**The investigation of translation strategy on meaning in socially and culturally inevitable frames**

**Tooba Mardani 1; Mohammad Sadeqi**

*1 Young Researchers and Elite Club, Isfahan (Khorasgan) Branch, Islamic Azad University, Isfahan, Iran; Email:mardani\_mars@yahoo.com*

*2 PhD Candidate in Translation Studies, University of Isfahan; Email: muhammadsadeqi@fgn.ui.ac.ir*

**Abstract**

Lexical semantics investigate how the meaning of the lexical units correlates with the structure of the language or syntax. This study aims at considering lexical semantics analysis of 4 stories of Ambrose Bierce’s work, and presenting new perspective on literary translation strategy. Therefore, the Framework theory was presented by Charles j. Fillmore 1976. A semantic frame is a collection of facts that specify "characteristic features, attributes, and functions of a denotatum, and its characteristic interactions with things necessarily or typically associated with it." The fundamental concept of the theory is that the meaning of an individual word is not obtained without reaching to all the essential knowledge of word socially and culturally. The first significance of this research is using a linguistic approach to comprehend and translate the meanings of a literary work. The second is that the lexical semantic is beyond the sentence rather than as a linguistic unit in separation. Fillmore's Scenes-and-Frames-Semantics can assist us dec the meaning of words and concepts through the analysis the discourse and ideology.

**Keywords:** *Lexical semantics, Translation, Translation strategy, Fillmore, Frame*