne prevagnu prednosti od toga da za njih jamče porezni obveznici.

Back-translation:

The devil, of course, **is in the details** – and big banks will do what they can to ensure that the charges are small enough not to outweigh the advantages of being underwritten by taxpayers.

It seems that in Example (17) the translator was aware of the fact that *to bite the bullet* might sound awkward in Croatian since s/he used quotation marks. Still, instead of paraphrasing it or replacing it by an idiom of similar meaning but different form (e.g. *stisnuti zube* (literally: to grit one's teeth), the translator decided to opt for the word-for-word translation.

Such word-for-word translations might be caused by the influence of the English language. Being one of the most influential languages in the world, the English language also has enormous influence on Croatian vocabulary. Not only are a growing number of English words being used in the Croatian vocabulary, a lot of phrases that sound English are even translated with Croatian words (e.g. *prokleta dobar-damn good* (Opačić 2006: 528)).

Similarly, the influence of the English language can also be found in Example (19) where the English idiom *to rearrange the chairs on the deck of the Titanic* appears. Not only has this particular idiom not yet been confirmed in dictionaries, but, unlike the previous examples, it cannot be heard in everyday conversation either. However, Croatian readers do not seem to have any problems with its interpretation. This can be explained by one of the postulates of the cognitive theory of metaphor according to which the meaning we attach to an idiom is drawn from our general knowledge of the world which is a part of our conceptual system. In other words, a Croatian reader can understand the meaning of the idiom *to rearrange the chairs of the deck of the Titanic* when facing it for the first time even though it is not considered an idiom in Croatian.

Example (19)

But in the meantime, none of this is under discussion. Instead, says Whalen, Bank of America **is rearranging chairs on the deck of the Titanic.**

Whalenu smeta što ništa od toga o čemu on govori nije predmet rasprave."Umjesto toga, Bank of America **preslaguje stolce na palubi Titanica.**

Back-translation:

It bothers Whalen that nothing he talks about is under discussion. Instead, Bank of America **is rearranging chairs on the deck of the Titanic.**

Furthermore, there are examples of English idioms that are similar but not completely the same as Croatian idioms so the translators might not have been aware of the fact that they were using word-for-word translation instead of a valid Croatian idiom. One such example is the English idiom *one way or another* (Example (20)). There are two instances of this idiom in the corpus where it was translated word-for-word when it could have been translated by a Croatian idiom of slightly different form but the same meaning: *na ovaj ili onaj način* (literally: in this or that way). Similarly, in Example (21), instead of translating the English idiom *like a dream* by using the similar Croatian idiom *kao u snu* (literally: like in a dream), the translator opted for direct transfer.

Example (20)

One way or the other, the financial crisis is likely to slow medium-term Chinese growth significantly.

Na jedan ili drugi način financijska kriza će vjerojatno znatno usporiti srednjoročni kineski rast.

Back-translation:

One way or the other, the financial crisis will probably slow medium-term Chinese growth significantly.

Example (21)

It might have worked **like a dream** – and until about a year and a half ago, many financiers, economists, and policymakers thought that it did.

Moglo je raditi **kao san** i do prije otprilike godinu i pol mnogi financijeri, ekonomisti i tvorci politike mislili su da tako radi.

Back-translation:

It might have worked **like a dream** and until about a year and a half ago, many financiers, economists, and policymakers thought that it did.

7.2.2 Shifts

As mentioned in Section 3.3, strategies employed in translation shifts can be the strategy of using an idiom of similar meaning but dissimilar form, translation by paraphrase or translation by omission. The distribution of these strategies in relation to translation shifts is presented in Table 3. These numbers are somewhat similar to the results of Bujić's research. In her study, paraphrase is

used in 87% of the examples, whereas the strategy of using an idiom of similar meaning but dissimilar form and omission account for 7% and 6% respectively (Bujić 2014: 25).

Table 3 – Distribution of translation strategies in shifts

Strategy	Number of occurrences	Percentage
Translation by paraphrase	111	75.5%
Translation by omission	20	13.5%
Using an idiom of similar meaning but dissimilar form	16	11%
Total	147	100%

7.2.3 Obligatory shifts

Obligatory shifts account for 104 of 225 examples in the corpus. In other words, in 46% of overall translations, a translator had no other option than to make a translation shift. As previously discussed above, obligatory shifts appear when a source language idiom does not have a formal correspondent in the target language and has to be replaced by an idiom of similar meaning and form, paraphrased or omitted. Table 4 shows the distribution of these three strategies when the shift is obligatory. The results show the prevalence of the strategy of paraphrasing which is consistent with the results in Bujić's study. In other words, in her study in 87% of occurrences, paraphrase is the most favoured strategy. It is followed by the strategy of using an idiom of similar meaning but dissimilar form (7%) and the strategy of omission (6%) (Bujić 2014: 29).

Table 4 – Distribution of translation strategies in obligatory shifts

Strategy	Number of occurrences	Percentage
Translation by paraphrase	79	76%
Translation by omission	15	14.5%
Using an idiom of similar meaning but dissimilar form	10	9.5%
Total	104	100%

In the case of obligatory shifts, the strategy of using an idiom of similar meaning but dissimilar form was employed 10 times, that is, 9.5% of the examples. Let us have a look at a few examples where the translator opted for this strategy.

Example (22)

"Before accession, governments were **under close scrutiny**. Now the fight against corruption is not a priority," comments Drago Kos, president of GRECO, an anti-corruption outfit affiliated to the Council of Europe, a human-rights organisation.

"Prije ulaska u Uniju vlade su bile **pod povećalom**, a sada borba protiv korupcije više nije prioritet", komentira Drago Kos, predsjednik antikorupcijske organizacije GRECO, koja odgovara Vijeću Europe.

Back-translation:

Before entering the Union the governments were **under a magnifying glass**, and now the fight against corruption is no longer a priority," comments Drago Kos, president of GRECO, an anti-corruption organization answerable to the Council of Europe.

Example (23)

And for anyone with a decent idea and the drive to start a company, \$100,000 to **get it off the ground** is easy to come by.

A tko god ima pristojnu zamisao za novu tvrtku, neće imati problema prikupiti 100.000 dolara da **je podigne na noge**.

Back-translation :

And whoever has a decent idea for a new company, he will not have problems to collect 100.000 dollars **to put it on its feet**.

Example (24)

"We have a habit of doing things poorly in Cuba, but competition is going **to put this straight**."

"U Kubi imamo naviku loše obavljati poslove, ali konkurencija će nas **izvesti na pravi put**", kaže Ivan.

Back-translation:

"In Cuba, we have a habit of doing things poorly, but competition is going **to lead us to the right way**," says Ivan.

Example (25)

Predictably, the global financial crisis and abrupt reversal in capital flows in 2008 left the Latvian economy **in dire straits**.

Kao što se moglo i predvidjeti, globalna financijska kriza i nagli preokret kapitalnih tokova 2008. godine **doveli su** latvijsku ekonomiju **na koljena**.

Back-translation:

As it could be predicted, the global financial crisis and abrupt reversal in capital flows in 2008 **brought** the Latvian economy **to its knees**.

These examples show that using an idiom of similar meaning but dissimilar form can be quite useful when a translator wants to keep the same level of

idiomaticity in the target text as it is in the source text. They show that, since the translation shift was inevitable, the translator wanted to keep the style of the target text as similar to the style of the source text as possible by replacing the source text with an idiom instead of using some other strategy. However, the fact that it was used in only 9.5% of the examples indicates that it may not be the most efficient solution. Finding an appropriate idiom requires time and effort. What is more, it is often not even possible to find an idiom that adequately conveys the same meaning. Confined by strict deadlines, investing more time is what the translator cannot afford. This brings us to the strategy that is used much more frequently in the case of obligatory shifts: paraphrasing.

Example (26)

Other apparel makers say they **have held the line on** prices this year, but next year will be different.

Drugi proizvođači odjeće izjavljuju da su ove godine **uspjeli održati cijene jednakima**, ali za sljedeću godinu najavljuju promjenu.

Back-translation:

Other apparel manufacturers say they **have managed to keep the prices equal**, but they announce a change in the following year.

Example (27)

Somehow, they must find ways to help the US expand its exports. Fortunately, emerging markets have a **great deal** of scope for action.

Moraju nekako pronaći način da SAD-u pomognu u povećanju izvoza. Srećom, tržišta u razvoju imaju **mnogo** prostora za djelovanje.

Back-translation:

They somehow have to find a way to help the USA to expand its exports. Fortunately, emerging markets have **much** scope for action.

Example (28)

Financial firms **are screaming murder**, but it is not obvious that broader and better financial regulation would be a bad thing.

Financijske kompanije **glasno protestiraju**, ali ne izgleda da bi šira i bolja regulacija bila loša stvar.

Back-translation:

Financial companies **are protesting loudly**, but it does not seem that broader and better financial regulation would be a bad thing.

In situations requiring an obligatory shift, idioms were paraphrased 79 times (76%). Such a high percentage suggests that this method does not require as

much time or effort, and, as the examples above show, the idioms did not lose much of their meaning through the process of paraphrasing.

The last strategy that was employed when the shift was obligatory is the strategy of omission. In the following examples, the source text sentence which contains an idiom was summarized. This resulted in the deletion of the idiom and is a consequence of transformations that occur during the process of news translation, as explained in Section 2.3.

Example (29)

But the economics we need is of the “seminar room” variety, not the “**rule-of-thumb**” kind. It is an economics that recognizes its limitations and knows that the right message depends on the context.

Potrebna nam je ekonomija koja je svjesna vlastitih ograničenja i koja shvaća da prava poruka ovisi o kontekstu.

Back-translation:

We need the economy that is aware of its limitations and that understands that the right message depends on the context.

Example (30)

They are shown not to focus groups or to other outsiders, but only to Mr. Jobs and his lieutenants. For example, three iPhone prototypes were completed over the course of a year. The first two were tossed out, the third **passed muster**, and the product shipped in June 2007, the former manager said.

Prototipi se pokazuju samo Jobsu i njegovu timu. Naprimjer, tvrdi spomenuti izvor, od tri prototipa iPhonea prva dva su odbačena.

Back-translation:

The prototypes are shown only to Jobs and his team. For example, according to the mentioned source, out of three iPhone prototypes, first two are tossed out.

There were also cases where the translators did not realize that they were dealing with an idiom so they omitted a part of it. For instance, in Example (31), the translator failed to notice the idiom *to pull up stakes* which means to end one's ties to a particular place; to get ready to move away from a place where one has lived or worked for a long time. The misleading word was ‘stakes’, which was translated literally as ‘dionice’ [shares].

Example (31)

At the slightest hint of things going awry, investors and depositors **pull up stakes** and move capital out of the country, thereby precipitating the collapse of the currency.

Na najmanju naznaku da stvari ne idu po planu, ulagači **izvuku dionice** i kapital van zemlje, čime uzrokuju strmoglavni pad valute.

Back-translation:

At the slightest hint that of things not going according to plan, investors **pull out the shares** and capital out of the country, thereby causing a sudden plunge of the currency.

7.2.4 Optional shifts

Optional shifts are those that appear where no shift is required by the language structure. In other words, even if there is a corresponding idiom in the target language, the translator decides not to use it and employs another strategy. As in the case of obligatory shifts, the strategies the translator can opt for are the strategy of using an idiom of similar form but dissimilar meaning, paraphrase or omission. Their distribution is given in Table 5. The percentage is almost the same as in the case of obligatory shifts, in other words, paraphrasing is the most favoured strategy (74.4%). These numbers are in line to those obtained by Bujić. As the most favoured strategy, paraphrasing accounts for 86% of the cases. It is followed by the strategy of using an idiom of similar meaning but dissimilar form and translation by omission which are evenly represented with 7%. (Bujić 2014:31)

Table 5 – Distribution of translation strategies in optional shifts

Strategy	Number of occurrences	Percentage
Translation by paraphrase	32	74.4%
Using an idiom of similar meaning but dissimilar form	6	14%
Translation by omission	5	11.6%
Total	43	100%

Examples (32) and (33) show that the shift was not necessary, and yet, it still occurred. For instance, In Example (32) the English idiom *on the sidelines* could have been replaced by the Croatian idiom *stajati po strani* (literally: to stand aside). Similarly, in Example (33), the idiom *turned a blind eye* could have been translated by the idioms *praviti se slijep* (literally: to pretend blind) or *zatvarati oči pred kim* (literally: to close one's eyes in front of someone).

Such translations may result from the translator's lack of awareness of the existence of a corresponding idiom or the lack of time to search for an idiom that is more similar in form than the one already employed. However, one can only

guess the real reasons behind the translator's decision to use an idiom of similar meaning but different form.

Example (32)

Britain was left on the sidelines , and fiscal discipline was to be imposed externally.
Velika je Britanija izbačena iz igre , a fiskalnu je disciplinu trebalo nametnuti izvana.
Back-translation: The Great Britain was thrown out of the game , and fiscal discipline was to be imposed externally.

Example (33)

Regulators generally turned a blind eye to these suspicions.
Regulatori su uglavnom okretali glave na takve sumnje.
Back-translation: Regulators mostly turned their heads to such suspicions.

Let us now turn to the strategy of paraphrasing. In Example (34) the translator opted for paraphrasing when he could have used the idiom *olakšati srce* (literally: to unburden one's heart). One cannot know for a fact why the translator decided to paraphrase an idiom instead of replacing it by a corresponding idiom in the target language. What we know for sure is that paraphrasing is the most frequently employed strategy in the case of optional shifts (74.4%) as well as in the case of obligatory shifts (76%). This can be explained by the fact that it requires less time and effort even when there is an equivalent idiom in the target language.

Example (34)

Some take heart in the fact that the circuit breakers often work well.
A neki se tješe činjenicom da taj sklop kočnica često obavi svoju zadaću.
Back-translation: And some comfort themselves with the fact that the circuit breakers often do their work.

As far as the omission of idiom is concerned, as in the case of obligatory shifts, it seems that, idioms are omitted as a consequence of transformations the articles undergo during the process of translation and editing. Let us take a look at Example (35). Here, the omission of the idiom is obviously the result of cutting parts of the sentence.

Example (35)

Like other private equity firms that raised billions from 2005 to 2007, paid high prices for assets, and then leveraged them **to the hilt** with borrowed money, some of Colony's more recently created funds are showing losses of as much as 50 percent, but "we are fighting our way back," said Mr. Barrack.

Međutim, kao i mnoge druge tvrtke koje su se u razdoblju od 2005. do 2007. godine zadužile u iznosu od nekoliko milijardi dolara, tvrtka Colony velika je sredstva uložila u imovinu, koja je potom pokrila pozajmicama.

Back-translation:

Like many other firms that that went into several million dollar debt in period from 2005 to 2007, the Colony company invested a lot of money in the assets which were then leveraged with loans.

7.3 Compensation of idioms in Croatian translations

This section presents idioms in the Croatian texts that do not exist in the source texts. Compensation refers to situations in which the paraphrasing or omission of an idiom is compensated for by introducing idioms at different points in the target text where no idiom exists in the source text.

Of the total 225 idioms that appear in the English texts, 57 were translated by idioms in the Croatian texts as well (41 idioms were translated by an idiom of similar meaning and form and 16 idioms were replaced by an idiom of similar meaning but different form). 57 idioms may seem insignificant compared to the 225 idioms that appear in the original texts. However, 61 idioms appear solely in the Croatian translations, in places where no idiom is found in the source texts, which raises the total number of idioms in the Croatian texts to 118. It is certainly an interesting finding that more idioms were used to translate source language non-idiomatic elements than to translate the idiomatic ones.

Let us take a look at a few examples.

Example (36)

Recently, demolition crews **razed** an abandoned textile mill to make way for the Alliance Mall.

Nedavno su ekipe za rušenje **srvnile sa zemljom** napuštenu tvornicu odjeće kako bi se napravilo mjesta za trgovački centar.

Back-translation:

Recently, demolition crews **leveled to the ground** an abandoned factory to make way for a mall.

Example (37)

The fact that the Bank of England bailed out Northern Rock and the US Federal Reserve saved Bear Stearns with \$30 billion suggests that they **were right**.

Činjenice kako je Bank of England jamčila za Northern Rock, a da je Američka središnja banka (FED) spasila Bear Stearns sa 30 milijardi dolara dokazuju da su **bile u pravu**.

Back-translation:

The facts that the Bank of England bailed out Northern Rock and the US Federal Reserve (FED) saved Bear Stearns with 30 billion dollars proves they **were right**.



In some cases, the idiom used is the accepted translation of the English non-idiomatic expression, in which case the translator may not have had much choice. For instance, in Example (36) the translator opted for the usual translation of the verb *raze*, the idiom *spravni sa zemljom*. Also, Example (37) shows that English expressions comprised of the words 'right' and 'wrong' are often translated by phrases that are considered idioms in Croatian (*biti u pravu, s (punim) pravom*).

On the other hand, there are also cases (Example (38)) where the translator introduced an idiom where a non-idiomatic target expression could have been used.

Example (38)

<p>Now those dreams, too, are receding. Danas se i ti snovi gube iz vida. Back-translation: Nowadays those dreams are disappearing from sight too.</p>
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Having analyzed the idioms in the Croatian texts, one finds that, during the process of translation, the idiomaticity of the source texts seems, to some degree, to be diminished in the target texts. Having in mind that paraphrasing is the most frequently used strategy in idiom translation, this comes as no surprise. However, idioms that appear only in the Croatian texts partly compensate for the change in style. Considering the overall numbers of idioms that appear in the source texts (225) and the target texts (118), the level of idiomaticity of the source texts has not been completely preserved in the target texts.

8. Conclusion

The aim of this study was to investigate the process of idiom translation in business news reports. The research was conducted with a corpus comprising 225 idioms collected from business news reports from several prominent newspapers, magazines and websites.

The findings set out and analyse the distribution of translation strategies and translation shifts and the possible reasons for such distribution. My first hypothesis, that idioms are mostly translated by using idioms of similar meaning and form, proved to be partially confirmed. Accounting for 18.2% of the

examples, it proved to be the second most frequently used strategy after paraphrasing (49.3%). However, whereas paraphrasing could have been used in all translations (or 225 cases), the strategy of using an idiom of similar meaning and form could only have been used in 84 cases. In other words, these two strategies have the same percent of strategy realisation (49%). My second hypothesis, that translators tend to use the strategy of paraphrase since it is believed to be less time-consuming than other available strategies, was confirmed given that paraphrasing was the most frequently employed strategy (49.3%). Further, my claim that there will be evidence of direct transfer also proved right. What is somewhat unexpected is the high percentage of it. I predicted that there would be some occurrences of a word-for-word translation bearing in mind that the majority of translations are done by journalists rather than professional translators. However, 16.5% is more than I expected due to the fact that direct transfer is not considered a legitimate strategy. My prediction that a certain number of idioms would be omitted due to transformations that the texts undergo during the process of translation such as cutting or summarizing was also confirmed. The strategy of omission accounts for 8.9% of the examples in the corpus. Finally, my hypothesis that the lack of idioms in the Croatian translation is partially compensated by non-idiomatic English expressions being translated by means of Croatian idioms was also confirmed. The total number of idioms in the Croatian texts was 118. While 57 idioms were translations of English idiomatic elements, there were 61 examples of translation of non-idiomatic elements by means of Croatian idioms. It is interesting that more idioms were used in translation of non-idiomatic elements than in the translation of idioms.

An analysis of translation shifts shows the predominance of obligatory shifts (71%) over optional shifts (29%). This means that in most cases, the shifts are caused by the differences between the two language systems. Optional shifts, i.e. the translator's choice not to use an idiom of similar meaning and form, can be caused by various reasons such as the translator's failure to recognize an idiom, their language proficiency or translation skills, the time factor, or it can be the result of the translator's conscious decision to opt for a shift for the purposes of the target language or target audience.

After analyzing the data regarding idioms that exist solely in the Croatian translations, one arrives at the conclusion that, even though introducing new idioms into the target text compensates for the loss of source text idioms to a certain degree, the level of idiomaticity of the source text is not attained in the target text. To what extent this can be considered a 'loss' is difficult to say without taking into account the likely gains in efficiency achieved by the strategies of paraphrase and omission.

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