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TRANSLATING BUSINESS IDIOMS IN MULTIMODAL CONTEXT: VIDEO PROMOTIONS AND PRESENTATIONS

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ABSTRACT

In the context of rapid scientific and technological advancement, business idioms have become essential rhetorical tools in video promotions and academic presentations to convey complex innovations to international audiences. This study explores the

challenges and strategies of translating English business idioms (such as “game-changer”, “quantum leap”, “paradigm shift”, “move the needle”, and “disrupt the market”) into Ukrainian within multimodal contexts. Drawing on multimodal discourse analysis (Kress & van Leeuwen, 2006; O’Halloran et al., 2016) and the concept of transcreation (Pedersen, 2014; Díaz-Millón, 2023), the research examines how modulation and transcreation strategies can preserve both the persuasive power and rhetorical impact of these idioms while maintaining synchronization with visual, auditory, and temporal elements of scientific video content.

The paper analyzes the tension between domestication and foreignization approaches in the English-to-Ukrainian translation of business idioms used in scientific promotions. Particular attention is paid to multimodal dissonance, cultural asymmetry, and audience expectations in the Ukrainian scientific community striving for global integration. The findings demonstrate that successful transcreation not only ensures linguistic and cultural appropriateness but also enhances emotional resonance and communicative effectiveness of promotional materials. Strategic adaptation of business idioms plays a crucial role in increasing the international visibility of Ukrainian research, attracting grants, and fostering global scientific collaboration.

The study contributes to the development of practical guidelines for translators working with multimodal scientific discourse in the era of digital academic communication.

Keywords: business idioms, transcreation, multimodal translation, scientific video promotion, domestication, foreignization, English-Ukrainian translation, scientific communication

In the modern era of rapid scientific and technological development, effective global communication of research achievements, innovations, and their societal impact has become critically important. Video promotions and academic presentations actively use business idioms such as “game-changer”, “quantum leap”, “paradigm shift”, “move the needle”, “disrupt the market”, and “push the envelope” to present complex scientific concepts to international audiences, investors, and the general public.

Translating these idioms in multimodal contexts presents unique challenges. According to Kress and van Leeuwen, visual images are “never innocent or neutral reflections of reality” but rather “offer not a mirror of the world but an interpretation of it” [3]. They provide “inventories of the major compositional structures which have become established as conventions in the course of the history of visual semiotics” and serve as “a tool-kit for reading images in their contemporary multimodal settings” [3]. In video promotions, verbal language, visual images, sound, timing, and music function as an integrated system to construct meaning.

This study examines the application of modulation and transcreation strategies in the English-to-Ukrainian translation of business idioms used in scientific video promotions and presentations. As Pedersen states, transcreation is “more than translation” and “extensive adaptations are often called for in this context” [5]. He further emphasizes that transcreation is often described “both as a kind of translation and in opposition to translation, as ‘more than translation’” [5].

The Ukrainian scientific sector is actively developing and striving to integrate into the global research space. High-quality translation of promotional videos and presentations plays a crucial role in attracting international grants, establishing research partnerships, and showcasing the practical applications and global impact of Ukrainian innovations. Business idioms, being culturally and rhetorically loaded, require special attention because literal translation frequently leads to the loss of persuasive power and emotional appeal.

Within translation studies, multimodal discourse analysis has become essential for understanding contemporary communication. O'Halloran, Tan, and Wignell argue that intersemiotic translation can be understood as "resemiotization, a process in which meaning is transformed across different semiotic resources" [4]. They stress the importance of analysing "how meaning is re-made when it crosses from one semiotic system to another" [4]. This approach is particularly relevant for scientific video content, where business idioms must be adapted while preserving synchronization with visual metaphors, speaker intonation, and on-screen elements.

Current scholarship also distinguishes key strategies for handling culturally specific expressions. Domestication and foreignization represent fundamental approaches in translation: "domestication is an ethnocentric approach in which the original text is often shortened, the emphasis is put on the cultural values of the target language, and 'the author approaches the reader'", while foreignization emphasizes the preservation of foreign linguistic and cultural values, making "the reader approaches the author" [1].

In the context of scientific video promotions, domestication may involve replacing the English idiom "quantum leap" with Ukrainian equivalents such as «революційний прорив» or «стрибок у майбутнє», which sound natural and motivational for the target audience. Conversely, foreignization retains expressions like «гейм-чейнджер» or «квантовий стрибок» as neologisms, thereby signaling the speaker's belonging to the international scientific and business community.

Translators encounter multiple challenges, including multimodal dissonance (mismatch between translated text and visual sequence), cultural asymmetry, and diverse audience expectations. Some viewers prefer international terminology, while others seek fully adapted Ukrainian expressions. The rapid evolution of scientific and technological discourse adds further complexity, as new business idioms constantly emerge. Successful solutions often involve creative adaptation that "preserves the rhetorical impact of the original message" [5].

For instance, the phrase "This technology is a game-changer" can be transcreated as «Ця технологія повністю змінює правила гри», supported by dynamic visuals showing transformation and breakthrough. Such synchronization between verbal and visual modes enhances the overall communicative effectiveness of the promotional material.

As noted in recent studies, transcreation in scientific and marketing communication "goes beyond literal translation" to ensure both emotional resonance and cultural appropriateness for the target audience [2]. This is especially vital for

Ukrainian research institutions aiming to increase their visibility and competitiveness in the global scientific landscape.

In conclusion, the selection of a translation strategy “is determined by the translator’s expertise, professional experience, and cultural understanding of both source and target contexts” [1]. Strategic application of modulation and transcreation not only facilitates the accurate transfer of scientific knowledge but also significantly enhances the global impact of Ukrainian science, promotes international collaboration, and strengthens the position of national research on the world stage.

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ЗМІШАНЕ НАВЧАННЯ У СИСТЕМІ ІНШОМОВНОЇ ОСВІТИ МАЙБУТНІХ УЧИТЕЛІВ

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Сучасна система педагогічної освіти переживає суттєві трансформації, зумовлені стрімким розвитком цифрових технологій та новими вимогами до професійної підготовки майбутніх вчителів. Особливого значення набуває здатність майбутнього педагога ефективно викладати іноземні мови в умовах інформатизації освітнього процесу. Саме тому питання впровадження