

TRANSLATION OF IDIOMS IN BUSINESS NEWS REPORTS

Sonja Žabčić

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.