Verbal and visual communication in constructive news across cultures: A case study of a bilingual English-Spanish corpus with a focus on metaphor

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ABSTRACT

A global but under-recognized phenomenon, constructive news is an alternative to predominantly negative news. While it is known to have positive effects on readers, the nuts and bolts of the language and images that achieve these effects are under-researched. Drawing on theories and approaches from metaphor studies, news translation studies and (multimodal) discourse analysis, this article compares the use of verbal and visual/multimodal metaphor and visual metonymy in a bilingual corpus of UK and Spanish online constructive news, also considering them in the light of an interview with an employee of the Spanish news outlet. The findings shed light on how constructive news is 'done' across languages and cultures and suggest ways in which news translation studies and metaphor studies may benefit from each other's approaches.

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1. Introduction

This interdisciplinary study is an effort to bring together considerations about verbal and visual communication as they manifest themselves in constructive news from two different linguacultures (Risager, 2012). Given the type of communication (bilingual; multimodal) analysed, given the topics that are most frequently discussed in the corpus (see Table 1; sustainability is the most frequent theme) and given my particular focus on the use of verbal metaphor and visual/multimodal metaphor and metonymy in the English and Spanish texts, I draw upon research and approaches from metaphor studies, journalistic translation studies, and (multimodal) discourse analysis. I also conducted a semi-structured interview with an employee of the Spanish news outlet to allow partial triangulation of the results.

1.1. Constructive news[1]: what is it and (why) do we need it?

'Most journalism is about what's wrong in the world, with [...] little focus or reporting on what is working. Similarly, much of higher education focuses on critical analysis of what is wrong, with much less emphasis on describing, analysing and understanding solutions.'[2]

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[1] I use this term rather than 'constructive journalism' because this study focuses predominantly on the product rather than the process or the journalist.
[2] https://www.solutionsjournalism.org/collections/dos26g6s8.

The negativity bias of news, epitomised by the dictum 'If it bleeds, it leads', is well known.[3] This bias is the result not only of the skewed selection of topics and events considered newsworthy and in turn chosen for inclusion (see, for instance, Caple et al., 2020; McIntyre and Gyldensted, 2018; van der Meer et al., 2019), but also of the language and images chosen to communicate those topics and events. In addition, as the above quote observes, negative news is a major focus of the academy, including in research from cross-cultural perspectives. My own work is 'guilty' of this: I have explored how stylistic features such as metaphor, alliteration and modality (for instance, Riggs, 2020), and their interplay with images (Riggs, 2021), contribute to framing a violent event as terrorism and to stoking fear and/or prejudice vis-à-vis the cultural Other; or how during the early phase of the COVID-19 pandemic, during which Italy saw a high number of deaths, text and image (Filmer and Riggs, 2023), and metaphor in particular (Riggs) in UK and Italian online news texts worked together to construct stereotypical representations of Italy for the UK readership and of the UK for the Italian readership. Also in the context of COVID-19, Doquin de Saint Preux and Masid Blanco (2021) found that the use of the WAR metaphor in communication about the virus intensified feelings of worry and fear in the Spanish sample surveyed; and Semino (2021) has observed the ubiquity of the WAR metaphor in this context, and called for it to be replaced.

The negativity bias of news is also widely felt. While some studies suggest that negative words, such as in headlines, increase news consumption, that is, get more clicks (for instance, Robertson et al., 2023),[4] other research indicates that this bias in the news is actually turning readers off: more and more are avoiding news and/or reacting with apathy and hopelessness (e.g., Serrano-Puche, 2020, with respect to Spanish digital audiences in particular; Newman et al., 2022, 2023). According to the 2023 Reuters Institute Digital News Report (Newman et al., 2023, p. 12), 'the proportion of news consumers who say they avoid news, often or sometimes, remains close to all-time highs at 36% across markets.' If we take into account the countries and markets that concern us here, the percentage of UK readers surveyed who said they 'sometimes or often actively try to avoid the news' was 41% (p. 23); the 2023 Digital News Report on Spain (Moreno and DigitalNewsReport.es, 2023) reports that '64% of those surveyed avoid reading the news often, sometimes or once in a while compared to 30% who never do' (my translation).

Enter constructive news. Also known as solutions-based news or solutions journalism (e.g., McIntyre, 2019), it has been around since the 1990s (Benesch, 1998), but the term was first used by Ulrik Haagerup in 2008 (https://politiken.dk/debat/kroniken/art5471819/Konstruktive-nyheder) and cemented with Cathrine Gyldensted's 2015 publication *From Mirrors to Movers: Five Elements of Positive Psychology in Constructive Journalism* and Haagerup's 2017 *Constructive News: How to Save the Media and Democracy with Journalism of Tomorrow*. Constructive news presents two key contrasts vis-à-vis what was said about mainstream news above: unlike most news, constructive news is based on the tenets of positive psychology; and, across markets, '[n]ews avoiders are more likely to say they are interested in *positive or solutions-based journalism* and less interested in the big stories of the day' (Newman et al., 2023, p. 12, my emphasis). Readers of solutions-based or constructive news report interest in the topics addressed, the feeling that they have agency, and a desire to learn more and to act (Engaging News Project; Solutions Journalism Network). Serrano-Puche (2020, p. 160) flags the fact that '[i]n a qualitative study with readers of the British magazine *Positive News*,' Jodie Jackson (2016), an expert in positive psychology and a key player in the development of constructive journalism, 'concludes that receiving this news promotes optimism, internal effectiveness, an active way of dealing with problems, and social cohesion.'

Thus, we see that constructive news is inspired by positive psychology and has positive psychological and emotional effects. What are its characteristics? Many definitions exist, and they are nicely summarised by Serrano-Puche (2020). They may emphasize the application of positive psychology,[5] focus on 'news selection criteria and presentation' (Serrano-Puche, 2020; an example is Haagerup, 2017) and the future (Haagerup, 2017; the 'What now' 'W' question that constructive journalists should address, according to Hermans and Gyldensted (2019)), or instead construe the journalist's main role as spurring the public to act, for instance (e.g., Gyldensted, 2015; consider the use of "Movers" in her title). In defining constructive news and contrasting it with breaking and investigative news, Fig. 1 brings together the key elements of these definitions. Importantly for my study, however, neither the definitions nor the characteristics presented address the nuts and bolts of the language chosen, for instance, use or avoidance of negative terms or metaphors, nor the characteristics of or tendencies in the selection and use of visual material.

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[3] Even as they explained that constructive news is an antidote, my interviewee (Employee, 2023) cited it.

[4] It must be acknowledged that research in psychology, such as work cited by the authors, demonstrates that humans are cognitively 'wired' to 'attend to negative stimuli' (Robertson et al., 2023, p. 812), and that we tend to give negative information more weight in our interactions with others or when making decisions (see, for instance, Dijksterhuis et al., 2003; Ito et al., 1998).

[5] For McIntyre and Gyldensted (2018, p. 23), constructive journalism "involves applying positive psychology techniques to news processes and production in an effort to create productive and engaging coverage, while holding true to journalism's core functions".

	Breaking News	Investigative Journalism	Constructive Journalism
Time	Now	Yesterday	Tomorrow
Goals	Speed	Blame	Inspiration
Questions	What? When?	Who? Why?	What now? How?
Style	Dramatic	Critical	Curious
Role	Police	Judge	Facilitator
Focus	Drama	Crooks and Victims	Solutions and Best practice

Fig. 1. Comparing Breaking News, Investigative Journalism and Constructive Journalism.
Source: constructiveinstitute.org (2023).

2. News translation studies

News translators are mediators in global news, and constructive news is a global phenomenon. Yet constructive news is certainly not a focus of news translation studies: not only are there no news translation articles on the topic to my knowledge, but at a news translation conference in Lisbon in June 2023, when I asked the approximately 35 members of the audience who had heard of it, one person raised their hand. Nevertheless, the news outlets I compare here, as well as others (RESET, https://reset.org/or Squirrel News, https://squirrel-news.net/, for instance), show that constructive news in translation is being 'done' across cultures.

In the absence of news translation research on constructive news, and given that I have observed **transediting** (Schäffner, 2012; Stetting, 1989) at work in the corpus and that **metaphor** is a key focus of my analysis, it is instructive to draw from studies on other news with respect to these features.

Those who construct and disseminate news stories draw from multiple sources, including in different languages, to construct their texts. 'News producers base 'their own texts on the many unstable sources available to them (agency wires, reports available to them through media alliances, other published texts, etc.).' (Valdeón, 2015, p. 451) This means that they may engage not only in direct translation, but also in forms of adaptation that have been described as transediting (Schäffner, 2012; Stetting, 1989). These may include summarising, rewriting, editing, the deselection/re-selection of information, elimination, addition, or recontextualization (see, for example, Bielsa and Bassnett, 2009; Davier, 2013, 2017; Kang, 2007; Schäffner, 2010, 2012; Silverstein and Urban, 1996; Stetting, 1989; Valdeón, 2015; van Doorslaer, 2010, [2010] 2016). Each of these or their combination equates to the selective appropriation of information, which may be underpinned by ideology[6] and/or other factors (time available; news outlet conventions such as article length; etc.).

Aside from the few exceptions flagged in the Introduction and in this Section (below), recent research on metaphor within (news) translation studies focuses almost entirely on linguistic metaphor, but in a broad range of areas, from approaches/strategies to translating metaphor across various language pairs (e.g., Van Poucke and Belikova, 2016; Schäffner's work) and the resulting relative frequency of metaphor across language pairs (e.g., Tcaciuc, 2014; Pecican, 2007) or metaphor translation in the age of machine translation (Massey, 2021), to the ways in which metaphor in translation contributes to re-framing or mediating news content (e.g., Liu and Li, 2022a), to metaphor in political discourse in different languages (e.g., Schäffner; see References) or the use of metaphor in times of crisis (the financial crisis or COVID-19 are most common recently). Just like news and news translation scholarship themselves (recall the above quote) and as the latter 'crisis' topics suggest, there has been a strong emphasis on the negative. An analysis of metaphor in constructive news across linguacultures instead requires, among others, consideration of the non-negative, as well as of translation/non-translation in the Spanish.

In relation to (linguistic) *metaphor* translation studies, Hong and Rossi (2021) maintain that the following 'distinction is of vital importance':

> a cognitive approach makes a distinction between metaphors (argument is war), i.e., cross-domain mappings in the conceptual system, and metaphorical expressions ('He attacked every weak point in my argument'), i.e., the linguistic realizations of such mappings (Lakoff, 1993, p. 203). [...] [L]inguistic approaches have indeed provided important insights and prepared the ground for subsequent research, but they have been carried out on linguistic realizations of metaphors and fail to take into account their conceptual layer. What is traditionally referred to as *metaphors* would be more properly called *metaphorical expressions* or *linguistic metaphors*. (Hong and Rossi, 2021; emphasis in original)

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[6] '[T]he selection of topics and texts for translation is ideologically determined' (Schäffner, 2010, p. 122).

I therefore opt for the term 'linguistic metaphor' when discussing the verbal manifestations of this type of figurative language. That said, as evident in the Findings, I certainly take into account the conceptual system.

Hong and Rossi (2021) also highlight the two challenges that metaphor represents for translators: 'one situated at a conceptual level, the other at a linguistic level.' In addition, sometimes metaphors and/or the extent of their use are culture-specific. It is precisely for these reasons that metaphors can be notoriously difficult to translate, and there are various strategies for addressing them (e.g., Schäffner, 2014, 2016): among others, translating the source text (ST) metaphor with a similar one in the target language (TL), if it exists; translating the ST metaphor with a different TL metaphor; or simply leaving the metaphor out. That said, in her work on the translation of metaphor in German, English and French political texts, Schäffner (2014, p. 82) also usefully reminds us that '[m]etaphor in translation is a matter of discourse and a matter of social context. This means that translation strategies are not only determined by the availability of a corresponding conceptual metaphor and/or a metaphorical expression in the target language.' The early part of the analysis below briefly discusses how ST linguistic metaphor from *Positive News* is addressed in the TL of *EnPositivo* (the two news sources in my corpus).

In his text 'On Linguistic Aspects of Translation', Roman Jakobson (1959) famously observed that translation can be intralingual (within-language), interlingual (between two languages), or intersemiotic (between different sign systems). These distinctions are relevant when considering verbal-visual interplay in a corpus of translated texts and could also be useful for scholars of constructive news more generally, as discussed briefly in the conclusions. News translation studies rarely addresses multimodal metaphor; two recent exceptions, both focused on audio-visual content, are Liu and Li (2022b) and Kalakh (2022), who address the re-presentation (for the former, it is reframing, for the latter, re-narrating) of reality through multimodal metaphor. For Kalakh (p. 175), 'generating' visual and aural metaphor about highly negative events/injustices is a *translation* of meaning that can potentially 'stimulate audiences to take action'. Liu and Li usefully link translation, metaphor and semiotic studies in their analysis of the Chinese government's use of various metaphors, including the usually negative WAR mapping, to 'reframe Hubei as a place of courage, prosperity and humanity' during the COVID-19 pandemic.

3. Journalism studies

In journalism studies there is more familiarity with constructive news, but this does not mean that its language and imagery are studied in detail. In April 2019, for instance, *Journalism* published a special issue on constructive journalism that included nine contributions. They seem to focus on more macro-level issues such as, for instance, working toward conceptual clarity in the definition of constructive news (Bro, 2018) or audience response, whether of adults (Hermans and Gyldensted, 2019) or children (Kleemans et al., 2018). The first part of Rotmeijer's (2018) title, 'Words that work?' Practices of constructive journalism in a local Caribbean context', gives hope that the text will home in on linguistic choices, but the main choice addressed seems to be that between 'resident' and 'citizen' in constructive news published in the 'postcolonial context of St. Maarten, an autonomous Dutch Caribbean island' (p. 600). That said, the researcher conducted 14 interviews, both a demanding task and a valuable means of understanding how constructive news is 'done' in different contexts, and which I am employing in my research (although the present study only involves one interview).

An exception to the lack of research on image in constructive news within journalism studies is Lough and McIntyre's (2018) article. Their expectation was for visual accompaniments to reflect the solution(s) reported upon and they found that this occurred only 63.5 % of the time in their corpus. I did not have a particular expectation given the multiple roles played by an initial image,[7] including attracting readers' attention, encouraging them to read the article and, in the case of this kind of news, reflecting a constructive object or action/avoiding negativity. That said, the (in)congruence between word and image is discussed briefly in the Findings. Lough and McIntyre call for further research on this kind of news that 'includes visual content in the analysis', including exploration of 'how design decisions affect the placement and prominence of solutions photos, especially when they are not graphic or showing conflict' (p. 596). They also insist that the visual-text interaction warrants more attention:

> Further exploration of how visuals and text interact will be helpful in gaining greater knowledge of the relationship between the two. Returning to the multimodality of how readers perceive and interpret news, future research will examine the complex relationship of words and images and how conflict between the two may support or negate the effects of solutions text. (p. 596)

4. Metaphor studies

Lakoff and Johnson (1980, p. 5) famously defined metaphor as 'understanding and experiencing one thing in terms of another', unrelated thing. In the literature, the first 'thing' is termed the 'topic' or 'target'; the 'another' is the 'vehicle' or 'source'. Put otherwise, there is a mapping between conceptual domains (Lakoff and Johnson, 1980) which means that the receiver potentially experiences the target concept in terms of the source. Metonymy, in contrast, 'involves using one entity to refer to a *related* entity' (Pérez-Sobrino et al., 2021, p. 19; my emphasis). In advertising, at least, metaphor and metonymy often

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[7] Each time I use this term, I am referring to the very first image that appears in the news article.

occur together (Hidalgo-Downing and O'Dowd, 2023; Pérez-Sobrino and Littlemore, 2020), with metonymy 'used to provide access to a metaphor or to provide a source of contrast to a metaphorical reading' (Pérez-Sobrino et al., 2021, p. 19). In combination, Hidalgo-Downing and O'Dowd (2023, p. 234) argue, metaphor and metonymy create

> an effective communicative and creative strategy, which capitalizes on the power of metaphor to introduce a familiar domain of experience for the interpretation of a complex or abstract concept, and the potential of metonymy to provide rapid access to metaphoric domains, whilst highlighting relevant features of those domains.

Lakoff and Johnson (1980, p. 156) also emphasise the power of metaphor to 'create social reality and guide future action'. Insofar as one goal of constructive news is to encourage readers to act, this is an important parameter to take into account in the analysis.

I have emphasised the lack of research on the language of constructive news; nevertheless, there is of course awareness and use of, for instance, metaphor. Consider the following extended linguistic metaphor proposed by Haagerup as an alternative to opponent-related metaphors (e.g., boxing) to portray, for instance, the often-conflictual relationship between the editor/manager and the reporter:

> it would be more constructive if managers and employees stopped seeing each other as opponents and understood that they are in the same boat, and that it is downright stupid to stand on each end of the sinking ship and think 'we are glad that the water is not coming in on our end of the boat'. Just imagine if both parties recognised that in order to survive, companies no longer have to compete with puttering cargo barges in regular service, but with modern speedboats which have to ride the rough waves [...]. Just imagine if both parties realised the need for both captains who dare to set a course and adjust it in time, and for skilled sailors who can think for themselves and tighten the sails when needed. And while we are making use of this maritime metaphor, most organisations need seamen who accept that the view is better from the bridge, and […] officers who love both sailors and sailing. (Haagerup, 2017, p. 118)

In this and subsequent research, it will be important to observe comparative use/avoidance of negative linguistic metaphor and the extent to which other types are favoured.

4.1. Visual/multimodal metaphor

Studies of this phenomenon have focused mainly on advertisements (e.g., Forceville, 2017) and political cartoons (e.g., El Refaie, 2003, 2009), with some attention given to the cinema (e.g., Forceville, 2016) and, more recently, ecological discourse/climate change (see below). Such manifestations of visual/multimodal metaphor are often meant to be self-sufficient, rather than accompanied by full (journalistic) texts as in the examples analysed below. Forceville (2017, p. 27) defines visual metaphors as those 'in which both target and source are exclusively or predominantly rendered visually', and multimodal metaphors as those 'in which target and source are exclusively or predominantly rendered in *different* modes' (visual and 'written-verbal'). (P. 27; emphasis in original) I maintain that visual metaphor can also be a means of *retrieving* – that is, referring back to verbal material present in the text by re-presenting it visually – linguistic metaphors, *or* the (non-metaphorical) theme(s) of a constructive news article or the broader publication, which I think problematises this dichotomous definition. (An example from the Spanish corpus of a theme retrieved via an image is the picture of a very young girl crouching under a large umbrella in the rain and laughing. The initial image accompanies the headline 'How to be resilient in the face of bad news' (Redacción, March 28, 2022; my translation). We see BAD NEWS AS RAIN; RESILIENCE to it AS USING UMBRELLA AND LAUGHING.) In fact, the difference in genre (advertising vs. news), the translational dimension (the English verbal content being used for the Spanish text and thus potentially influencing the Spanish visual content) and in particular the examples I analyse – two of which themselves include both verbal and visual content – all lead me to opt for the overarching term visual/multimodal metaphor. Moreover, although focusing on 'moving images', Eggertsson and Forceville (2009, p. 430) actually acknowledge that the distinction between visual and multimodal is not strictly necessary and that 'multimodal' is acceptable; and Zhong et al.'s (2023) survey of the literature also leads them to refer to 'the concept of multimodal/visual/ pictorial metaphor' (p. 1). That said, I recognise that for certain studies, this distinction could be essential.

Consideration of the metaphorical representation of actions/processes is also relevant for this corpus. Building on Kress's (2000, p. 147) assertion that the verbal mode is more suited to 'the representation of action and sequences of action' and the visual, to 'the representation of elements and their relation to each other', El Refaie (2003) concludes that when the visual mode does reflect 'actions and chronology' in some way, 'such meanings are likely to be expressed in a more metaphorical fashion, which allows them to be *translated* into an image based on the spatial rather than on the temporal relations of elements' (p. 85; my emphasis). The 'metaphorical fashion' she refers to is the TIME IS (DISTANCE IN) SPACE and connected EVENTS AS MOVING OBJECTS (or, I would add, EVENTS AS CHANGING OBJECTS) mapping, where representations of objects within a visual space are the source and time is the target (see, for instance, Coëgnarts and Kravanja, 2012; Lakoff and Johnson, 1999). Two everyday examples are the diary that represents days, weeks and the year, and the clockface. We will see an interesting example of actions/events represented by objects in space in Example 1 of the findings, which also utilises colour and shared cultural understandings of colour to represent the chronology of a process.

While advertising and political cartoons have been the main focus of scholarship on visual/multimodal metaphor, emerging areas in which such metaphor as well as metonymy are being explored are ecological discourse and in particular climate change discourse/activism; given that climate change and related themes (e.g., sustainability,[8] the environment) are a preoccupation of constructive news, it is relevant to discuss some examples.

Hidalgo-Downing and O'Dowd (2023) examine non-commercial advertisements and posters specifically linked to 'climate change, global warming, pollution, and environmental activism' (p. 232). Their methodology, based on 'existing procedures for the identification of verbal, visual and multimodal metaphors and metonymies' (p. 233; among others, Forceville, 2009; Pérez-Sobrino, 2017; Pérez-Sobrino et al., 2021; Šorm and Steen, 2018; Steen et al., 2010)', as well as Alousque's (2014), partially inspired my approach, but I simplified significantly (see Corpus and Method section). The authors highlight a wealth of metaphorical and metonymic mappings which serve the present analysis. That said, unlike what we will see below, such mappings frequently highlight 'negative consequences' (Hidalgo-Downing and O'Dowd, 2023, p. 249). This is consistent with their type of corpus but not with constructive news (more in line with the positive messages of *commercial* advertising). Importantly, however, the authors emphasise 'the crucial role played by creative metaphor not only as a resource for cognitive conceptualization but also as a tool for promoting social action (Hidalgo-Downing, 2020; Lakoff and Johnson, 1980).' (Hidalgo-Downing and O'Dowd, 2023, p. 234)

Where climate change discourse is concerned, Augé's (2022) study is also relevant because it is not only multimodal, but cross-linguistic (English-French). She usefully reminds us that 'the selection of visual features depends on the concept' (p. 15), that a given concept may be more prevalent/accessible in one language vs. another *or* that there may be cross-linguistic influence that determines its prevalence; and that therefore, both the notion that a metaphor is 'common knowledge' (p. 17) and the ideological features of metaphor – which may determine whether it is favoured or avoided (p. 18) – need to be interrogated. (Indeed, Augé's and other recent studies amply demonstrate that many mappings are not universal/fixed/stable.) That said, in my corpus I do not find that visual metaphor 'contradict [s] verbal occurrences' (p. 1).

Finally, Xu et al. (2021, p. 17) point out that while 'visual metaphor has become one of the most widely used rhetorical devices in advertising' and that its effects on consumers are therefore widely studied, 'few scholars have paid attention to the interdisciplinary nature of visual metaphor and integrate[d] it into other fields, such as linguistics.' My research responds to this critique and to Hidalgo-Downing and O'Dowd's (2023) call for more research on multimodal metonymy in different genres. The discursive role of (multimodal) metaphor and metonymy in constructive news has never been investigated from the joint perspectives of news translation studies and metaphor studies.

Given what precedes, my research questions are: How are linguistic metaphor, multimodal metaphor and metonymy incorporated, translated in the corpus? Are they incorporated differently in the two languages? Are there patterns in the kinds of linguistic metaphor and visual/multimodal metaphor found, by language or across the languages?

5. Corpus and Method

The research presented here is a preliminary, predominantly qualitative exploration of the way in which constructive news has been presented and translated in two linguacultures, in particular as regards the use of linguistic metaphor and visual/multimodal metaphor and metonymy. It comprises the analysis of the corpus and relevant material from one semi-structured interview.[9] The corpus consists of 22 articles from the online constructive news magazine *Positive News* (United Kingdom; hereafter, PN) and 22 corresponding transedited (Schäffner, 2012; Stetting, 1989)[10] articles from the online constructive news website *En Positivo* (Spain; hereafter, EP). I identified these by searching the EP website for instances of "*Positive News*" (date of search: 7 July 2023) and closely reading and comparing the texts to be able to reasonably conclude that the EP text was a translation/transedition of the PN one. I say 'reasonably' because when I began to study the *Positive News* and *EnPositivo* websites, I noticed that a number of texts in the latter were identifiably from the former. However, *EnPositivo* only credits *Positive News* some of the time. In contrast, *Positive News* never credits *EnPositivo* and this, along with the ways in which *EnPositivo* references *Positive News* (see findings), suggests that the former publishes translations/transeditions of texts emanating from the latter. The closeness in dates between most of the English-Spanish pairs is another convincing indication. Interestingly, the employee I interviewed (see below) did not go into detail about the translation processes at *EnPositivo*, emphasizing instead that the two online constructive news outlets are like-minded. An EP article that cites PN's editor-in-chief refers to the news brand as a 'medio *afín a* En Positivo' [a news outlet that is allied to/close to *EnPositivo*] (Grao Escorihuela, 2015, 27 May), and the interviewee spoke of 'alliances' with *Positive News* and other outlets.

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[8] While there is not sufficient space to discuss it in depth here, I recognise that the concept of 'sustainability' can be questioned and has been questioned (see, for instance, Caimotto 2020). 'Sustainability' could itself be considered a metaphor, and is often used in a way that simultaneously allows and masks an ambiguity: what should be sustained (the environment? the economy?)? By whom (Caimotto 2020)? Different answers mean very different outcomes. I am grateful to the reviewers for flagging this issue and the reference.

[9] The corpus is relatively small but sufficient to address the focused research questions. It would have been preferable to interview more than one journalist (and later in the research process, as I mention), but the nature of the interviewee's role at EP meant the information gathered was particularly relevant. The corpus, interview and findings pave the way for further studies of constructive news across cultures, which are currently almost non-existent.

[10] Some segments of each Spanish article are integral translations, but every article also has traces of other transediting activities such as elimination, addition, reformulation and so on.

I have not included any articles published before 2013. I also have not used the articles with the title 'The Best and the Worst of the Week' (*el mejor y lo peor de la semana*) because they are brief summaries in the form of lists of various different events/articles, nor the various texts which simply mentioned *Positive News* in a list of partners/outlets doing similar work. Table 1 presents the number of articles by main topic.

Table 1
Corpus: Number of article pairs by main topic.

Main topic of article	Number of article pairs addressing the topic
Sustainability	**8**
Health	**4**
Resilience/Optimism	**3**
(Disparate) social initiatives:	**7**
Digital training for human rights activists	1
Inclusive schools	1
Cycling revolution	1
Co-housing	1
'Suspended coffee'	1
Responses to Trump's 1st 100 days	1
Constructive journalism programmes in UK universities	1
Total	**22 pairs (44 articles)**

Interpreting the relationship between textual and visual material is complex and subjective. El Refaie (2003, p. 91) notes that

> in many visual metaphors the token or the vehicle, or, in some cases, both, are not expressed directly in the image but are instead implied by the context. This context-dependency means that many visual metaphors are implicit rather than explicit and that they are often open to a wide range of possible interpretations, which depend on the attitudes and the level of knowledge of the reader.

This context-dependency (also flagged by Augé, 2022) and the inherent subjectivity of the exercise mean identifying and describing visual/multimodal metaphor is challenging. This does not mean that one should not try. Indeed, looking at tendencies within and across linguacultures can provide insights into how constructive news is 'done', how it might be done differently, or best practices, for instance. This study is a first step, and obviously more research on other corpora with this language pair and other language pairs would be necessary to go beyond preliminary conclusions and (potentially) make generalisations. Explaining the methods and justifying one's choices goes some way to mitigating the subjective nature of the exercise, as does the fact that the news articles are available online so that other scholars can consult them and determine whether they agree with the analysis, or come to their own, potentially diverging conclusions. Ideally, this analysis would be conducted with at least one other researcher/rater and complemented by further interviews and reception studies to allow the triangulation of results. In any case, as with literature, much of the power and, especially, the appeal of visual imagery lies in the very fact that it can elicit many different interpretations.

El Refaie (2003, p. 92) also observes that her study of cartoons raises 'some important questions regarding the relationship between the verbal and the visual mode and the boundaries of a text'. A similar point is made by translation studies scholar Maria Tymoczko (2007, p.56): 'intersemiotic translation addresses the problematic of the concept of text.' In El Refaie's study, she 'compromised by regarding only the language located in immediate proximity to an image as constituting its verbal context', noting that '[i]t would, however, be important to study the meaning of cartoons in relation to *a whole page or even a complete issue of a newspaper*' (p. 92; my emphasis). In my case, what constitutes a text is complicated not only by the image/journalistic text combination, but by the translation dimension, and it is important to study the meaning of the images not only in relation to, for instance, the headline and lede of the Spanish, but in relation to the influence the English-language material had on the words and images that appear at the beginning of the Spanish articles, and on the elimination and/or addition and/or placing and/or retrieval of metaphor in the Spanish versions.

The rest of this section provides more detailed information about the methods used. I created aligned Word documents (two columns with the PN article on the left and the EP article on the right) for each pair and coded them using the qualitative data analysis tool QDA Miner. The following codes related to metaphor were taken into account for this article, although there is not sufficient space to discuss each in detail.

- Headline
- Movement metaphor
- Colour metaphor
- War/violent metaphor
- Other metaphor
- Positive, negative, or neutral metaphor

- Metaphor added in Spanish
- Translated without metaphor
- Translated with different metaphor
- Visual/multimodal metaphor English
- Visual/multimodal metaphor Spanish

The inclusion of movement and colour metaphor was motivated by the fact that Atanasova (2021) included *Positive News* in her corpus along with *Guardian Online* and found that in reporting on climate change and COVID-19 concomitantly, these news outlets relied on such metaphors, and in particular on GREEN metaphors, given their positive connotations and association with environmentalism. One could expect to see overlap but also differences, given that COVID-19 is not the topic in this corpus and themes linked to climate change are not *always the topic* (see Table 1). WAR/violent metaphor is included because it is ubiquitous and usually negative. One can therefore ask whether it is prevalent across news or whether constructive news, for instance, uses less of it.

I did not check my labelling of linguistic metaphor against dictionary definitions (e.g. Hidalgo-Downing and O'Dowd, 2023) or electronic corpora (Augé, 2022). I only had the people power to analyse the initial images that accompany the articles' headlines. That said, while PN uses many images interspersed throughout its articles, EP most often uses just one initial image. On the other hand, the Spanish publication makes certain short paragraphs salient by putting them in blue, bolding and centring them. This is likely to make for a very different reading experience. The guiding principles for the selection of examples in the Findings section were the presence of multimodal metaphor/metonymy, incorporated in interesting ways into articles that also addressed the three most frequent themes in the corpus: sustainability, health and resilience/optimism (see Table 1).

As this is an individual project, I was the sole coder. My labelling of all metaphor/metonymy could be checked via a replication study.

Before doing the bulk of the textual analysis, I conducted a semi-structured interview via Zoom with an employee of *EnPositivo*. From a methodological standpoint, this is not the ideal sequence unless one can go back to the contact person for a follow-up interview to explore specific textual and visual choices in depth. That said, it seemed from the first discussion with the interviewee that they might not be interested in discussing translation-related details. Therefore, for this article I refer in passing to information from the interview that is general yet useful for the analysis. I used https://transcribe.wreally.com/ to generate an automatic transcription of the interview and then corrected it manually.

6. Findings and discussion

According to the EP interviewee (2023), the news outlet focuses on topics that are relevant for the Hispano-American readership. That said, it consistently focuses on UK-based initiatives. The publication presumably considers them newsworthy for a wider audience. One such article is about constructive news starting to be taught in *UK* universities; another, about free therapy programmes being offered to *NHS* (National Health Service) workers during the pandemic. The fact that the written content is often UK-centric is an extra indication that the PN texts are the primary sources of the EP articles, even when there is no attribution. The attributions and references made to PN in the EP articles are listed in Table 2. The EP articles that do not attribute provenance to PN despite the visible links to the brand's content instead indicate '*Redacción: EnPositivo*' [written by *EnPositivo*] or '*Cristina Grao Escorihuela Redacción*' (2015, 27 May). Table 2 presents the attribution types.

Table 2
Attributions made by EP to PN and number of articles.

Attribution type	Number of articles
'Fuente Positive News'	8
'Publicado en Positive News'	3
In-text mention	6
No attribution	8

Other relevant input from the interviewee included the observation that constructive news is widely sought out on search engines and that this was especially evident during the COVID-19 pandemic; the fact that 'multiple sources' underpin the EP articles (recall Valdeón, 2015); nevertheless, the assertion that the EP journalists are not experts in translation, that it is not their speciality, and that it is just one part of news selection, which aligns with the findings of Davier (2017) and others that journalists who work with different languages and transedit (which the interviewee referred to as 'indirect' translation) do not consider themselves translators; that although there are exceptions, the publication aims for articles of 600 words (recall length as a factor in transediting decisions); and, finally, that EP aims for a formal level of language (not that of an informal conversation with friends or family, as the interviewee put it).

While it is beyond the scope of this article to systematically address linguistic metaphor in the full articles of the English and Spanish corpora, it is very interesting to note that the former contains 179 and the latter, 93. For the headlines alone, a

similar pattern emerges. Table 3 indicates the number of metaphors in the headlines. There are 13 in the English headlines. Of the eight metaphors used in the Spanish headlines, one is actually in Italian as it is the name of a tradition that began in Italy (*caffè sospeso* (Grao Escorihuela and Redacción, 2013, 15 August)). The phrase is translated with the metaphor 'suspended coffee' (Positive News, 2013, 12 August) in the *body* of the English text, but that text's *headline* uses a different, positive metaphor: 'a cup of kindness' (*Positive News*, 12 August 2013). Of the remaining seven Spanish metaphors,

- three are translations of metaphors that appeared in the corresponding English headlines (TMH in the table). Two 'other' metaphors are translated by 'other' metaphors and one war metaphor is translated by a violent metaphor;
- two are translations of metaphors found well below the headline in the *body* of the corresponding English article (TMB in the table): the positive 'crisis can be a turning point' (*Positive News*, 1 July 2013, paragraph 8; also see example 2 below), and 'the "loneliness epidemic" sweeping the UK' (Douglas, 23 October 2019, paragraph 25; that said, the phrase is prefaced with 'solution to' in the Spanish headline, making the metaphor positive, solutions-oriented);
- two were not present in the English but were added in the Spanish (MA in the table).

The English metaphors *not* translated are 'cup of kindness'; the violent 'slash' (Eveleigh, 9 May 2023; see Example 4); '"Part of a mosaic of peace": The schools bridging religious divides' (Haines, 10 February 2020; two positive metaphors); 'clean money' (Drumm, 31 October 2019; positive); 'making waste history' (Sheppard, 18 January 2022; positive; see Example 3).

Table 3
Metaphor in the headlines.

Linguistic Metaphor in Headlines				
Language	Frequency	TMH	TMB	MA
English	13			
Spanish	7	3	2	2
Italian	1			

In an interesting contrast to the relative frequency of linguistic metaphor, EP, although it uses far fewer images than PN, chooses significantly more initial images which can be categorised as visual/multimodal metaphor. There are eight such images in the EP corpus and just one in the PN corpus. These images, accompanying as they do the headlines, do a lot of 'heavy lifting'. Like any initial image, they are designed to 'work' with the headline to draw the reader in. In addition, as mentioned above, in EP and unlike in PN, the initial image is very often the sole image in the article. Two of the images analysed below also include verbal content, and two do not.

6.1. Example 1

The first example includes an English-Spanish excerpt in which various interesting alterations occur. Consider, first, the initial textual content from the article in question:[11]

English (Eveleigh, 2023, 9 May)	Spanish (Redacción, 2023, 9 May)	Gloss translation
Six lifestyle choices that can slash your risk of developing dementia	**Seis opciones de estilo de vida que reducen el riesgo de demencia**	**Six lifestyle choices that reduce the risk of dementia**
A new drug has been found to **slow** Alzheimer's disease, but prevention is better than a cure. Here's how to reduce your dementia risk	Después de décadas de búsqueda se ha descubierto un nuevo fármaco que **retrasa** la enfermedad de Alzheimer al menos en las fases iniciales, pero aún se sabe poco y es necesario investigar más […]	After decades of searching, a new drug has been discovered which slows Alzheimer's disease, at least in the initial phases, but little is known and more research is needed […]

What is perhaps first noticeable is that the interpellation (e.g., Althusser, 1971; Dam, 2015; Gustafsson, 2013) through the second-person possessive pronoun 'your' in the English excerpt is not employed in the Spanish. One is reminded of the interviewee's assertion that 'this is not a conversation with friends' (Employee, 2023). This omission contributes to a more formal style and creates more distance from the readership. Secondly, and while it is beyond the scope of this article to delve in further, the section from 'al menos' to the end comprises addition and recontextualization (e.g., Schäffner, 2012), which contribute to a more cautious tone. The verbal metaphor of the English headline, 'slash', is replaced by the verb *reducen* [reduce] in the Spanish. This may be an effort to avoid violent metaphor, but more research is needed to confirm or refute that this is a tendency of EP. On the verbal level, there is intralingual translation and transediting.

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[11] Interestingly, the PN article was updated and partially altered on 1 November 2023. One of the challenges of working with online news content is its mutability. The new version of the article can be found here.

6.1.1. Visual/multimodal metaphor

In contrast, the Spanish uses an interesting, multi-faceted visual/multimodal metaphor not present in the English to represent the main theme of the text, dementia, and to retrieve visually another metaphor from the English lede that *was* maintained in the Spanish: 'slow'/*retrasa* (intersemiotic translation). The visual metaphor(s) can be seen here (©Shutterstock.com; identical to the image that originally appeared in the article). The trees or shrubs – which simultaneously take the shape of human heads – changing colour (from left to right: green, orange, red) and losing 'leaves', link the seasons with the phases of the disease during which one's cognitive faculties progressively deteriorate (PHASES OF DEMENTIA ARE SEASONS). They also metonymically evoke the environment/nature (PART FOR WHOLE), a key concern of constructive news more generally. That said, other associations can be activated, with on/off, functioning/not functioning, the healthy period/spring of one's life vs. the unhealthy period/autumn of one's life, or with a traffic light. Thus the action or process, represented spatially (recall El Refaie) and through colour, is bi-directional (and perhaps contradictory): one can 'read' the deterioration (PHASES OF DEMENTIA move from ON to OFF, GREEN IS HEALTHY/ YOUNG/SPRING, RED IS UNHEALTHY/OLD/AUTUMN), but also the slowing of the effects (SLOWING DEMENTIA (through lifestyle choices) IS TRAFFIC LIGHT, as green metonymically stands for 'go', orange, 'slowing down', red, 'stop'. Scholars in metaphor studies have observed that visual metaphor is not suited to, and rarely represents, actions/chronology and if so, does so spatially (recall El Refaie, 2003, p. 85). This image figuratively combines space, colour, plants, and human heads[12] and indirectly references another widely recognisable object, the traffic light, to portray the chronology of two different processes.

A Google search by image revealed that this one is widely used in conjunction with dementia on English-language websites. This suggests that the EP journalist 'read around' the topic in English – in addition to translating, with an eye to choosing a fitting visual accompaniment. As we have seen, it is metaphorical on multiple levels, and multimodal through its retrieval/representation of a verbal element.

In addition to transediting, we see interlingual and intersemiotic translation.

6.2. Example 2

The second example is one of two analysed here in which the Spanish image chosen contains both verbal and visual material. First, let us consider relevant verbal material from the bodies of the articles:

English (Positive News, 2013, 1 July)	Spanish (Grao Escorihuela, Redacción, 2013, 7 July)	Gloss translation
Learning resilience	**El optimismo realista puede convertir la crisis en punto de inflexión**	**Realistic optimism can make crisis a turning point**
Positive psychologist Chris Johnstone reflects on the importance of mental resilience, a frame of mind that can be learned with flexible thinking practices	**Aprender a ser más fuertes.**	Learning to be stronger.
With worrying trends of climate change, economic decline and **ecological unravelling**, it is easy to feel pessimistic about the future. What can positive psychology offer here? Perhaps its most important contribution is in the area of resilience, looking at what helps us overcome and recover from adversity. And indeed, making the best of it. […]	A lo largo de nuestra vida acontecen adversidades y más ahora en tiempos de crisis necesitamos de una gran resistencia mental para salir adelante.	Throughout our lives we encounter adversity, and in these times of crisis, now more than ever we need significant mental resilience to get ahead/keep going/move forward.
A third perspective is based on the belief that **crisis can be a turning point**. **There is a realistic optimism here** […] [paragraph 8]	Según el positivo psicólogo Chris Johnstone sólo hay que trabajar la resistencia mental a través de los pensamientos flexibles.	According to the positive psychologist Chris Johnstone, we simply need to work on our mental resistance through flexible thinking.
[…]		
If we only think positively, we lose the ability to recognise danger. If we only think negatively, we miss recognising potential solutions. Flexible thinking considers a range of perspectives […] [paragraph 11]		

The sentence in Spanish beginning with *Según* [According to] is bolded and in blue on the website, which makes it stand out. Thus, even though this verbal content has been 'moved down' slightly vis-à-vis the English – as is typical of EP, to place some contextualising content first – it is emphasised. Moreover, the Spanish paragraph 1 is predominantly a *summary* (e.g., Schäffner, 2012) of rather than an integral translation of the English paragraph 2 (e.g., 'worrying trends…future' → 'Throughout our lives…times of crisis'; 'what helps us…best of it' → 'get ahead/keep going/move forward'). This also leads to elimination from the Spanish of the negative 'worrying', 'decline', 'pessimistic' and the linguistic metaphor 'ecological unravelling'. Summarising – with a selection of key themes as the basis of the summarised content, and elimination of a

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[12] We also see HEAD FOR BRAIN (WHOLE FOR PART), and BRANCHES ARE NERVES. I am grateful to the reviewers for pointing out these mappings and the spring/autumn one discussed above.

significant portion of other material – characterises the rest of the Spanish article as well. Transediting is clearly at work. This is nevertheless one of the articles that indicates, at the end, 'Source: Positive News'.

Most importantly, the theme of the English paragraph 8 becomes the headline of the Spanish article. The headline's grouping of key themes that were addressed further down in the PN text aligns with Zhang's (2013, p. 408) observation that the language of headlines 'is heavily mediated and recontextualized'. The choice of image, which is included twice at the beginning of the EP article, then reinforces that headline.

6.2.1. Visual/multimodal metaphor

Indeed, in the image, the verbal material 'optimista' written on the left and 'realista' written on the right echo – or introduce – the headline. The middle word 'pesimista' also retrieves the negative 'pessimistic', which was present in English paragraph 2 but omitted from the summary created in the Spanish (recall 'slash' also being omitted in Example 1).

Two of the three terms fall below a pair of widely recognisable emoji: a smiley and a red heart for 'optimista', a frowning face and a red, broken heart for 'pesimista'. The emoji with a straight line for a mouth, above 'realista', is another common one, whereas the accompanying image of the 'real' heart, ventricles and all, shifts dramatically away from the familiar symbols. It could trigger the metonymic mapping REALISM OF HEART IMAGE FOR REALISM OF MINDSET[13] and potentially, in turn, the metaphorical mapping REALISM IS PHYSICAL HEART (of course, we must always keep in mind that different mappings can be activated for different people). The visual incongruity is surprising, and therefore it stands out. This also means that 'realista' has the last word, is the final, salient message, in line with the headline and verbal content of the Spanish text. The choice of the biological heart is an interesting example of the concrete being used as a metaphor for the abstract (realism) ('CONCRETE ENTITY', Hidalgo-Downing and O'Dowd, 2023). There is also intersemiotic translation within the image itself.

Finally, and significantly, it is important to flag the potential effects of the translation process. The reorganisation of the verbal coupled with the choice of image (the English instead uses an image of the author who is mentioned in the first line of the text, smiling) may further emphasise the agency of the reader and the capacity to reach a 'turning point' and achieve 'realistic optimism', especially since there is a triple *progression* (recall the 'traffic light' mapping in the previous example): through three face emojis, from heart emojis to real heart, and from *optimista* to *pesimista* to *realista*.

6.3. Example 3

The Spanish image in example 3 also contains both verbal and visual material. First, let us consider the initial excerpts of the two articles:[14]

English (Sheppard, 2022, 18 January)	Spanish (Redacción, 2022, 25 January)	Gloss translation
Circular economy class of 2022: meet the 20 startups making waste history	**Economía circular: 20 startups en 2022**	**Circular economy: 20 startups in 2022**
Public voting has opened for the 2022 Green Alley Award, which recognises pioneering **circular** startups in Europe. From projects that grow biodegradable packaging and reuse car batteries, to one that replaces styrofoam with grain husks, here's the longlist	La economía **circular** es un marco de solución de sistemas que aborda desafíos globales como el cambio climático, la pérdida de biodiversidad, los desechos y la polución.	The circular economy is a framework of systemic solutions/a system that addresses global challenges such as climate change, biodiversity loss, waste and pollution.
	Este modelo nos da el poder de aumentar la prosperidad, el empleo y la resiliencia mientras reducimos las emisiones de gases de efecto invernadero, la contaminación y contribuimos al reciclaje.	This model gives us the power to increase prosperity, employment and resilience while reducing greenhouse gas emissions and pollution, and contributing to recycling.

The paragraphs in the Spanish are two of four that are added at the beginning of the article to provide background, contextualize and justify the focus before the text then picks up with the English content (the first sentence of the English paragraph included above is paragraph six of the Spanish article, which also explicitly references *Positive News*, with the second sentence omitted; the following English paragraph, not shown above, becomes paragraph five in the Spanish version).

The play on words/metaphor in the English headline (making history in the area of waste; making waste disappear) is absent from the Spanish. It would be difficult to render. The emphasis on power in the Spanish text (paragraph two), in contrast, is not present in the English version; rather, it comes from one of the sources probably used by EP (Ellen MacArthur Foundation, 2023; recall Valdeón (2015, p. 451) on how 'news producers' base their content on that of 'other outlets', 'other published texts' as well as the EP employee's own acknowledgement of the use of multiple sources (Employee, 2023)),[15] and the Spanish text then capitalises on the notion of power in the multimodal message of the initial image accompanying its headline.

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[13] Thank you to the reviewers for this addition.

[14] This website is probably the source of the first sentence in the Spanish, and the original word was *sistémicas*: https://www.ellenmacarthurfoundation.org/es/temas/presentacion-economia-circular/vision-general. The English version on this website simply uses 'system'.

[15] 'Nos da el poder de aumentar la prosperidad, el empleo y la resiliencia mientras reducimos las emisiones de gases de efecto invernadero, los residuos y la contaminación.' https://www.ellenmacarthurfoundation.org/es/temas/presentacion-economia-circular/vision-general.

6.3.1. Visual/multimodal metaphor

Indeed, the words, in white on a black background and positioned beneath the images, are 'Descubre el poder de limpiar los mares y océanos' [discover the power of cleaning the seas and oceans]. They accompany a two-part image: on the left, a close-up of a frothing, bubbling, thus disrupted sea with a plastic bottle floating in it (metonymic chain PLASTIC BOTTLE FOR PLASTIC FOR POLLUTION: OBJECT FOR MATERIAL FOR CAUSE FOR EFFECT, Hidalgo-Downing and O'Dowd (2023)); on the right, a smooth, calm, and pristine sea. In terms of content, they present a contrast but, visually, shape-wise, they simulta-neously also form a circle, thereby representing both the evolution from dirty to clean, and the 'circular' which describes the type of economy in question and is found in the headline itself in both languages. Interestingly, the words 'EL PODER' begin just before the dividing line between the two images, with *poder* (power) falling squarely under the image of the pristine water. Thus, with the combination of images and word, we simultaneously 'read', and evolve through, the conceptual metaphors of DIRTY IS BAD, CLEAN IS GOOD and the derived metaphor MORALITY IS CLEANLINESS (Johnson 1997; Lakoff and Johnson 1999; Gibbs 2017) to reach a new one, CLEANLINESS IS POWER, which ties in with the definitions and aims of constructive news: to use positive psychology to highlight solutions and encourage feelings of agency. At the same time, while the PN text is the ostensible source, the Spanish version shifts the initial focus of the text (from pioneering circular startups to a more general justification and celebration of the solutions provided by the circular economy) predominantly through this choice of metaphorical image coupled with the addition of four paragraphs. Finally, the problem represented by the meto-nymic chain on the left is *solved* in the right half of the image.

Again, in addition to transediting, we see intralingual and intersemiotic translation.

6.4. Example 4

The final example concerns a pair of texts in which both the English and Spanish articles' initial images are metaphorical, but in different ways. Recall that the English example is the only metaphorical image found in the English articles in this corpus.

Let us consider the verbal features.

English (Bearne, 2022, 5 January)	Spanish (Redacción, 2022, 7 January)	Gloss translation
Living life to the greenest: the sustainability trends that will dominate in 2022	**Una vida más ecológica: las tendencias de sostenibilidad en 2022**	**Greener living: sustainability trends in 2022**
With scores of people pledging to fly less, choosing plant-based milks over dairy, and a lockdown-spurred surge of interest in growing fruit and vegetables at home, signs abound that many are **hungry to green their lifestyles**. And things are set to continue in the same vein this year, according to experts. Here are six top trends.	La vida ecológica trata de proteger y preservar el medio ambiente del planeta Tierra, mediante el reconocimiento de la singularidad de sus diversos ecosistemas y especies. Cada hábitat individual sustenta todo tipo de vida. […paragraphs 2, 3, 4 and 5…] [paragraph 6:] Este año destacan diferentes tendencias que promueven este tipo de vida **más ecológica**. Decenas de personas se comprometieron a volar menos, eligieron leches de origen vegetal en lugar de lácteos, y un aumento del interés en el cultivo de frutas y verduras en casa, […], abundan las señales de que **muchos están hambrientos de este estilo de vida sostenible**.	Green living is about protecting and preserving planet Earth's environment by recognising the uniqueness of its diverse ecosystems and species. Each individual habitat supports all kinds of life. [...paragraphs 2, 3, 4 and 5...] [paragraph 6:] This year, different trends stand out that promote this greener way of life. Dozens of people pledging to fly less, choosing plant-based milks over dairy, and a surge of interest in growing fruit and vegetables at home, [...] are all signs that many are **hungry for this sustainable lifestyle**.

The decision of the Spanish journalist to render the 'green' metaphor of the headline with *más ecológica* rather than *verde* [green] may be linked to level of language, as the metaphorical use of *verde* in Spanish appears to be more colloquial and linked to the adoption of the anglicism. More research (interviews, reception studies) on this aspect is needed. The play on words (live life to the fullest – greenest) is not rendered. The verb 'dominate' is evacuated, like the metaphorical and violent 'slash' was (see above) and perhaps for similar reasons. The first paragraph of the English becomes paragraph 6 of the EP text. That said, it is printed in blue on the EP website, which makes it stand out. Here the doubly metaphorical 'many are hungry to green their lifestyles' is maintained in the Spanish. As in the previous example, the intervening paragraphs (two to five) of the EP text provide background, contextualisation and justification (climate change threatens the environment and ecosystems; therefore, a 'paradigm shift' is needed; etc.). Again, we see interlingual translation and transediting.

6.4.1. Visual/multimodal metaphor

The images accompanying the English and Spanish texts are different. In the PN initial image, the backdrop is a large, blue-green wall, potentially evocative of the 'green life' referred to in the headline. The girl walking along that wall may be further 'read' as 'living life to the greenest' as she steps out energetically on foot (sustainable mobility; action) and carries a bag of onions or potatoes or apples (representing visually the 'fruit and [or] vegetables' mentioned in both texts; 'SUSTAINABLE LIFESTYLE' IS GREEN IS VITALITY IS WALKING IS CONSUMING FRUIT/VEGETABLES). EP also evokes 'living life to the greenest' (EN) and/or 'greener living' (gloss translation) visually, but with a different image. A tree – green and metonymically evoking the environment/nature (PART FOR THE WHOLE), sustainability, a 'green' lifestyle – is pictured within a bowl of glass whose top half has been broken. The implication is that the tree has pushed through the 'glass ceiling', has had the *vigour and power*

to transcend limits and achieve 'greener living'. It can be read as 'hungry for this sustainable lifestyle', to quote the text, and thus as re-presenting the verbal metaphor. With the glass this image also calls directly upon other metaphors that are shared knowledge (GLASS CEILING IS LIMITS). Thus, in the English, a person + backdrop + accessories are emblematic of the 'green' lifestyle whereas in the Spanish, the power and inspiration with which the reader may identify come from plant life (PLANT GROWTH IS POWER, PLANT GROWTH IS SUSTAINABILITY). While the GLASS CEILING metaphor (*el techo de cristal*) is both widely used in different linguacultures and widely studied (see, for instance, Ritchie, 2017), both its use and analysis tend to centre on gender inequalities. Its extension in this constructive news article to plant life and sustainability is novel, interesting and effective.

To conclude regarding the interplay of text and image, I would note that four of the nine metaphorical images in the corpus explicitly evoke plants/nature/the environment; three others can be read to do so implicitly, while the final two are related to other themes. In addition, in contrast to Lough and McIntyre's (2018) findings, the images studied here are in fact congruous with the themes and solutions that make up the written content of the respective articles.

7. Conclusion

This study provides preliminary insights into how verbal and visual communication in constructive news may be 'done' – that is used, translated, re-presented – differently when passing from one linguaculture to another, in this case, English to Spanish.

The preliminary findings suggest that:

- As other news translation researchers have found, constructive news journalists may not consider themself translators (Employee, 2023), despite the processes reflected in the corpus. Such interviews are best conducted after initial analysis of the corpus.
- As in mainstream global news, transediting is at work here. Some of the Spanish is integral translation, but it also reorganises by, among others, re-sequencing, summarising, eliminating and, notably, adding initial material that gives background, contextualises and justifies the choice of themes.
- Where metaphor and other linguistic choices are concerned, as part of transediting processes and in line with the tenets of constructive news, the Spanish sometimes evacuates violent/negative elements from the original text. There are also instances of turning negatives into positives, as with crisis as 'turning point' (Positive News, 1 July 2013) and 'solution to the loneliness epidemic' (Douglas, 23 October 2019). That said, the regularity of such procedures requires more research.
- Linguistic metaphor is less frequent in the Spanish articles than the English ones. It is treated in various ways, including non-translation, but it is sometimes re-presented/retrieved via visual/multimodal metaphor and visual metonymy.
- In fact, the incorporation of visual/multimodal metaphor/metonymy is a strategy used much more broadly by the Spanish publication than by the English one, and it effectively re-presents both linguistic metaphors in the texts, and the overarching themes addressed, in ways that are easily recognisable by a wide audience.
- The visual/multimodal metaphor and visual metonymy found reflect solutions (contrary to Lough and McIntyre's (2018) findings), a key aim of constructive news. In addition, the translation process, and in particular the selection of multimodal content, may strengthen the argument or shift the focus (for instance, re-presentation of the *ability* to *move toward* realism or reduce dementia in Examples 1 and 2; emphasis on the *power* to act in Examples 3 and 4; recall the discussion above on the power of metaphor to encourage social action).
- The texts and images explored in this bilingual corpus evidence a combination of interlingual and intersemiotic translation (Jakobson, 1959). They remind us of the complexity of the notion of 'text' as well as complicating the distinctions between visual and multimodal metaphor. If a linguistic metaphor from somewhere in a news article is re-presented visually in an image which in itself includes no verbal material (e.g., Examples 1, 4), do we not still have multimodality? If a linguistic metaphor in the source text disappears in the verbal part of the target text but 'reappears' in the accompanying image, is it not still multimodal?

This research contributes to filling gaps in research on multimodal discourse in news translation studies (also see, for example, Filmer, 2021a, 2021b; Filmer and Riggs, 2023; Riggs, 2021; however, none of these studies addressed constructive news). That said, the interplay between linguistic and multimodal metaphor in this and other corpora deserves more attention. Comparison and discussion of the use of various types of metaphor (war/violent; movement) as well as of other verbal/stylistic characteristics mentioned in passing were beyond the scope of this article but also warrant further attention, for instance, differences in the use of wordplay, interpellation, negatively connoted words, or level of formality. The analysis could also be extended to encompass the full articles rather than predominantly initial verbal and visual material. Furthermore, the corpus could be extended with research on translations that *EnPositivo* has made of texts from other news outlets (*BBC News* and *Business Insider* are just two examples). Constructive news journalists' procedures for choosing images also warrant further attention.

Indeed, this study is primarily product oriented. To further investigate process, the informational interview could be supplemented with a follow-up interview exploring with the *EnPositivo* editors the findings to better understand the choices

made, in particular where the (non-)translation of metaphor and its retrieval or reinforcement through image is concerned (recall Schäffner (2014, p. 82): 'discourse' and 'social context', not only the 'availability of a corresponding conceptual metaphor', help determine such (non-)translation'). Process means actors, and the 'cultural/economic/professional factors' (Hernández-Guerrero, 2022) affecting the work of constructive news actors from different linguacultures could be investigated to shed further light on what has been observed in text, image and their interplay. Moreover, reception studies are needed that operationalise multimodality, for instance using texts with and without figurative language and visual/multimodal metaphor/metonymy, to study the real impact of these elements on readers. Indeed, given the goals of constructive news, examining the different effects that this material 'can have depending on knowledge, experience or ideological stance is necessary to fully understand what the potential reach [...] of persuasive metaphorical discourse is [...]' (Grogan, 2023).[16]

Finally, this study shows that research on the verbal-visual interplay at work in bilingual constructive news, especially where verbal and visual/multimodal metaphor and visual metonymy are concerned, could benefit from the development of a common theoretical framework harnessing both (visual) metaphor studies and news translation studies, thereby going beyond existing disciplines to understand the multifaceted nature and persuasive potential of constructive news communication and to potentially foster knowledge sharing and best practices.

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[16] Jonathan Charteris-Black (for instance, 2011, 2021) does valuable work on how metaphors 'persuade'.

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