Санкт-Петербургский государственный университет

ЦЮ Цзыжуй

Выпускная квалификационная работа

Идиомы в английской деловой речи и проблемы их перевода

Уровень образования: магистратура

Направление 45.04.02 «Лингвистика»

Основная образовательная программа ВМ. 5763. «Иностранные языки и межкультурная коммуникация в сфере бизнеса и менеджмента»

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Санкт-Петербург
2022

Содержание

Introduction

BACKGROUND RESEARCH: Economic, political, and cultural exchanges between countries are increasing as the globalization and economic integration process continues to intensify. More and more business presentations have been made and will be made in this setting. Delivering business speeches is one of the most significant ways for firms to expand their markets, promote new products, and maintain a positive corporate image.

The majority of excellent business addresses are broadcast on video around the world, and translation is crucial in this process. Viewers can better understand the true content and intent of the video by using a natural form of the translation. Because of the time and space limits, subtitle translation differs from other types of translation. Many subtitle translation teams prioritize speed above quality. They ignore the cultural impact of screen translations, resulting in inaccurate translations.

TED is a platform for sharing ideas from a variety of worldwide conferences in sectors such as technology, science, art, medicine, and more. It has been managed by a non-profit organization with the purpose of disseminating ideas since 1984. People may learn more about the world and about themselves using this platform. It is not just a place to share information and technology; it's also a place to share personal experiences and ideas that may help individuals develop wisdom in their lives. TED Talks have been gaining a rising number of followers throughout the world since its distribution in video form on their official website in 2004. To make finding

materials easier, the official website organizes all films into six categories based on their subjects, with business speeches being the most popular and featuring speakers such as Bill Gates and Steve Jobs. These videos are widely distributed for fans to learn and practice English, as well as for business professionals to absorb and collect information and inspiration. TED lectures include a wide range of topics, including those that are specialized, yet they nevertheless choose more common terms and idioms since they save the audience time in comprehending the content. To summarize, the examination of TED Talk translations has far-reaching consequences for commercial communication, foreign language acquisition, and cultural understanding in the context of globalization.

RESEARCH OBJECTIVE: As the popularity of TED presentations is growing throughout the world, the quality of subtitled translations is becoming increasingly important. They are often made by volunteers who are students, amateurs or anyone else who may not have acquired professional studies. As a result, the quality of subtitle translations cannot be guaranteed to a certain extent. Therefore, the aim of this thesis is to discuss the problems that arise during the translation of idioms used in TED Talks and to modify them according to the context.

To achieve this aim the following objectives are set:

   ✓ to explain the definitions of related terms and their relationships, based on dictionaries and scholarly research;

   ✓ to analyze the problems of cross-cultural translation;

   ✓ to explore the principles and methods that need to be followed in the translation process;

- ✓ to explain the definition and classification of business speeches;
- ✓ to study the characteristics and current situation of TED speeches;
- ✓ to select appropriate TED Talks and analyze their translations.

WORKING STRUCTURE: The thesis is divided into two parts. The first section explains the theoretical underpinnings of idiomatic translation research. This section examines theoretical issues like the definition of key terminology and their relationships, as well as factors that influence translation. In the second section, original texts are picked from TED presentations in the topic of business from 2018 to 2021. By comparing the original text with the translation published on the official website, problems in the translation process are explored. Incorrect translations will be revised.

RESEARCH SIGNIFICANCE: The study of TED business speeches from the translation standpoint is of great value as these talks have attracted a great deal of attention worldwide. For translators or speakers at business conferences, the study of TED business presentations can provide insights into the creation and translation of business speeches. For both live and online audiences, the speeches will be more easily understood given the pragmatic strategies. For English language learners, especially those who want to practice their listening and speaking skills through TED Talks, this research can provide insights to help them grasp the core of the speech and put it into practice to improve their language skills. Last but not least, the results of research on screen translation have not been studies thoroughly enough and given less attention than, for example, translations of literary and technical texts. This work could help develop screen translation research.

Chapter 1 Basic theoretical study

1.1 The definitions of language and culture and relationship between them

It is essential for a learner to understand the language and culture relationship when they learn a foreign language. It is generally accepted that language and culture are inextricably linked. When we communicate in a language, we interact with the culture of the speakers of that language. We learn a foreign language by learning the alphabet, word order, grammar rules, and the culture and norms of the target community. When learning or teaching a language, it is vital to understand the culture in which it is spoken, as language is deeply rooted in culture. Culture can be defined as forms of consciousness in which the worldview of people is displayed.

1.1.1 Definition of language and culture

There are many different definitions of language. As this paper will focus on the relationship between language and culture from a linguistic perspective, I will focus here on one of the more influential definitions in linguistics, namely that proposed by the famous Chinese linguist Zhao Yuanren, who argues that language is "the systematic way in which people communicate with each other, using the articulatory organs to produce their behavior" (1980/1999: 3). This definition emphasizes the form of language, but also refers to its function. The Oxford English Dictionary defines language as "the system of communication in speech and writing that is used

by people of a particular country or area", which to some extent relates language to ethnicity.

Cambridge Dictionary defines "culture" as "the way of life, especially the general customs and beliefs, of a particular group of people at a particular time". The Oxford English Dictionary defines "culture" as "the customs and beliefs, art, way of life and social organization of a particular country or group". Earlier the authors define culture in the following ways:

− A culture is the total socially acquired life-way or life-style of a group of people. It consists of the patterned, repetitive ways of thinking, feeling, and acting that are characteristic of the members of a particular society or segment of a society (Harris,1975: 144).

− Culture, or civilization, ... is that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society (Tylor, 1871: 1).

As we have seen, definitions agree that culture consists of something shared and/or learned by a group of people, but the content of culture varies from definition to definition.

1.1.2 The relationship between language and culture

What is the relation between language and culture? Within a social community, culture and language share human beliefs, realities, and actions. As a result, there is a

relationship between culture and language. This is also the view of many researchers. Mazari and Derraz (2015: 350) believe that the relationship between language and culture in foreign language learning is based on three interrelated axes, a) language as a means of communication, b) understanding and apprehension of the nature of language, and c) the educational value of the study of cultures. Language learning provides learners with an opportunity to understand the relationship between language and other cultural phenomena. The study of foreign culture is carried out on the basis of understanding the culture of the country, and at the same time the linguistic level of the national culture should be taken into account. Kramsch (2014: 30) elaborated on the following three questions: 1. How cultural meaning is expressed pragmatically through language behavior 2. How participants in language interaction construct culture together 3. How language technology affects language and culture. It can be seen that many scholars have been paying attention to the study of the relationship between language and culture, and their research is becoming more and more detailed.

Many scholars agree with this view that language is a product of cultural development to a certain extent. It is equivalent to saying that language arises from the development of culture. Since the birth of language, it has inevitably brought on the imprints and colors of related cultures. Many European and American countries, such as the United Kingdom, are influenced by Christian culture and have many religious-related words and expressions in their languages. Today, there are still a lot of idioms related to religion in English, such as *when God will, all winds bring rain, God doth what he will*, etc. Some mantras also reflect content related to God, such as

God!/ Jesus! /God bless you! Some collocations in English are obviously in line with the Bible, such as *King of kings, Heart and soul, Valley of the Shadow of Death*, etc.

American rugby culture has also left a deep mark on American English. When a player fouls in a rugby game because of fear of injury, the referee throws a yellow flag into the place where the foul is committed. Therefore, *flag on the play* means a foul. After watching the game on the weekend, fans often discuss the game in the office on Monday morning. They often like to say, "If I were a quarterback, I would..." Therefore, *Monday-morning-quarterback* is used to mean a belated effort. In addition, the rugby culture also derives phrases such as *home game/ home opening game/ Tailgate Party*. American rugby culture is closely related to American English. Language changes often represent a culture's changing values. Language and culture are inextricably related, so you can't learn one without first knowing the other.

The use of language can promote the development, inheritance, dissemination, and communication of culture. Language is the carrier of culture. Material culture, institutional culture and mental culture can all be reflected through language. At the same time, language itself is also a form of culture. The emergence of language makes it possible for the inheritance of cultural development. As language is used for communication between different nations and countries, it will inevitably promote the dissemination and exchange between different cultures, and then promote the development and inheritance of culture. For example, Britain began colonial expansion in the 16th century and spread English all over the world. With the popularization and use of English all over the world, some cultures contained in

English are now also familiar to the whole world. This is a strong proof that language dissemination can bring about cultural dissemination. The impact of language exchange between China and Japan is also very far-reaching. Chinese characters were introduced to Japan very early. With the exchange of languages, Chinese culture was also spread to Japan. Today Japan still retains many cultural elements from ancient China, some of them being rare in China. Therefore, this also reflects that some cultural elements have been inherited in other countries.

What language and culture have in common is that they are both constantly evolving. Over time, both language and culture undergo significant changes. The language we use today is very different from the language of the past, and there are also many differences between ancient culture and modern culture. Two people of different ages, in the same culture or speaking the same language, differ in what they say and in the cultural content they receive.

Ken Hale (1992: 35) discussed the relationship between culture and language. He claimed When we lose a language, the cultural context of its original tradition is irrecoverably lost as culture has a strong influence on the language. Language emerges and develops with the emergence and development of society, and it also dies with the death of society. Culture is also an important element in society. Therefore, we can conclude that the relationship between language and culture is very close, and the two complement each other and develop together.

1.2 The definition and classification of idioms

Although linguists and scholars have spent a long time studying English idioms, up to now, not very clear agreements have been reached yet. Linguists and dictionary compilers all have their own views on idiom definition.

Cambridge Dictionary defines "an idiom" as "a group of words in a fixed order that has a particular meaning that is different from the meanings of each word on its own". Oxford Advanced Learner's Dictionary defines "an idiom" as "a group of words whose meaning is different from the meanings of the individual words".

According to Cronk & Schweigert (1992: 131), an idiom is an accepted phrase or an expression that has a different meaning from the literal one; it also has an alternate, metaphorical meaning that cannot be determined from the combination of meanings of the individual words.

The definitions discussed above show that it is difficult to give a very clear definition of idioms. One reason for this is that idioms are so broad in connotation that their characteristics cannot be depicted in a couple of sentences. The above entries all lay stress on the difficulty in conjecturing the idiom meaning from constituent words. According to these definitions, idioms are conventional expressions whose meaning cannot be inferred from individual elements.

In general, idioms have both literal and figurative meaning. The literal meaning comes from the constituent words, while the figurative meaning is related to culture, concept metaphor and so on, which is not easily guessed or predicted.

"By comparison, working out the likelihood that a 45-year-old smoker will have a heart attack in the next 12 months is a <u>piece of cake</u>." (The Economist: Putting it all together 2002)

Normally, one would obviously not associate the word "cake" with a heart attack. But in this case, "a piece of cake" is a well-known English idiom meaning something easily done.

As the meaning of idioms cannot be understood literally, in terms of their characteristics, the features of idioms can be merged into a whole, which is institutional and irreplaceable, which distinguishes them from other commonly used words. Researchers have therefore classified idioms into different types based on multiple criteria. In the early stages, researchers simply classified idioms into slang, phrases, proverbs and mottos. Some researchers classified idioms into formal and informal idioms in terms of the type of discourse. From the perspective of subjects' familiarity of idioms, quite a few researchers classified idioms into familiar idioms and unfamiliar idioms. In this classification, "familiarity" refers to idioms that make frequent appearances in context for learners, and "unfamiliarity" means that learners seldom use and encounter them in context.

Zhou and Zhang (2011) explored the models that English majors adopted when processing English idioms. The results indicated that learners of different levels of mastering English both had a direct access to the figurative meaning of familiar idioms regardless of the context. Zhou and Zhang (2011) explored the patterns employed by English majors when dealing with English idioms. The results of the

questionnaire indicated that learners of all levels of English were directly exposed to the metaphorical meaning of familiar idioms, independent of context. In the case of unfamiliar idioms, all learners have difficulty understanding their idiomatic meaning, rather than first processing the literal meaning with the help of the context. It is clear from the experiments that this classification of idioms relies on learners' familiarity but lacks a theoretical basis.

Cacciari & Tabossi (1993) categorized idioms into transparent idioms and opaque idioms. Idiom transparency usually means semantic analyzability of idioms. It refers to the contributions that the meanings of constituent components make to the figurative meanings or the degree of tightness between them. In this case, transparent idioms are formulaic expressions where there is a direct mapping between the figurative interpretation and the literal meaning of individual constituents and its figurative interpretation mainly relies on metaphorical concepts. In contrast, the opaque idioms are contrary to transparent idioms, whose literal interpretation of the components has almost nothing to do with its figurative interpretation in a direct and transparent way. Tang and Su (2012: 96) made an investigation into the effect of semantics, context and reading ability on learners' idiom comprehension. 40 idioms elected were divided into opaque and transparent ones. The research proved that it was easier for learners to comprehend transparent idioms in context.

Based on the compositionality and analyzability of idioms, they can be classified into decomposable and non-decomposable. Gibbs (1989: 576) carried out a study on idiom decomposability and held that decomposability of an idiom was a matter of

degree that relied on the salience of the individual parts of these expressions. According to their study, the figurative meanings of decomposable idioms were concerned with their literal meanings explicitly. The actual meaning of such idioms were made out on the basis of their literal meanings. However, the meanings of non-decomposable idioms were implicit, having little connection with their individual meanings. At the same time, the study proposed that there were no well-defined procedures to specify whether a given idiom was semantically decomposable or not and the common practice was to ask the native speakers to rate the decomposability of an idiom.

Also, several researchers made a study of idiom classifications from the perspective of idiom structure-form. Linguists in the 1970s basically adopted a grammatical-functional classification, dividing English idioms into the following broad categories: word-based idioms, phrasal idioms, colloquialisms, and proverbs. Li (2017: 2) argues that this classification is not convincing because there are several structures of idioms, such as verb ＋ adjective, verb ＋ noun, and idioms in the subjunctive or sentence form, which cannot be covered by this classification. The structure of English idioms is indeed as varied as the structure of ordinary utterances, and it is difficult to disentangle various structures of idioms in great detail. Li classified idioms into idiomatic verb phrases, idiomatic noun phrases, idiomatic preposition phrases and so on.

As it has been reviewed above, researchers classify idioms from different aspects, nearly all the studies confirming that idiom types exert great influence on the

overall comprehension of the idiom. However, the methods of idiom types have some defects. For instance, the classifications only center on the idiom itself and they are not suitable for all kinds of languages. On the other hand, some of the classifications lack the theoretical basis to some extent.

1.3 Problems and solutions in cross-cultural translation

With the deepening of the global economic integration process, the cross-cultural exchanges between countries are becoming more and more frequent. Whether in terms of political diplomacy, economic exchanges, or even people traveling to another country, translation is a very important and difficult problem to solve. The biggest difficulty in translation is the difference between the two cultures. There is something self-evident in one culture that needs to take a lot of effort to explain in another. Due to different ways of thinking, people from different countries often look at the same thing from different perspectives, thus different viewpoints and attitudes are formed. Therefore, in the process of translation, in order to achieve the equivalence of culture and thinking mode, the translator should excavate the deep meaning contained in the language and achieve the closest natural equivalence.

1.3.1 The influence of cultural differences on translation

1.Different associative meanings of words

In addition to conceptual meaning, the lexical meaning of a word also has inherent meaning and associative meaning due to the fact that a word does not only have a direct, superficial, dictionary meaning, but also an associative meaning in its cultural context. Let us consider the example of zoonyms.

(1) Associative meaning of zoonyms.

Some animals have the same associative meaning across cultures. For example, in the cultures of China and Russia, when talking about donkeys, people in both countries think of stubbornness, and when they talk about rabbits, people think of cowardice.

Animals are mostly assigned different figurative meanings in different cultures. In Western culture, the dragon is an evil creature. In Chinese culture, however, the dragon symbolizes dignity and holiness. In ancient China, only emperors were qualified to use things with dragon designs. In Russia, people put this sacred meaning on the eagle.

In English, dogs are given a good meaning, such as *love me, love my dog/ a lucky dog/ Every dog has his day*, etc. However, in Chinese, people often use dogs to scold other people, such as 狼心狗肺 (evil-minded and ungrateful) and 狐朋狗友 (friends who just want to have fun). In Russia, people have mixed feelings about dogs. On the one hand, dogs are used to express some positive connotations, such as *собаки помнят доброту прошлого* (which means grateful), *он у нас плясать собака* (means he is good at dancing), and *моя собака* is used to express intimacy when addressing others. On the other hand, dog also has some bad connotations in

colloquialisms, such as *собаке собачья смерть* (bad people do not have good results) *собака на сене* (a dog in the manger, a person who selfishly withholds from others something useless to himself), *вешать собак на шею* (slander, defame). From this we can see that the meaning of the same animal in different cultures may be different. In the same culture, the image represented by an animal may also be different. This requires that when translators translate animal idioms, they need to thoroughly understand the real meaning behind them.

(2) Associative meaning of color words

Different cultures also give different emotional factors to different colors. In English, many expressions with red often represent cruel, bloody and other bad meanings. For example, "in the red" means financial losses, "see red" and "red hot" means someone is angry. In China, on the contrary, red represents auspiciousness and is widely used in weddings and New Years.

In English, blue usually indicates emotional unhappiness. *Feel blue* or *In a blue mood* means someone is in a bad mood. *A blue Monday* means a frustrating Monday. Blue in English also has some positive meanings. For example, *someone is a real blue blood* (which means he is a true nobleman), *blue stocking* (which is used to refer to a learned woman), *blue ribbon* (first class; the highest honor), *true blue* (loyal, honest and faithful), etc.

Green is generally considered healthy, peaceful and environmentally friendly in different cultures. Green also means inexperienced in English, such as *a green hand/ someone is still green* (inexperienced), *as green as grass* (naive, no life experience),

green horn (the person who is inexperienced and easily deceived). This meaning can also be extended to the meaning of not ripe, such as *green peach* means unripe peaches.

2. The influence of religion and myths on translation

Religion has a profound impact on the emergence and development of a nation's culture.

"The mom flipped out and started <u>raising Cain</u> — shouting wildly at the older woman inside the elevator before tossing her into the street, cops said." (The New York Post: Elderly woman beaten after spat with young mom 2017)

The word "Cain" refers to a character in the Old Testament of the Bible. Cain was the son of Adam and Eve, who killed his brother Abel. In this story, both Cain and Abel bring sacrifices to God. God accepts Abel's offering but rejects Cain's. Out of jealousy, Cain kills Abel. So in English "to raise Cain" means to cause a commotion, to create a disturbance, to behave in an angry way.

"With massive balance sheets and shareholders with <u>the patience of Job</u>, some may persevere through several years of poor returns in their hunger to conquer Manhattan." (The Economist: Out of their league? 1997)

Job is a character in the Bible, whose absolute faith in God remained unshaken despite the numerous afflictions set upon himself, his family, and his estate by Satan. Therefore, people often use Job as a metaphor for a person who has an immense and unyielding degree of patience and conviction.

"The water sharing pact has been the <u>apple of discord</u> between the two states." *(theidioms.com)*

In Greek and Roman mythology, Hera, Athena and Aphrodite fought over the golden apple, which led to a decade-long war between the two nations. Hence an apple of discord is the core, kernel, or crux of an argument, or the root of the trouble, or a small matter that could lead to a bigger dispute.

"With Mr. Greenspan expected to step down in January, two months before his 80th birthday, this may be his <u>swan song</u> before the legislative body." (The Economist: Greenspan's last words? 2005)

In Greek and Roman mythology, Apollo was the god of sun, poetry and music. The swan is the divine bird of Apollo, so it is also used as a metaphor for literature and art. Reputedly swans do not usually sing, but before they die they must sing aloud. Therefore, in English, *swan song* is used to represent the masterpiece of a poet, writer and composer before his death, or the last performance of an actor or singer.

"Hampshire are back in Pro40 action on Tuesday night (25 August, 1640 BST) when they meet Gloucestershire <u>under The Rose</u> Bowl floodlights." (BBC: Lumb smashes Hants to D/L victory 2009)

In order to maintain the reputation of his mother Aphrodite, Eros sent a bouquet of roses to Harpocrates, the god of silence, and asked him to keep his mouth shut and not to spread the affair of Aphrodite. After receiving the flowers, he was silent. Therefore, the ancient Romans regarded the rose as a symbol of strict secrecy. If people visit someone else's house and see roses painted over the host's table, the

guest knows that everything that is said on the table should not be shared. *Under the rose* means in secret, privately and confidentially, which can also be extended to *be born under the rose* (illegitimate child), do under the rose (undercover operation).

Religion and mythology are widely spread in English-speaking countries. In contrast, many Eastern countries do not know much about the Bible or mythology, which leads to learners not fully understanding the true meaning of their expressions when reading the original English. And some translators use improper methods in their translations, which can also confuse readers.

3. The influence of living habits on translation

As daily life and social customs vary in different cultures, there are also differences in people's understanding and expression. In the UK, people always ask about the weather when they meet. And the Chinese like to ask "Have you eaten yet?" If you ask an Englishman in the Chinese way of greeting, he may think it is impolite, because it is considered to be inquiring into other people's privacy to ask this kind of question in the British culture. If you ask a Chinese person in the British way, he or she will be baffled. The reason for this problem is that the two countries have different habits.

The weather in the UK is fickle: the sun is still shining just now, and it may be pouring rain in the next second. The fickle weather has become a frequent topic of conversation in the UK. Besides, the British take personal space very seriously and

choose topics that don't involve personal issues when chatting, and the weather is such a safe topic.

China is located on the mainland. Most of the Chinese people were farmers and made a living by farming in the past. This has also led to Chinese people attaching great importance to eating for thousands of years. There is an old saying in China that "民以食为天", which means that "eating is the most important thing". Under such cultural background and living habits, Chinese people usually ask each other if they have eaten or not when greeting each other.

Different living habits lead to different languages and ways that people use to express the same meaning. Translators need to understand the underlying content when translating, so that the translation is not obtrusive and will not offend others.

1.3.2 How to overcome the difficulties brought by cultural differences in translation

Differences between cultures have caused great obstacles to translation. How to eliminate cultural obstacles and accurately translate the true meaning of a sentence has become the most important problem for translators to solve.

Eugene A. Nida, one of the most distinguished American translation theorists and linguists, has made enormous contributions to the field of translation theory. In 1959, Nida primarily proposed the concept of "dynamic equivalence" in his article "Principles of translation as exemplified by Bible translating". In 1964, Nida put

forward "dynamic equivalence" formally in his book *Toward a science of translating*, in which he pointed out, "In such a translation one is not so concerned with matching the receptor-language message with the source language message, but with dynamic relationship, that the relationship between receptor and message should be substantially the same as that which existed between the original receptors and the message." According to Nida, formal equivalence refers to the faithful reproduction of source text elements in form and content, with the focus of the message itself. In such a translation, one is concerned with the correspondence between sentence and sentence, concept and concept. (Nida 1964:159) Formal equivalence focuses on the lexical, grammatical or structural form of the source language. The necessary footnotes are required to make the translation guided by the theory of formal equivalence.

In 1969, Nida and Taber published their book Translation Theory and Practice, in which "dynamic equivalence" is therefore to be defined in terms of the degree to which the receptors of the message in the receptor language respond to it insubstantially in the same manner as the receptors in the source language. This response can never be identical, for the cultural and historical settings are too different, but there should be a high degree of equivalence of response, or the translation will have failed to accomplish its purpose" (Nida and Taber,1969: 24) In order to clearly define "dynamic equivalence", Nida wrote "Translating consists in producing in the receptor language the closet natural equivalent to the message of source language, firstly in the meaning and secondly in the style." According to Nida's explanation "basically functional equivalence has been described in terms of

dynamic equivalence" (1986: 122), dynamic equivalence actually is the predecessor of functional equivalence. In later years, Nida gradually replaced the concept of dynamic equivalence with functional equivalence. The term "functional equivalence" suggests not just that the equivalence is between the function of the source text in the source culture and the function of the target text (translation) in the target culture, but that "function" can be thought of as a property of the text. It is possible to associate functional equivalence with how people interact in cultures.

In Nida's view, an effective translation is not judged by verbal correspondence between the source text and the target text, but by seeing how the receptor, for whom the translated text is intended, reacts to it. Nida states that translating means communicating, and the translation process depends on what is received by persons hearing or reading a translation. (Nida & Taber 1969:12).

Given the concept and feasibility of "dynamic equivalence" in business speech translation, dynamic equivalence can be recognized as the most appropriate and applicable theory and criterion of translation. In business speech translation, the most important thing is the transformation of intercultural information. To this end, it is necessary for translators to firstly understand the expressive intention of the source-language speakers and then equivalently transform information across cultures. In this way, the target language can be fully comprehended by its receptors without a cultural barrier.

According to Nida's definition and interpretation of dynamic equivalence, it should consider four aspects, including lexical equivalence, syntactic equivalence,

textual equivalence, and stylistic equivalence. Given that business speeches are used in many contexts and come in many forms, the lexical, syntactic and stylistic equivalence should be given priority by the translator. While, in order to achieve the dynamic equivalence completely, the translator must take all the aspects mentioned above into account, thus, it is possible to make the best of both worlds of meaning and style in translation. In the meanwhile, the cultural conflict and obstacles that stand in the way of business speech translation can be eliminated to the utmost extent. With the four aspects taken as translation principles, it is not only easy to guide the approach of translation and judge the quality of translation but possible to transmit the original meaning and reflect the cultural meaning as well.

1.4 Business speeches and TED Talks

With the development of economic globalization, economic cooperation and exchanges have become increasingly frequent. Most business collaborations are accomplished through interpersonal communication, so using business language effectively has been seen as a key skill for success. As one of the many ways of business communication, business English speech plays a vital role in international business activities. Today's society is full of communication and exchanges, and people often use this to complete tasks or achieve goals.

1.4.1 Definition and types of business speech

The term "public speaking" is defined by many scholars. According to Byrns, public speaking is "a deliberative type of communication" (1997:18). This is because the speaker will determine the goal of speech beforehand, then the intended message is prepared, and finally a speech is delivered. Dance and Zak-Dance claim "Public speaking is the act of using spoken language to communicate with many individuals at the same time" (1996: 16). In this definition, communication takes place for the sake of reaching certain aims. The most desirable end of public speaking is determined by the speakers themselves. According to the definition of Merriam-webster Dictionary, public speaking (also called oratory or oration) is the act or process of making speeches in public. This type of speech is deliberately structured with three general purposes: to inform, to persuade, and to entertain. Public speaking is commonly understood as formal, face-to-face talking of a single person to a group of listeners. It is closely related to "presenting", although the latter is more often associated with commercial activity. There are four sub-criteria of the public speeches: entertaining, informative, inspirational and persuasive. From a practical aspect, public speeches can be categorized into academic, economic, political, legal, military, moral, religious speeches, and so on. Business speech is a subdivision of public speaking, dealing with a project, a solution, a product or a strategy in business field, in which the purposes for making speeches are to explain ideas, state opinions, or put forward solutions.

From this we can draw the conclusion: when a person stands among a great number of people and starts delivering any kind of information, which may or may not be useful for the audience, but mostly it is valuable, is called a public speech. A speech that is delivered in business for some specific purpose is known as a business speech.

The content and type of speeches are important factors that influence the use of idioms. Speeches can be divided into different types according to various standards. According to the expressive form, speech can be divided into four types: impromptu presentation, extemporaneous presentation, manuscript presentation and memorized presentation. Based on purpose, Zimmerman and Owen (1986: 90) divide speech into: speaking to inform, speaking to persuade and speaking on special occasions. According to this division, there are mainly three kinds of business speeches: informative speech, persuasive speech and special-occasion speech.

The Informative business speech

Informative business speech or speaking is such a speech that delivers any information to the audience that they did not know before. In short, such speech, which comprises the purpose to deliver useful information to the audience is called informative speech. Suppose that there is a professor in a class whose topic for the current day is to discuss the theory of relativity by Albert Einstein. It seems confusing and hard to understand for a few students, but the fact is that the professor is delivering something informative. Simply, conveying the information which is unknown to the audience is called informative speaking or speech.

The persuasive business speech

The speech which is being delivered with the intention of convincing the audience to accept the particular opinion, viewpoint or fact and persuade the audience to behave in a certain way, is called a persuasive business speech or persuasive speaking. Suppose that the four friends are having a debate about global warming, each friend is trying to persuade the others to follow the given point of view; this can be called as a persuasive speech. In short, the speech which influences the listeners to follow a certain idea is called a persuasive speech.

The special occasion business speech

Everyone intentionally or unintentionally, knowingly or unknowingly becomes part of at least one special occasion business speech in the whole life span. When a person is asked to say a few words at the best friend's wedding, parents' anniversary, boss's promotion or a relative's funeral, this is called special occasion speaking or a special occasion speech. Usually, this kind of speech is delivered to show respect and kindness for a person or a special event. A range of entertaining speeches also comes under the category of special occasion speech. The basic purpose of the speech is to point out the importance of a specific person/event. Most of the special occasion speeches are delivered on common occasions such as gathering in a bar, award ceremonies, political events, weddings and so on. Sometimes, a special speech happens suddenly when the speaker is asked to say a few words about the event/person.

1.4.2 The origin and current state of TED Talks

TED is a non-profit organization whose name is an acronym for Technology, Entertainment, Design. TED was born in 1984, and its founder is Richard Saul Wurman. Since 2001, Chris Andersen has taken over TED, founded The Sapling Foundation, and runs the TED conference with the aim of "ideas worth spreading." The TED International Conference was first held in 1984 and it has been held annually in Monterey, California since 1990, and is now held annually in other cities. It invites the world's thought leaders and doers to share what they are most passionate about. The data gleaned in this research are TED Business speeches, the transcriptions of TED business talks released by the official website in English version. In addition to the three fields of technology, entertainment and design, the field of this event is still expanding, showing various insights in almost every field. Anyone who has the opportunity to come to the TED conference to give a speech has an extraordinary experience. They are either the leaders in a certain field, or the founders of a new field, or they have made some innovations that are enough to bring about a change in society. Conference audiences tend to be corporate CEOs, scientists, creators, philanthropists, etc., who are almost as good as the speakers.

1.4.3. Reasons for choosing TED Talks as examples for this paper

TED Talks are loved and watched around the world because of their compactness, as well as unique and novel viewpoints. Compared with other topics such as design, entertainment or science, TED business speeches are one of the most

influential categories. Each video with business content has gained over 695701 click rates on its official website; some of them are even over 1,222,457. The click rates are living proof that TED business speeches enjoy a wide range of popularity among netizens all over the world. Besides, a great number of presenters are business leaders whose thoughts, typically, are of inestimable value.

Compared with traditional business speeches, TED Talks' content is more novel and the language expression is more casual. We usually find in TED Talks that speakers use many idioms to make the content more interesting and attractive. In most cases, people whose first language is not English will be confused by words that contain idioms, even though they understand every word in the speech. Therefore, this paper selects some idioms used by speakers from some TED Talks as examples of analysis, finds allusions and sources of these idioms, and uses dictionaries to analyze the meaning expressed in the speech. At the same time, the problems existing in the translation process of these idioms are analyzed. The problems that arise in the translation of these idioms are analyzed in relation to their literal meaning and the cultural content behind these idioms.

Chapter 1 Conclusions

The definitions of language and culture are elaborated according to the definitions given in dictionaries and the research of scholars. Language and culture are inextricably linked. Language is to some extent a product of cultural development, i.e. language emerges from cultural development. At the same time language is a vehicle for culture, and its use can contribute to the development and spread of culture. The two complement each other and develop together.

Linguists and scholars have spent a long time studying English idioms and it is difficult to give a very clear definition of an idiom. Similarly, there is a wide variety of classifications of idioms. There are different ways of classifying idioms depending on the perspective.

As exchanges between countries continue to increase, translation becomes a very important and difficult issue, and the greatest difficulty in translation is the difference between two cultures. Different associative meanings of words, religion, myths and living habits all have a strong influence on translation. When translating business speeches, priority should be given to lexical, syntactic and stylistic equivalence, while also minimizing cultural conflicts and barriers.

According to the definitions given by dictionaries and scholars we can conclude that when a person stands among a great number of people and starts delivering any kind of information, this is public speaking. A speech made for a specific purpose in the context of a business event is called a business speech. Speeches are divided into:

speaking to inform, speaking to persuade and speaking on special occasions. According to this division, there are mainly three kinds of business speeches: informative speeches, persuasive speeches and special-occasion speeches.

TED Talks have received a lot of love and attention from audiences around the world in recent years. Compared to traditional business speeches, TED business speeches are more innovative in content, lively in language and use many idioms. Therefore, TED business speeches were chosen as examples to be analyzed in this essay.

Chapter 2 Analysis and modification of idiom translation in TED Talk

With an increasing number of TED Talks spreading all over the world and favored by domestic audience, the quality of subtitle translation becomes a critical issue. To some degree, the quality of subtitle translation cannot be guaranteed due to the fact that they are translated by volunteers comprised of miscellaneous people, such as students, amateurs, or any others who might not have acquired professional learning. Thus, this task aims to provide the audience with high-quality subtitle translation accurately and faithfully conveying the source text and using clear and smooth expressions as best as they can. Thus, the aim of this thesis is to analyze the problems that arise in the translation of idioms in the context of the content of the speech, in order to convey the original as accurately and faithfully as possible.

Generally, TED subtitles go through 4 steps before publication: transcription, translation, review and approval. First, TED provides an original transcript for the translators. Then, subtitles are translated from the original language into the target language via a simple online subtitling platform called Amara (official online translation tool), which is also a nonprofit organization. Next, subtitles are reviewed by an experienced volunteer, who has subtitled more than ninety minutes of talk content. At last, reviewed translations are authorized by a TED Language Coordinator or staff member.

To guarantee the validity and reliability of the data, a number of criteria are taken into serious consideration. First and foremost, the data must be reliable. All subtitles of speeches in business field are selected from TED official website (http://www.ted.com),

on which all the speeches have been categorized in accordance with their themes. According to the official website, there are six topics - technology, entertainment, design, business, science, and global issues, among which the business topic is chosen. In addition, four years of speeches are covered in this thesis. The data, released online from 2018 to 2021, promise sufficient resources and accuracy. Last but not least, to ensure their authenticity, the selected presenters of TED business speeches are native English speakers, and all the subtitles are the transcription in English version by the official website. During the years 2018 to 2021, there are 23 pieces of business speeches in total on the official website. Non-native English speakers and talks shorter than six minutes were omitted from the list of samples. Besides, the total view rates are taken into consideration, for they identify the popularity of the speeches, ensuring their acceptance on a large scale.

As the official TED website's translations are given by non-professionals, some translations of terms and idioms may be inappropriate. In this work, as a native Chinese speaker, I analyze the Chinese translations provided in the official TED website by combining the interpretations in dictionaries and on the Internet, as well as authoritative examples. I put the original text and the translation together in the form of a table so that the problems that arise in the translation can be compared visually.

2.1 Analysis of TED Talks 2021

1. An interactive map to track (and end) pollution in China

The speaker Ma Jun is an environmentalist in China who developed the China Pollution Map, China's first environmental public database. In this speech Ma Jun

introduces the Blue Map, an app that empowers people to report pollution violations in their communities and track real-time environmental data, holding emitters accountable and helping companies along the global supply chain make informed sourcing decisions.

(1)

Source Language (English)	Target Language (Chinese)
With weak enforcement, the cost of violations was often too low, and those who *cut corners* became more competitive in the market.	由于执法不力，违规成本往往过低，*偷工减料*的企业在市场上更具竞争力

In Cambridge Dictionary "cut corners" is defined as "to do something in the easiest, cheapest, or fastest way". In Longman Dictionary it means "to save time, money, or energy by doing things quickly and not as carefully as you should".

"I was never given a directive to *cut corners* or deliver something not safely, but there was tremendous pressure on costs," he said. (BBC: BP 'egregious' for drilling Macondo oil spill well, 2013)

"But the lure of quick dollars has attracted a whole range of cowboy operators who *cut corners* to drive costs further down." (BBC: Dhaka factory collapse: Can clothes industry change? 2013)

There are many Chinese words that correspond to "cut corners", such as "抄近道" (to shortcut), "偷工减料" (to cheat on workmanship and materials, jerry-build) and "贪小

便宜" (be covetous of small gains). The main content of this speech is about companies and factories, so the word "偷工减料" is used in the translation to better fit the topic and the subject of the sentence. This sentence is translated correctly.

(2)

Source Language	Target Language
…we must *tap into* the power of transparency.	…我们必须*利用*透明度的力量。

In Cambridge Dictionary "tap into" is defined as "to manage to use something in a way that brings good results".

"Any Democratic winner will be able to *tap into* a huge store of goodwill abroad." (The Economist: The candidates: Hillary Clinton 2007)

"They *tap into* what media-savvy children and young people like doing to have fun." (BBC: Pupils learn through Myst game 2005)

From the dictionary definition and example sentences we can see that "tap into" and "use" have the same meaning. But "tap into" emphasizes that the result is good, whereas "use" does not have this meaning. In Chinese, there is no word that reflects the positive meaning implied by "tap into", so the meanings of "tap into" and "use" are exactly the same at this point. Therefore, the source sentence can be rephrased as "…we must use the power of transparency." and in this way it can be more easily understood and translated. This sentence is translated correctly.

(3)

Source Language	Target Language
Bear in mind many of them are part of this global supply chain.	*请记住*，它们中的许多都是这个全球供应链的一部分。

In Longman Dictionary "bear (something) in mind" is defined as "to remember a fact or piece of information that is important or could be useful in the future". In Collins Dictionary it is defined as "to keep in mind".

"*Bear in mind* it carries more passengers in one day than the whole of the UK's rail system." (BBC: London Underground celebrations to mark 150 years 2012)

"But the government has warned the CWU to *bear in mind* that there are alternatives to the postal system." (BBC: Union urged to cancel post strike 2009)

Most English learners know the word "bear" only in its noun sense. A few know that bear as a verb means "to be responsible for: and "to endure". The idiom "bear in mind" is rarely used by English beginners and is not included in many dictionaries. In the process of translation, "bear in mind" can be treated directly as and replaced by "remember that". This sentence is translated correctly.

(4)

Source Language	Target Language
…the product you consume	……你 *每天* 消费的产品的碳

day in and day out, often has 70 percent or more, and sometimes to up to 90 percent, of their carbon footprint in the supply chain…	足迹在供应链中，通常占到 70% 或更多，有时甚至高达 90%...

The idiom "day in day out" is defined as "done or happening every day for a long period of time (especially of something boring)" in Cambridge Dictionary. If somebody says that something happens day in, day out or day in and day out, it means that it happens regularly over a long period of time.

"*Day in day out*, decade after decade, he is in his studio working away, scraping off and starting again." (The Economist: Leon Kossoff 2010)

"We were there and we reported the story *day in and day out*, week after week, month...year after year." (CNN: Opinion: Bosnia's lesson for Syrian slaughter 2012)

"Day in day out" can be translated into Chinese as "每天" or "日复一日". The words "日复一日" and "年复一年 (year in year out)" are often used in conjunction with each other to show that time passes day by day without much change in Chinese. The word "每天" places more emphasis on how often things happen. In context we can learn that the subject of this sentence is a product used every day, emphasizing the frequency of use. Therefore, it is more appropriate to translate it into Chinese as "每天". This sentence is translated correctly.

(5)

Source Language	Target Language
The micro reporting filed by the local Blue Map users and NGOs has got a local agency to *weigh in* and require this company to clean up.	当地"蔚蓝地图"用户和非政府组织提交的微报道已得到当地政府的*注意*，并要求该公司进行清理。

The idiom "weigh in" is often used in sporting events and has meaning of to be officially weighed before competing in a sport, especially boxing or horse racing. In some informal usage, weigh in also means to become involved in an argument or discussion in a forceful way. Otherwise, "weigh in" also means to give an opinion or enter a discussion or argument.

"'We generally don't *weigh in* on local labor disputes, 'he told the Journal last month." (WSJ: D.C. Schools Chancellor Michelle Rhee Is Getting Results 2009)

"Whatever the outcome, the Supreme Court now plans to *weigh in* on the habeas corpus debate." (NPR: Bid to Give Detainees Right to Appeal Falls Short 2007)

In the translation provided by the TED website, the sentence is translated as "…微观报道已得到当地政府的注意 (the micro reporting has been brought to the attention of local agency)". However, based on the meaning of "weigh in" itself, and in context, we can see that the local agency has taken some action in addition to noticing the

above-mentioned matter. Therefore, in translation, "介入 (intervene)" is more appropriate to the context than "注意 (notice)". The translation should be amended to "…微报道已得到当地政府的介入 (…the micro reports have been intervened by local authorities)"

2. The creative power of your intuition

The speaker Bozoma Saint John is the global Chief Marketing Officer at Netflix. In this speech she calls on listeners not to rely too much on data when making big decisions and to harness the power of intuition and become creative trailblazers.

(1)

Source Language	Target Language
Anchor the idea in the data, you can predict whether or not it's going to work, and then you can see if it actually did work, and *vice versa.*	将想法锚定在数据的海洋中，你可以预测想法是否将会起作用，看它是不是真的有用, *反之亦然*。

"Vice versa" comes from two Latin words. Vice is from the Latin word "vicis" which means "a change or alternate order". Versa is from the Latin verb "vertere" which means "to turn or to turn about". Today it is used to mean "the same, but with positions reversed". In the Cambridge Dictionary it is defined as "used to say that what you have just said is also true in the opposite order".

"In the new Rwanda you will have Tutsis voting for Hutus and *vice versa*."

(The Economist: Neither Hutu nor Tutsi, just Rwandan 1999)

"Some refineries are designed to distill sour crudes which cannot distill sweet and *vice versa*." (FORBES: Up Through the Ground Didn't Come a Bubblin' Crude 2011)

In Chinese there is a word that means exactly the same thing: "反之亦然", an idiom that comes from the ancient Chinese language. Generally, this idiom is used literally and mostly in written language. In speech and everyday communication it can be replaced by "反过来也是一样 (the reverse is the same)". The translation could be amended to "将想法锚定在数据的海洋中，你可以预测想法是否将会起作用，看它是不是真的有用, *反过来也是一样。*"

(2)

Source Language	Target Language
So let's take it to something that may *be* a little bit easier, a little *closer to home*.	我们可以先做一些简单的，*离家近一些的事情*.

The idiom "be close to" is often used to indicate a proximity to a place. According to Colin's Dictionary, "if a remark or criticism is close to home, it makes you feel uncomfortable because it is likely to be true". The idiom can also mean close to the reality of the situation.

"In truth, the issues *are* very real and *close to home*, albeit invisible to most of us." (FORBES: 2012 is the Year America Must Get Serious About its Infrastructure 2012)

In the translation given on the TED official website, the word is incorrectly treated as "离家近 (the distance to home is short)". Earlier the speaker discussed the launch of Tesla's model Y and the decision by some airlines to leave the middle seat on planes empty which are big decisions. In fact, not everyone can make big decisions. In what follows, the speaker refers to the smaller things in life, so this sentence serves as a segue to the next. The sentence therefore means that let's do something easier and closer to reality. The translation should be amended to "我们可以先做一些简单的，*贴近现实*的事情。(We can start with something simple and realistic.)"

2.2 Analysis of TED Talks 2020

1. A friendly, autonomous robot that delivers your food

The speaker Ali Kashani is an engineer, tinkerer, and serial entrepreneur. In this speech he introduces Postmates' autonomous delivery robot and explains how it could help reduce carbon emissions and free up valuable real estate in cities everywhere.

(1)

Source Language	Target Language
…so we needed to create a new language, kind of a universal language so people and robots can understand each other *right off the*	…因此我们需要创造一种新的语言，一种通用的语言，以便人和机器人可以*立即*相互理解。

bat.	

The idiom "to do something right off the bat" means to do it immediately. This is informal usage from American English. It is thought to come from the American game of baseball. When a batter swings at a baseball, the ball "comes off the bat" and the batter then immediately runs to first base. The batter's quick reaction seems to be the origin of the expression and gives the meaning of "to do something immediately, without delay".

"***Right off the bat* she has two things going for her: she is young, and she has a great name."** (FORBES: How to Get a Job If You're a Twentysomething Woman 2011)

"**The problems are clear *right off the bat*, as Browder points out."** (FORBES: Could Starcraft 2 Go Free to Play? 2012)

Therefore, this sentence means we need to create a new language so that humans and robots can understand each other *immediately*. It is much easier to translate it into another language, once understand the real meaning behind an unfamiliar idiom. The translation of this sentence is correct.

2. How to support and celebrate living artists

Swizz Beatz is an American hip-hop artist, DJ, producer and entrepreneur. In this talk, he shares his love for art and his efforts to keep more people who love and work in the arts going.

(1)

Source Language	Target Language
Because once I'm *in the flow*, I like to stay *in the flow*.	因为一旦我进入*状态*之后，希望能保持住这种*状态*。

"Flow" as a noun usually indicates continuous movement, such as traffic flow. In this speech, the word flow is more psychologically oriented. Flow is a state of mind in which a person becomes fully immersed in an activity. Being immersed can be defined as a state of focus in which a person is completely absorbed and engrossed in their work. In this case, the phrase can be understood as "When I enter the state/when I am concentrating, I want to be able to stay in that state/I don't want to be disturbed."

In the translation given, the meaning of the phrase is in line with what the original intended to say. However, the word "状态 (state)" appears twice in a very short sentence, making it wordy. It could be amended to "因为一旦我进入状态之后，希望能够保持住" (partly delete) or "因为一旦我进入状态之后，不希望有人打断我（I don't want anyone to interrupt me）。" (rewrite the sentence and use paraphrasing to keep the meaning of it)

(2)

Source Language	Target Language
We have to create an entry point to the younger generation that didn't understand the art world, didn't *have their seat at the*	我们必须要为还不了解艺术世界、还没有*发言权*的年轻一代创造一个入口。

table.	

In Macmillan Dictionary "a seat at the table" is defined as a position as "a member of a group that makes decisions". Traditionally table is reserved for those who are considered to have the influence and power to make decisions and influence change, and it has become a symbol of power, negotiation and credibility. This idiom is used to assess people's access to power and decision-making – in the workplace, communities, political spaces, etc. In other words, when one is provided with a seat at the table, it represents an opportunity to be heard and to make a difference.

"The discipline of linguistics has a history of giving uncredentialled amateurs *a seat at the table.*" (The New York Post: Utopian for Beginners. 2012)

"Ensure CI gets *a seat at the table*: Consumer insights are meant to be used." (FORBES: How to Turn Consumer Insights Into Profitable Action 2011)

This sentence can be understood as we want to create an entry point for young people who do not understand art and who know a little but have no voice in the art world. The corresponding words in Chinese are "发言权(the right to speak)" and "一席之地 (a space for one person)". The translation of this sentence is correct.

(3)

Source Language	Target Language
This was personal for me, because many a times I've been counted out, I've been *hot and cold*	这对于我个人也意义非凡，因为我曾被排挤过无数次， 受到过上百次*忽冷忽热*的对待。

100 times.	

In Collins Dictionary "if someone is hot and cold or blows hot and cold, they keep changing their attitude towards something, sometimes being very enthusiastic and at other times expressing no interest at all".

"To add to the confusion, the all-powerful state is blowing *hot and cold* on human-rights issues." (The Economist: Egypt 2000)

"But African countries, especially, have blown *hot and cold*, sometimes granting recognition and then withdrawing it, often depending on their relations with Morocco and Algeria." (The Economist: Diplomacy over Western Sahara: Morocco v Algeria 2010)

The phrase in this context means that sometimes people treat me warmly and other times they treat me coldly. In the translation provided, this idiom is treated as "忽冷忽热"that is commonly used in Chinese. Both words have the same literal and actual meaning. It is a very appropriate translation.

3. Dignity isn't a privilege. It's a worker's right.

The speaker Abigail Disney is an activist and filmmaker. In this speech, she envisages a world in which companies had a moral obligation to put their employees above their shareholders and calls on all companies to provide respect, dignity and a minimum living wage to the people who work for them.

(1)

Source Language	Target Language
My grandfather was a very sweet and cuddly man, and I loved him *to the moon and back*.	我的祖父是一位非常温和、可爱的人，我*非常非常*敬爱他。

"To the moon and back" is an idiom to show the measurement of one's love for another. This phrase rests on the distance between the Earth and the Moon, emphasizing that their love is even greater than this outsized distance. It is not an idiom in the traditional sense but has been in common use on television and in popular culture for at least a few decades. A similar expression "I love you 3000" can be found in the movie The Avengers: Endgame. Both expressions are used in a more exaggerated way to describe the love one person has for another.

"When I was a little girl, I used to say to her, 'I love you *to the moon* and down again and around the world *and back* again.'" (Nuts, Tom Topor, 1979)

The translation of this sentence is correctly treated as "我非常非常敬爱他 (I love him very, very much)". However, it is less full of emotion and love than the exaggerated approach of the original. In 2009 in China, a line in a milk tea advertisement read: "(This brand of milk tea) sells more than 700 million cups a year, and the cups together can circle the earth twice." This line was so popular that it is still widely used in everyday and online communication. This line could be modified to serve as a translation of this sentence: "我对他的爱可绕地球两圈 (My love for him could circle the globe twice)". In this way

both the translation and the original express the depth of love for someone using a great distance, and both have a more humorous presentation.

(2)

Source Language	Target Language
But unfortunately, shareholder primacy was an idea that became a mindset and then that mindset *jumped the rails…*	但是，很遗憾，股东至上这个想法成为了一种观念模式，随后这个观念模式*发生了突变*…

In the Merriam-webster Dictionary "jump the rail" is defined as "to come off the track". The Definition of "jump the rails" in Collins Dictionary is "to suddenly go wrong". According to the context, the meaning given by the Collins Dictionary is used here.

"The story doesn't follow the traditional fairy-tale pattern but *jumps the rails* halfway through. (Collins COBUILD Idioms Dictionary)

Combined with the interpretation given in the dictionary, the original means that the mindset suddenly changed. The Chinese translation correspondingly uses the word "突变", which means a sudden change. The use of this word makes it concise and appropriate to the meaning of the original. The translation of this sentence is correct.

2.3 Analysis of TED Talks 2019

1. The anti-CEO playbook

The speaker Hamdi Ulukaya is a pioneer of the natural food movement and the founder of Chobani, which is one of the fastest-growing food companies of the last decade. Most companies today prioritize profits, money, and the interests of shareholders. In this speech, however, he calls for an end to the business playbook of the past and shares his vision of "anti-CEO playbook" that prioritizes people over profits.

(1)

Source Language	Target Language
You could tell that Rich felt guilty that this factory was closing *on his watch*.	可以看出，里奇感到非常内疚，因为那座工厂*在他手里*倒闭了。

Collins COBUILD Idioms Dictionary gives the definition of "on one's watch" as "if something bad happens on someone's watch, it happens during a period when they are in a position of power and are therefore responsible for it".

"Mr. Putin said repeatedly that there would be no renationalisation of privatised firms *on his watch*." (The Economist: The Khodorkovsky case 2005)

"Fairly or not, each president was judged by how much prosperity is delivered *on his watch*." (FORBES: Presidents and prosperity 2004)

The original text means that Rich felt guilty that the factory had closed during his tenure. In the Chinese translation, the phrase "during his tenure" is not explicitly reflected, but rather "在他手里 (in his hands)" is used instead. This is a very idiomatic usage and very well handled. The phrase "在他手里" not only has the same meaning as "during his management of the factory", but is also more concise.

(2)

Source Language	Target Language
Honest to God, that was the only idea I had.	老实说，我当时真的没有别的主意。

This idiom comes from religion and is used to emphasize the veracity of one's statement. The majority of countries where English is spoken are Christian, and this has had an important influence on the formation and development of the language. Other idioms with the same meaning are "honest to goodness".

"And that he was giving you the on his *honest to God* recollection when he testified before the grand jury and the FBI, and the fact that he forgot a bunch of things he may have been told by other people doesn't mean that he wasn't telling the truth." (NPR: Libby's Attorneys Pick at Russert's Account of Leak 2007)

China is a country without a uniform religion and most Chinese do not follow any religion. Religion has very little influence on people's daily lives and language. The translation therefore removes the religious element, i.e. the word "God" and instead uses

"老实说 (to be honest)" to reflect the original meaning. In this way, the translated text will not seem abrupt and strange to the Chinese.

(3)

Source Language	Target Language
When we wanted to build our second yogurt plant, Idaho was *on nobody's radar screen.*	当我们想建第二家酸奶工厂时，没人会考虑爱德荷州。

"On someone's radar (screen)" is defined as being "something someone is at all considering or thinking about" in Merriam-Webster Dictionary. If something is on someone's radar screen, it is within the spectrum of his interest, awareness, attention, or consideration.

"They were not *on the radar screen* here, their sufferings not widely known, or cared, about." (BBC: New York: City on edge 2001)

"There are real problems with security of supply and this is not yet *on the radar screen.*" (FORBES: EU Environment Commissioner Janez Potočnik Warns On Waste 2011)

According to the dictionary, the phrase means that when we wanted to build our second yogurt plant, no one considered Idaho. If *on nobody's radar screen* were to be taken literally into Chinese, it would be difficult to understand because it is not a commonly used idiom. When translating such idioms, which are difficult to associate the actual meaning with the literal meaning, it is necessary to understand the real

meaning and then seek words with the same meaning in the target language. The translation of this sentence is correct.

2. My identity is a superpower -- not an obstacle

The speaker America Ferrera is an actor, director and activist. In this speech she talks about the difficulties, discrimination and stereotypes she encountered as a yellow-skinned Latina when pursuing her dream of acting.

(1)

Source Language	Target Language
And in an ironic *twist of fate*, when I finally did get a role that would make all my dreams come true…	讽刺的是，*在命运的转折点，* 我终于得到了一个让我能圆梦的角色,…

In Collins COBUILD Advanced English Dictionary "twist of fate" is defined as "something happens by chance, and it is strange, interesting, or unfortunate in some way".

"If by some strange *twist of fate* the Revolutionary Guards should lose a bid, they take it by force." (FORBES: The Dangers Of Doing Business With Iran's Revolutionary Guards 2010)

"If he manages to do that then this simple *twist of fate* may serve Fisichella and Ferrari very well indeed." (BBC: Ferrari put fizz back in Fisichella 2009)

In the translation provided, *and in an ironic twist of fate* is translated as "讽刺的是，在命运的转折点", which is not concise enough to reflect the meaning of the original. Above she described frequent audition failures and below she says she needs to play a role that requires her to be her true self. Therefore, this sentence needs to function as more of a sarcasm than a twist. The translation can be modified to "在命运的捉弄下(under the trick of fate)".

(2)

Source Language	Target Language
That conversation lets us all *off the hook*. Because most of us are neither one of those.	这次谈话使我们都得以*脱身*，因为大多数人都不是其中的一个。

In Cambridge Dictionary "off the hook" means "to escape from a difficult situation". It is often used to indicate to be freed from danger, blame or obligation.

"But these reasons let everyone *off the hook*: they were innocent victims of unusual circumstances." (FORBES: Wizards, Witches, and Flying Monkeys 2011)

"This kind of thinking (and worrying) has the potential to let managers *off the hook*." (FORBES: Wanted: Chief Complexity Reduction Officer 2012)

"Hook" when used as a noun mostly means something curved or bent back at an angle, for catching hold of or hanging things on. "Off the hook" literally means to imagine a person removing something from a hook. The idiom is also easy to relate to its actual meaning. The translator is correct in treating this word as the Chinese word "脱身".

2.4 Analysis of TED Talks 2018

1. Why the secret to success is setting the right goals

The speaker John Doerr is an engineer, acclaimed venture capitalist, chairman of Kleiner Perkins. In this talk he introduces a goal-setting system – "Objectives and Key Results" or OKRs, that's been used to set and execute goals by the likes of Google, Intel and Bono. He expressed the hope that in addition to the business world, OKRs could also be used in families, schools and even governments.

(1)

Source Language	Target Language
She *jumped at the opportunity*. She did not flinch.	她*扑向了这个机会*, 她没有退缩。

"To jump at" can indicate an eagerness to grab something, such as a chance, an offer, etc. Compared to "take a chance" and "grab the opportunity", "to jump at the opportunity" is a vivid expression of the desire and eagerness for this opportunity.

"But before you *jump at the opportunity*, I recommend taking a few minutes to really evaluate the position and how well it meets your needs." (FORBES: 20 Questions to Ask Yourself Before Accepting a New Job 2013)

"Hollywood producers used to *jump at the opportunity* to turn a successful musical into the next blockbuster —West Side Story and The Sound of Music

were winning Tonys long before they won Academy Awards." (BBC: Broadway's pop culture revival 2011)

According to the above "…frankly, they weren't going to make very much money on the project. This was a bet-your-company moment, and Jini seized it." the speaker wants to use this idiom to express that she seized the opportunity without hesitation and without reluctance at the moment it came to her. When translating, the intended state behind the words needs to be taken into account. The word "扑向" is used in the translation on the TED official website, meaning to pounce on. In addition to having the same meaning, the two verbs "扑"and "jump" convey similar images. The translation of this idiom makes it lifelike for those who don't know it.

(2)

Source Language (S1)	Target Language (T1)
And when you have that sort of structure and environment and the right people, magic is *around the corner*.	当你有了这种结构和环境，加上对的人，奇迹就会*出现*。

"Around the corner" is defined as "something is not far away or going to happen soon" in Cambridge Dictionary.

"Adding it all together, I see a big petroleum price increase *around the corner*." (FORBES: Petroleum Balance 2011)

"Basically, it depends on the claim that runaway inflation is just *around the corner*." (FORBES: Paul Krugman v. David Stockman: The Great Debate Over Gold Continues 2013)

It is a very common, highly used idiom, which appears in another TED Talk. The translation of this idiom in two different sentences will be analyzed together.

Source Language (S2)	Target Language (T2)
Shipbuilders and manufacturers are busy developing the necessary technology. The first ammonia-powered ships are just *around the corner*.	第一艘绿氨驱动的货轮就要来了。

"Around the corner" is very picturesque and there is a similar expression in Chinese "在下个路口/转角(at the next intersection/corner)". However, this idiom is usually used in Chinese when things are about to turn around or when a bad situation will turn for the better, so the translation of this version doesn't work.

In the sentence T1, around the corner is translated into "出现". The meaning is correct, but it lacks the meaning of "happen soon" in the definition, which would be better amended to "近在眼前 (as close as in front of the eye)".

According to the above, the phrase is intended to convey that the first ammonia-powered ships are created. But the meaning of the translation deviates from the original. When used with a means of transport, "来了" means that the

car/subway/ship someone is waiting for is coming. In order to correctly present the meaning of the text, it needs to be changed to "第一艘绿氨驱动的货轮就要问世了。(The first ammonia-powered ship is about to be launched.)".

(3)

Source Language	Target Language
What he really said was, "We don't have any other way to manage this company, so we'll *give it a go*."	他真正说的是："我们没有其他的方法来管理这家公司，所以不如*试一试*。"

"Give something a go" does not mean to let it go. "Go" is not a verb in this phrase, but a noun. The common meaning of "go" as a noun is "to try, to make an effort". The definition of "give it a go" in Merriam-Webster Dictionary is "to try doing something".

"'He's decided to take the big step forward and *give it a go* at professional full-time football,' added Ferguson." (BBC: Manchester United call up teenage defender Oliver Gill 2009)

"It was the Navy which introduced Jackson to the ice sport five years ago when former bobsleigh driver and fellow Royal Marine Lee Johnston suggested he should *give it a go.*" (BBC: From bobsleighing to Afghanistan 2010)

The idiom is well translated into the Chinese and there are no errors.

(4)

Source Language	Target Language
OKRs are not a *silver bullet*. They're not going to be a substitute for a strong culture or for stronger leadership.	OKRs 并非*万能良药*。它无法代替强有力的文化或是强有力的领导力。

Under the influence of old European folklore, ghost-themed novels and films, and especially the Gothic fiction trend from the 19th century onwards, "silver bullets" were often depicted as weapons with exorcism powers, a potent weapon against supernatural monsters such as werewolves and vampires, witches and the like. Later, "the silver bullet" was often used as a synonym for a deadly weapon or a simple solution to a complicated problem. Another idiom "magic bullet" has a similar meaning to "silver bullet" but relates specifically to highly targeted medical treatments.

"There was no *'silver bullet'* to solve the gull problem, Mr Aldous informed his colleagues." (BBC: MPs declare war on aggressive seagulls 2011)

"'The political dynamics often inside the U.S. are to find some simple solution, some *silver bullet*,' Cordesman says." (NPR: Report: Iraq Study Group Supports Withdrawal 2006)

In translation, this idiom is handled as "万能良药 (a medicine can cure all diseases)", which in Chinese is used to describe a solution to all problems. The

translator has accurately reproduced the meaning of the original, using the same way of metaphor as the original. This is a very appropriate treatment.

(5)

Source Language	Target Language
Andy invented a system called "Objectives and Key Results." It kind of *rolls off the tongue*, doesn't it?	安迪发明了一个系统，称为"目标和关键成果法"。听起来是不是有点*绕口*?

"Roll off the tongue" means "to be easy to say or pronounce". It can also be said as trip/slip off the tongue. The origin of this idiom may be from Shakespeare. The idiom "trippingly off the tongue" appears as early as the 1500s in Shakespeare's play Hamlet, meaning that the word comes lightly or easily.

"He has ridden more than 2, 500 winners in his career, but the names from 28 September 1996 *roll off his tongue* like old friends." (BBC: Frankie Dettori recalls his Ascot 'Magnificent Seven' 2016)

When translated into Chinese, the word is treated as a "绕口 (to be not easy to say)", which is the opposite of the original meaning. This is a very low-level translation error. In the process of translation, the translator needs to accurately grasp the meaning of the original text, and the translation must not appear contrary to the meaning of the original text. The translation of this sentence needs to be changed to "…听起来是不是挺顺嘴 (read smoothly) ？"

2. How to build (and rebuild) trust

The speaker Frances Frei is a professor of technology and operations management at the Harvard Business School. She shares how to build, maintain and rebuild trust by recounting her experience of working for Uber.

(1)

Source Language	Target Language
I'm a Harvard Business School professor, but I was super attracted to going to an organization that was metaphorically and perhaps quite literally *on fire*.	我是哈佛商学院的教授，不过我超级想去一个组织，可以比喻成，或许真的是一个*如火中烧*的组织。

According to the definition in COBUILD Advanced English Dictionary, "if something is on fire, it is burning and being damaged or destroyed by an uncontrolled fire". If someone is on fire, they are very enthusiastic, excited, or passionate about something. This idiom can also mean that someone or something is attractive or successful.

"He was *on fire* with this marvelous sight." (COBUILD Advanced English Dictionary)

"Jill's new book is really *on fire*. Everyone is buying it."
(McGraw-Hill Dictionary of American Idioms and Phrasal Verbs)

Here "on fire" is used to describe an organization that is dynamic and passionate. But the idiom was incorrectly translated as "如火中烧 (like a fire burning in one's heart)", which clearly does not reflect the speaker's intended meaning.

The original text of this paragraph is "I'm a Harvard Business School professor, but I was super attracted to going to an organization that was metaphorically and perhaps quite literally on fire. I had read everything that was written in the newspaper, and that was precisely what drew me to the organization. This was an organization that had lost trust with every constituent that mattered." The sentence in which this idiom is found also mentions "metaphorically" and "literally". The literal sense can be understood as dynamic mentioned above. The metaphorical meaning can be understood in context as indicating that the organization is undergoing a crisis. Therefore, the translation becomes more complicated. It is possible to cut out parts of it and turn it into "this organization is very dynamic but has encountered some problems". The translation of this sentence could be modified to "我是哈佛商学院的教授，不过我非常想去一个充满活力但又遇到了一些问题的组织所吸引。(I'm a Harvard Business School professor, but I was attracted to going to an organization that was dynamic but had some problems.)"

(2)

Source Language	Target Language
what I'd like to do is share with you how far I have taken that liberty, which, it's *baby steps.*	而我想跟各位分享的是我带着这份自由走了多远，嗯，也就*刚迈出几步吧。*

The definition of "baby step" is "an act that makes a very small amount of progress towards achieving something" in Cambridge Dictionary. This idiom is used metaphorically, and it is so vivid that people can guess the actual meaning of the idiom based on its literal meaning, even though they do not know it.

"The proposal does represent a *baby step* into uncharted waters that should be navigated." (CNN: Forget large sodas, how about banning French fries? 2012)

"To overcome their fears, Matson says women should take one *baby step* at a time and bolster their confidence through understanding and ongoing reinforcement." (FORBES: Women's Top Money Fears and Seven Steps To Overcome Them 2012)

The idiom is not translated in a superficial way, but its actual meaning is also reflected.

(3)

Source Language	Target Language
We as a human species can *sniff out* in a moment, literally in a moment, whether or not someone is being their authentic true self.	我们人类在一瞬间，真的就是一瞬间，就能*判断*出一个人表现出的是否是真实的自我。

In Cambridge Academic Content Dictionary "sniff out" is defined as "to discover something, usually only after a special effort".

"The result, slimy with unfeasible plotting, will gratify those who *sniff out* all politics as a conspiratorial murk." (The New York Post: The Ides of March 2011)

"While there is no surefire on-the-spot way to *sniff out* dissemblers, there are some helpful clues and tactics for uncovering untruths." (FORBES: How To Sniff Out A Liar 2009)

In daily life, animals usually smell to determine whether the other is a partner or an enemy. The use of "sniff" here is also an analogy of humans to animals. Humans can tell in a split second whether a person is acting as he or she really is by some small piece of information. In the translation given, the word sniff is translated as "to judge", which is correct, but less vivid than the original. In Chinese, the word "嗅 (sniff)" is also used in the same way as in the original. It is therefore possible to translate the phrase directly, which would not cause any semantic deviation and would retain the sense of vividness.

(4)

Source Language	Target Language
Soon, they were put in positions that they *had no business* being in.	很快，他们被放到*不相干*的职位上。

COBUILD Advanced English Dictionary explains this idiom as "If someone has no business to be in a place or to do something", it means that they have no right to be there or to do it.

"If there is nothing that would persuade you to reconsider your opinion, you *have no business* participating in this discussion." (FORBES: Global Warming and the English Language 2011)

"They *have no business* leading companies like Apple or orchestrating wholesale transformations that require otherworldly vision." (FORBES: If Steve Jobs Were Alive, He Would Fire Tim Cook 2012)

The original text of this paragraph is "Logic was equally wobbly, and this was because the hypergrowth of the organization meant that people, managers were getting promoted again and again and again. Soon, they were put in positions that they had no business being in. Their positions outstripped their capability, and it was not their fault." According to the original text we can see that the meaning of this sentence is intended to convey that some managers' positions do not match their abilities. The position requires more skills and experience than they have. However, the idiom is translated as "不相干 (irrelevant)", which has some ambiguity. The word "不相干" means, for example, that the person is an engineer, but he has gone on to become a human resources manager, which is a deviation from the original meaning. The translation needs to be changed to "他们被安排到了他们根本不该去的位置上 (They were put in a position they shouldn't have been in)"

(5)

Source Language	Target Language
When we figure out how to	但是当我们弄清楚这些，弄清

celebrate difference and how to let people bring the best version of themselves forward, well *holy cow*, is that the world I want my sons to grow up in.	楚如何赞扬差异，如何让人们发掘出自己的最好一面，*天呐*，多希望我的孩子们也能在这样的世界长大。

There are various theories as to the origin of this idiom. Some believe that the term "holy cow" is an interpretation of the fact that in some religions, particularly Hinduism, the cow is a sacred animal. Some believe that it comes from Irish-American slang.

"Robert Byrd (D-WV) contended that, *Holy Cow*, even Thomas Jefferson supported government borrowing." (FORBES: The Debt Ceiling, Thomas Jefferson and the Semi-Virtue of a Balanced Budget Amendment 2011)

"And just as when Katrina plowed through the Gulf Coast, we are again reminded that — *holy cow*!" (NPR: Katrina's Unlearned Lessons Leave Financial Mess 2008)

This idiom is an expression of tone and is easy to translate and here are no problems with the translation of this word.

(6)

Source Language	Target Language
And with the collection of people here, it would be a privilege to *lock arms* with you and go ahead	今天大家聚在这里，很荣幸能与你们*紧密携手*，共同前进，在世界上每一个角落重建信任。

and rebuild trust in every corner of the globe.	

Longman Dictionary of Contemporary English explains "lock arms" as "if people lock arms, they join their arms tightly with the arms of the people on each side".

"The great news is that the administration can *lock arms* in collaboration with a sea of social ventures, led by social entrepreneurs who are united around common values and purpose." (FORBES: Obama's Second Chance: Fulfilling the Untapped Potential 2012)

In this context, "lock arms with you and go ahead" can be interpreted as "we are in the same camp" or "we do something together". In the Chinese translation, the translator has used two four-character words together "紧密携手，共同前进". Four-character words are used very frequently in Chinese, either as fixed phrases or as a combination of two two-character idiomatic words. In terms of content, the four-character words are simple and concise; in terms of form, they are neat and proportionate; and in terms of rhythm, they have a clearer and more harmonious rhythm. The translator has used two four-character words in this sentence to ensure the meaning of the original and to fit the Chinese speech habits.

Chapter 2 Conclusions

In this chapter several TED Talks from 2018 to 2021 are selected for analysis. The talks are selected to ensure that the speakers are native speakers, and the length and popularity of the talks are also taken into account. The translations of the TED talks provided on the official website were made by volunteers rather than professional translators, so the correctness of the translations cannot be guaranteed and the translation of some idioms may be inaccurate. The original text and the translations provided on the official TED website are compared and analyzed in a tabular form.

Of the two pieces selected for 2021, the first has an overall high quality of translation. The second talk *The creative power of your intuition* has problems with both idioms analyzed. The first idiom has been translated into a written style that do not fit the style of the speech. The second idiom has been translated in a superficial way and do not capture the meaning of the idiom itself. Most of the idioms in the speeches selected for 2020 were translated correctly. The translation of the first idiom in the talk *How to support and celebrate living artists* is a little flawed. The translated sentence is wordy and needs to be trimmed or rewritten according to the original meaning. In *How to support and celebrate living arti*sts the first idiom could have been better translated. Language is constantly evolving, and in addition to traditional usage, modern, popular, and emerging usage can be used in the translation process to better fit the context. There are no major errors in the translation of the 2019 speech. The

translation of the 2018 speech *Why the secret to success is setting the right goals* was analyzed for the same idiom in different contexts in both speeches and was revised. There was a problem with the translation of this speech, where the meaning of the idiom was translated completely backwards. In *How to build (and rebuild) trust*, there are also some minor problems with the wording of the translation.

In summary, as the translation of the TED website is not provided by professionals, there are some problems in the translation that may cause English learners who are not familiar with the language or the idiom to not understand the meaning of the original. However, the overall quality of the translation is reasonably good and there are few major translation errors. Most of the problems were with inaccurate wording, but they do not delay the audience's understanding of the meaning.

Conclusions

There are increasing exchanges between countries as the global integration process deepens. Therefore, the significance of translation is becoming increasingly obvious. Language and culture are closely intertwined, so it is critical to learn a language while simultaneously comprehending its culture. The cultural background also influences the outcome of a translation to a certain extent. Translators need to follow Nida's theory of functional equivalence when translating and take into account the cultural background of the source language. In this way, the meaning of the original text can be restored to the greatest extent. In recent years, TED has grown in popularity around the world, however not all of the translations supplied on the website are accurate.

The aim of this paper was to analyze the idioms in business speeches and to correct errors in the translations. Through the study, it was found that most translations of TED Talks reflect the meaning of the original text. Occasionally, serious errors in word meaning occur.

The innovation of this thesis is that instead of choosing traditional business speeches, the currently popular TED Talks were chosen as an example for analysis. Compared to traditional business speeches, TED business speeches have a wider audience and a greater use of idioms. The main limitation and shortcoming of this study is that the lack of personal competence led to a process that still did not allow for a deep enough study of translation theory. Apart from this, the official website has

been updated with the TED Talk video for 2022. Due to the timing, the latest video has not been analyzed in this thesis.

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Appendix: Source of TED business speeches

Sample No.	The Release Date	The Title	Presenter Name	Source of TED Business Speeches
1.	2021	An interactive map to track (and end) pollution in China	Ma Jun	https://www.ted.com/talks/ma_jun_an_interactive_map_to_track_and_end_pollution_in_china?language=en
2.	2021	The creative power of your intuition	Bozoma Saint John	https://www.ted.com/talks/bozoma_saint_john_the_creative_power_of_your_intuition?language=en

3	2020	A friendly, autonomous robot that delivers your food	Ali Kashani	https://www.ted.com/talks/ali_kashani_a_friendly_autonomous_robot_that_delivers_your_food?language=en
4	2020	How to support and celebrate living artists	Swizz Beatz	https://www.ted.com/talks/swizz_beatz_how_to_support_and_celebrate_living_artists?language=en
5	2020	Dignity isn't a privilege. It's a worker's right	Abigail Disney	https://www.ted.com/talks/abigail_disney_dignity_isn_t_a_privilege_it_s_a_worker_s_right?language=en

6	2019	The anti-CEO playbook	Hamdi Ulukaya	https://www.ted.com/talks/hamdi_ulukaya_the_anti_ceo_playbook?language=en
7	2019	My identity is a superpower -- not an obstacle	America Ferrera	https://www.ted.com/talks/america_ferrera_my_identity_is_a_superpower_not_an_obstacle?language=en
8	2018	Why the secret to success is setting the right goals	John Doerr	https://www.ted.com/talks/john_doerr_why_the_secret_to_success_is_setting_the_right_goals?language=en

9	2018	How to build (and rebuild) trust	Frances Frei	https://www.ted.com/talks/frances_frei_how_to_build_and_rebuild_trust?language=en