



Echoes Across Digital Realms: The Harmonic Dance of Translation and Stylistics

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Abstract

Many researchers agree that translation and stylistics play a crucial role in ensuring effective communication across linguistic and cultural boundaries. The purpose of this research is to investigate the complex relationship between translation and stylistics in the context of digital media by addressing the following research questions: How are stylistic elements preserved, adapted, or creatively transformed during the translation process in various digital platforms? What is the impact of translation choices on audience engagement, user experience, and brand identity in the digital age? Focusing on social media platforms, websites, and digital marketing campaigns, this study employs a qualitative approach, using content analysis and case studies of various global brands. Additionally, the empirical analysis examines likes, shares, comments, and website interaction trends to measure audience's responses to translated content. Preliminary findings reveal that localized translation strategies significantly enhance audience engagement and reinforce brand identity by maintaining stylistic coherence and cultural relevance. Practical recommendations emphasize adopting flexible translation strategies that balance accuracy with creativity to cater to diverse digital audiences. This study contributes to our understanding of effective translation strategies and their implications for audience perception in the digital age.

Keywords: translation, stylistics, digital media, audience engagement, brand identity

1. Introduction

Once primarily seen as a pastime for younger generations, digital media has now become an integral part of our daily life, influencing everything from communication and entertainment to education and work. From social media to entertainment and, recently, to education, it has transformed the way people connect and absorb information. This continuous evolution has integrated digital platforms into daily routines, blurring the boundaries between online and offline

life, while influencing societal trends and even driving cultural shifts. In this ever-evolving phenomenon, translation plays a crucial role not only by making content accessible to global audiences but also by breaking down language barriers that once limited communication. Furthermore, as platforms like social media and websites reach users across the globe, accurate translation is essential for ensuring clarity and engagement across languages.

Translation's influence is also strongly felt in fields like advertising and marketing. For brands operating in international markets, it not only facilitates communication but also preserves brand identity and strengthens connections with diverse audiences. However, translating for digital platforms like Instagram, LinkedIn, and websites present unique challenges. These include maintaining stylistic coherence, adapting cultural nuances, and fostering audience engagement across languages. Furthermore, stylistics (the study of tone, register, and stylistic devices) plays a pivotal role in shaping audience perceptions and responses to translated content. Hence, when the stylistic elements of a text are effectively maintained in translation, it can elicit similar emotional responses as the original, fostering, in this way, deeper cognitive engagement.

Despite the growing interest in digital media and translation, various gaps remain in understanding how translation strategies impact audience engagement and brand identity. Existing research often focuses on linguistic accuracy, overlooking the cognitive and emotional engagement that stylistically adapted translations can evoke. This study addresses these gaps by exploring the intersection of translation and stylistics in digital media, examining how translation choices influence audience engagement and emotional responses. Moreover, practical implications for both social media and website content management are explored, offering detailed insights into audience engagement optimization. By focusing on the above-mentioned platforms, this research aims to provide practical insights for maintaining stylistic consistency while adapting content to varied cultural contexts.

2. Literature review

The importance of translation and stylistics in cross-cultural communication has become even more critical in digital media, where audiences encounter a number of linguistic expressions daily (Sun, 2022; Valdeón, 2023). Studies show that stylistic adaptation of content in translation is crucial for fostering emotional and cognitive engagement (Ghazala, 2018; and Baker, 2018), particularly in multimodal communication (Bielsa, 2022). Stephen Doherty (2016), Ioana-Narcisa Cretu (2020) and Waldorff & Madsen (2023) emphasize how digital technologies have transformed not only translation practices but also how audiences process and interact with the translated content, while Declercq (2023) and Chaume (2018) further draw attention to the need to balance stylistic integrity target audience needs, which is particularly crucial in multimedia.

The complexity of audiovisual translation in digital media presents unique challenges for audience cognition, as Kruger et al (2018) discuss the impact of translation quality and stylistic choices on cognitive load. In this context, the adaptation and localization of stylistic cues in multimedia becomes crucial for authentic audience engagement, which is essential for maintaining brand identity consistency across cultures (De Mooij, 2019; Gustiani et al., 2022). Furthermore, Kress

and van Leeuwen's (2020) contribute to the understanding of multimodality in translation, advising translators to consider how text and visual elements interact across media. This framework has considerably influenced media translation studies, particularly in ensuring stylistic and cognitive considerations in captions and post-explanations (Maheshwari et al., 2024).

In this context, it can be stated that the use of multimodal frameworks challenges traditional stylistic norms in translation. Understandably, as new media forms demand approaches that go beyond text-based analysis to consider how different modes of communication (such as visual and auditory cues) interact (Pérez-González, 2019; Whong, 2024)).

In addition, digital media fosters engagement and interactivity, which are key components in learning. Hence, they not only encourage deeper cognitive engagement. Karimah, A., & Wijayanti, (2023) but also become crucial for maintaining cognitive immersion and audience engagement (Oprean & Balakrishnan, 2020; Dinet, J., & Kitajima, 2018; Wenk et al., 2023; Trunfio & Rossi, 2021).

This evolution, supported by empirical research and theoretical frameworks, highlights the growing complexity of translation in the digital age and its fundamental role in facilitating cross-cultural communication and enhancing cognitive flexibility (Bialystok, 2017).

3. Methodology

This study employs a qualitative approach to examine the relationship between translation and stylistics in digital media, with a focus on audience reactions to translated content. The research is carried out through the following key questions:

1. How are stylistic elements preserved, adapted, or creatively transformed during the translation process on Instagram and LinkedIn?
2. What is the impact of translation choices on audience cognitive engagement and emotional response on these platforms?
3. How do the unique characteristics of Instagram and LinkedIn influence translation strategies and stylistic decisions in relation to audience engagement?

In order to address the research questions, a content analysis approach is employed, focusing on posts, captions, and comments from *Instagram* and *LinkedIn*. The study utilizes case studies of global brands such as *Pepsi* and *Molfix*, to explore how translation influences audience engagement and brand identity. This methodology facilitates a comparative analysis of original and translated content, identifying key stylistic elements and how they are adapted for target audiences.

Selection Criteria: The data for the study is collected between April and July 2024, providing an elaborated view of posts, captions, comments, and website content. Engagement metrics such as likes, shares, and comments and interaction trends on websites provided insights into audience responses, highlighting patterns of cognitive and emotional engagement. The posts and websites discussed in this study were selected based on their relevance to the study's objectives, including

diversity in translation strategies and cultural adaptation. The inclusion criteria prioritized content that demonstrated distinct stylistic adaptation methods.

Case Study 1: Social Media (Instagram and LinkedIn)

The intersection of translation and stylistics is evident in digital content creation, where preserving the stylistic elements of a message is essential to maintaining brand identity, while also appealing to the cognitive and emotional needs of the audience (Sasamoto & O'Hagan, 2020). Social media platforms and websites require translations that resonate emotionally and are cognitively accessible, which impacts how users perceive and interact with content. In this regard, key concepts such as *literal* versus *free* translation (Marino, 2022) are central in translation studies, particularly in the digital world.

Instagram

Stylistic elements such as tone, register, and style play a crucial role in shaping audience perceptions and experiences (Katan & Taibi, 2021; Morini, 2020; Zanettin, 2021), so effective translation of these elements not only increases the visibility of posts but also influences audience's reactions. As such, content on Instagram often involves adapting tone and style for brevity while incorporating local expressions and culturally relevant imagery.

Hashtags are another essential element that needs to be translated or localized effectively (Pedersen, 2019; Maheshwari et al., 2024). They differ according to the content of the post aiming to influence their audience accordingly. While their presence was found on both social platforms taken into consideration in this study, a combination of general and local hashtags was observed in most posts. For example, various posts from April 22, 2024, featuring images of our planet were accompanied by similar hashtags such as **#EarthDay**, **#LoveOurPlanet** and others specific to the region, such as **#tokeegjelber**, **#ditaetokes**, **#22Prill**. This practice reflects a close relationship between posts within the same country and is an effective strategy for attracting a national and culturally diverse audience as much as it is for promoting the pro-climate change perspective advocated by Oprean & Balakrishnan, (2020).

In this section, four Instagram posts are analyzed, each illustrating different approaches to translation and stylistic adaptation while engaging with diverse audiences. The posts either involve translation from Albanian to English or reflect a multilingual strategy. Moreover, the focus lies on how meaning, tone, and style are either preserved or modified through translation. In order to facilitate the identification of the posts, the creator of each post and the date of publication are provided.

I. **Buy_to_America** (posted on: June 11, 2020, by: @buy_to_america)

This post advertises an international shipping service and provides an example of functional translation from Albanian to English. Its translation emphasizes clarity and efficiency, as the content must communicate precise logistical information such as prices and delivery options. The Albanian phrase "Dërgoni pakot tuaja me DHL!" ("Send your packages with DHL!") is straightforward and aligns with the tone of an advertisement. Moreover, the tone is direct and devoid of emotional or persuasive elements, as is typical in informative promotional content.

However, with only 9 likes, the post seems to have generated relatively low engagement, possibly reflecting limited audience interaction or reach. In addition, the use of hashtags in both languages aims to broaden the post's appeal, though this has not significantly boosted engagement. Overall, we can say that the translation remains faithful to the original, ensuring that the information is communicated clearly and concisely.

II. CellWellbeingAlbania (posted on: October 3, 2023, @cellwellbeingalbania)

The post in question promotes a health service and uses translation to create a persuasive and engaging message. It differs from the others in that no specific translation is provided. Instead, the content is directly written in English, accompanied by detailed explanations in Albanian. The original content, which promotes a health and wellness service, employs English phrases such as “No surgery” and “No steroids” to appeal to a broader audience, while the Albanian explanation adds localized context and more details for local readers. Interestingly, the absence of formal translation reflects a growing trend of bilingual or multilingual posts that cater to both local and international followers. The bilingual approach in the post appears highly effective in engaging audiences, as reflected by its 1,301 likes. The Albanian section, accompanying the one delivered in English offers additional information about the services, but the core message is delivered in English. This bilingual approach shows how social media posts can strategically engage multiple audiences by blending languages within a single post. The tone is persuasive and aspirational, with an emphasis on health transformation, and the emotive style is maintained in both languages.

III. Vasil Naci Motivational (1) (posted on: April 12-14, 2024, by: @vasil_naci)

This motivational post, promoting an upcoming seminar, provides an example of direct translation from Albanian to English. The Albanian text, “Mekanizmi më i mirë që mund të thyjë barrierat” (the best mechanism that can break barriers), is translated while retaining its literal meaning and message. It is worth mentioning the fact that, the translation allows for clarity and accuracy, ensuring the same motivational tone and call to action is conveyed to both Albanian and English-speaking audiences. Nevertheless, closer observation shows that with 150 likes and 2 comments, this post has seen moderate engagement. The audience's reaction indicates that the message resonates, though perhaps not as strongly as posts with more emotionally charged or culturally adapted content.

IV. Vasil Naci Motivational (2) (Posted on: March 22, 2023 By: @vasil_naci)

In contrast, the second post by Vasil Naci focuses more on adaptive translation. Rather than sticking to a word-for-word translation, this post adapts the meaning for cultural presence in both languages. For example, the phrase “Burimi i lumturisë gjendet në vlerën që u shtojmë njerëzve” (“The source of happiness is found in the value we add to people”) is translated by subtly adjusting the phrasing to fit English-speaking audiences, retaining both the emotional and philosophical depth of the original. The translation also takes into account stylistic elements, such as the simplicity and calmness of the language, which mirror the soft, reflective imagery used in the post. It does not attempt to over-complicate the message, allowing the audience to reflect on the core values being conveyed. The higher engagement (308 likes and 11 comments) suggests that this

approach better appeals to followers by presenting a relatable message that resonates emotionally with both Albanian and English-speaking audiences.

The selected posts demonstrate how different translation strategies (or the decision of not to translate) affect audience engagement. As seen by the higher likes and comments, the ones which adapt meaning to resonate culturally and emotionally with followers seem to foster greater interaction.

Analysis of a LinkedIn Post

LinkedIn requires maintaining a more formal, professional tone, often with the need for translating technical details accurately (O'Hagan, 2020). However, ensuring clarity and consistency, while balancing accuracy with readability can be a challenge for translators (Havid, 2017).

The following post by **Silvana Xheka**, a market research and consumer behavior professional, illustrates the interaction between a consumer and a business. Originally written in Albanian seven months ago and later translated into English, the post offers a real-life anecdote that provides an interesting case for evaluating translation strategies, stylistic choices, and audience engagement. This post offers an opportunity to analyze both the translation choices and the audience's response.

Original Post (Albanian): Translated Version (English):

Title: Konsumatori Edukon Biznesin!

“Mos e kap kapakun e kafesë me pëllëmbë dhe 5 gishta, të lutem. Është njësoj si t'i fusësh dorën në gojë klientit, i thashë. Më pa njëherë... pastaj më solli një tjetër me façoletë 😊. I lashë 30 lekë bashkish, një buzëqeshje dhe një mësim!”

Title: Consumers Educate Business!

“Don't grab the coffee lid with your palm and 5 fingers, please. It's the same as fielding your hand in the customer's mouth, I told him. He saw me once... Then he brought me another one with a facsay 😊. I left him 30 bucks, a smile, and a lesson!”

The tone and humor of the post are effectively maintained in both the Albanian and English versions, as they adopt an informal and lighthearted style. In addition, the humorous interaction between the customer, Silvana, and the coffee shop employee, along with the inclusion of an emoji, contributes significantly to this playful tone. Furthermore, this casual, everyday narrative is preserved in both languages, making the post engaging and relatable to a wide audience.

When it comes to translation, we can state that the transition from Albanian to English is literal, successfully preserving the key elements and structure of the original post. For example, the phrase “**Mos e kap kapakun e kafesë me pëllëmbë dhe 5 gishta**” (Don't grab the coffee lid with your palm and 5 fingers) is directly translated, retaining both the imagery and message. Similarly, the humorous analogy of “**t'i fusësh dorën në gojë klientit**” (as if you're putting your hand in the customer's mouth) is kept intact.

However, one small adaptation involves changing the currency from “**30 lekë**” to “**30 bucks**,” which makes the translated version more accessible to an English-speaking audience, especially for those unfamiliar with Albanian currency. Although 30 Albanian lekë is roughly equivalent to about 0.25 to 0.30 U.S. dollars, this choice may have been made to enhance relatability and

engagement, as “bucks” is a colloquial term familiar to the audience. Despite this minor adjustment, we can see that there is no major cultural shift between the original and translated versions, as the anecdote about proper coffee cup handling is a universal scenario relatable in both Albanian and English-speaking contexts.

Regarding metrics, the post generated 50 reactions, including 44 thumbs up, 2 likes, and other approving responses. This high level of engagement demonstrates that the humorous, everyday nature of the story resonated well with the audience. Thus, the informal tone, the use of emojis, and the relatability of the story seem to allow the humor go beyond linguistic boundaries and to encourage user interaction.

Overall, the translation proves to be effective in maintaining the humor, tone, and meaning of the original Albanian post. Both the Albanian and English titles, “**Konsumatori Edukon Biznesin!**” (**Consumers Educate Business!**), serve as direct translations that preserve the intent and emphasize the consumer's role in influencing business practices.

Case Study 2: Websites

Unlike social media, websites require a balance between a professional tone and approachability. It is important that technical details are translated accurately while maintaining an inviting, user-friendly, inviting style (Katan & Taibi, 2021). Hence, ensuring technical accuracy without sacrificing readability or emotional appeal is a significant challenge in website translation. This means that despite dealing mostly with professional terminology, translators are bound to face challenges in their effort to naturally bring the original content into the target language/s. Below are presented some cases which show interest for our discussion.

“Trajnimi në zhvillimin e projekt propozimeve ishte shumë i vlefshëm, informues dhe shumë ndërveprues. Trajnerët ishin shumë të përgatitur dhe me eksperiencë. Ata na e bënë çdo gjë më të thjeshtë me komunikimin dhe ushtrimet konkrete që organizuan. Kam bërë trajnime dhe jashtë vendit për këtë temë, por informacioni dhe mënyra se si na u përcoll ishte shumë efektive dhe do më vlejë absolutisht shumë!” (**Qendra Kombëtare Burimore për Shoqërinë Civile**)

“The training in developing the project proposals was very valuable, informative and very interactive. The trainers were very well-trained and experienced. They made everything simpler with their communication and concrete exercises they organized. I have also done training abroad on this topic, but the information and how it was conveyed was very effective and absolutely worth it.” (**National Resource Centre for Civil Society in Albania**)

The translation of the Albanian paragraph into English shows a mostly literal approach, which maintains accuracy but could be refined for greater naturalness. For instance, the phrase “*I have also done training abroad on this topic*” is grammatically correct but might sound more fluid as “*I have also attended training abroad on this topic.*” Similarly, “**concrete exercises**” could be more naturally rendered as “**practical**” or “**hands-on exercises.**” The Albanian phrase “do më vlejë absolutisht shumë” is translated as “absolutely worth it,” which conveys the feeling but misses the stronger personal emphasis in the original. A more nuanced translation might be “it will be of great value to me.” Repetition is another key point. The word “**training**” (and its variations) appears

multiple times which might sound repetitive in English. Using synonyms or rephrasing could improve the overall fluency of the translation, such as “*the course on project proposal development*” instead of repeating “*training*.” While the translation is accurate, a few changes in idiomatic phrasing, lexical choice, and sentence flow could enhance it.

Additionally, the site encourages users to stay updated by subscribing to the newsletter under the section ‘**Abonohu në Newsletter,**’ (which remains a combination of Albanian and English language) and to ‘submit’ any enquiries. There might be a number of reasons why the translator of this website has seen as appropriate the presence of the terms ‘**Newsletter**’ and ‘**Submit**’ instead of their Albanian versions ‘**buletin**’ and ‘**dërgo**’ but based on a number of similar presences of the term in question, we think that the main reason is maintaining a consistent tone that is relates to international standards.

While examining the Raiffeisen Bank website in Albanian, we observed several interesting linguistic phenomena, particularly the integration of English terms and phrases within Albanian content. This phenomenon, known as *code-switching* or *code-mixing* is not only a reflection of modern linguistic trends but also a strategic marketing and branding choice particularly aimed at appealing to younger audiences.

For instance, in the phrase “**Say hello to RaiYouth Prezantojmë aplikacionin tonë super cool, krijuar vetëm për të rinjtë!**”, we see a clear mix of English and Albanian. The English phrase “Say hello to RaiYouth” and the term “super cool” is integrated into an Albanian sentence with the intention to appeal to a demographic that associates English with modernity, innovation, and global trends. Such English terms, if translated into Albanian, might lose their trendy appeal, reinforcing the brand's connection to a youthful, tech-literate audience.

Moreover, this type of cultural and linguistic blending is increasingly common in advertising, where English words like “super cool” carry connotations that may not be equally, effectively conveyed through Albanian equivalents. By using English, brands can make use of a more globalized image, appealing to younger consumers who are exposed to international media and culture. However, in order to meet the needs of the audience who is not bilingual, the website could consider offering translation in parentheses or even providing a language-switch feature.

Another example of English use is the term “**banking**” in the sentence “Dëshiron të dish se si të bësh **banking** me ne?” as an equivalent for “**veprime bankare**”. This highlights the widespread adoption of English in specialized fields like finance and technology. Such usage simplifies communication for individuals who are already familiar international banking practices, enhancing the modern, professional tone of the content. Furthermore, this bilingual approach also demonstrates how businesses are using language strategically to bridge local and global markets. Raiffeisen Bank’s integration of English terms like “banking” and “Say hello to RaiYouth” reflects an effort to maintain brand consistency across different markets while also catering to bilingual or internationally customers. Hence, we can state that this combination of languages is not just a result of linguistic convenience but also a strategic marketing tool aimed at engaging younger, more cosmopolitan audiences.

It is worth mentioning, however, that no such mixing of languages was found on education-related websites such as those of **ASCAL** or the **Ministry of Education**. Unlike the commercial and financial sectors, which tend to incorporate English into their content for marketing purposes, these education-focused platforms maintain a clear and consistent use of the Albanian language. This suggests a different approach in sectors where formality and national linguistic identity are prioritized over the more globalized tone seen in business-oriented websites. The absence of code-switching in these contexts reflects the emphasis on preserving linguistic purity in educational communications.

Case Study 3: Digital Marketing (Pepsi and Molfix)

As mentioned above, accurate translation in advertisements and digital content, as these elements have a profound effect on consumer perception and reactions. Hadjikotaeva (2019) argues that poorly translated advertisements can create confusion, leading to misinterpretation of brand messaging; while proper localization enhances emotional engagement by aligning with cultural values and linguistic nuances. In a study by Liu et al. (2022), it was shown that when advertisements reflect local idioms and cultural references, they are more likely to trigger positive emotional responses, increasing brand loyalty. Additionally, studies by Adab, (2000), Munday et al., (2022) confirm that clear and emotionally engaging translations on e-commerce sites not only increase audience engagement but also foster cognitive and emotional connections.

In this section of the research, we have focused our attention on the campaign of two well-known products: that of ‘Pepsi’ and ‘Molfix’.

I. Pepsi: Campaign: “Live for Now”

Images of ‘Pepsi’ advertising a new look were taken into consideration over a period of four months (April-July, 2024) from six different regional accounts. The analysis has shown that each of them has been brought adapted and localized in different ways while maintaining the brand's global messaging.

For **Pepsi’s Kosovo account** (pepsi.kosova, July 24), the caption is fully translated into Albanian, including the question “**A po vini re diçka ndryshe? Po... kjo është pamja jonë e re!! 😊**” (Do you notice something different? Yes...this is our new look). This engages the local audience by presenting Pepsi's new look with a playful tone. However, the slogan “zero sugar” remains in English, preserving the product's international identity while appealing to the local audience. Additionally, we noticed that the other key phrases were literally translated, such as “**pamje e re**” (new look) and “**e njehta shije fantastike**” (same great taste).

The branding on **pepsicyprus** (April 17) adopts a different approach. The post retains all slogans in English, including the caption “**“Feelin’ brand new ❤️,”**” reflecting the island's bilingual culture, particularly in the business context. The emphasis here is on simplicity and brand cohesion with international standards, appealing to a broad audience.

In **Pepsi Makedonija’s** (pepsimakedonija, May 21) post, the Macedonian language is used throughout, with the caption: “**Нурни во новата ера на Pepsi,**” which translates to (Dive into

the new era of Pepsi). While the key slogans “**new look**” and “**same great taste**” are adapted, the language retains local nuance. Unlike the Cypriot post, the Macedonian version keeps the entire message within its native language, fostering a stronger cultural connection.

Pepsi’s Italian account (pepsi_it, June 10) translates the slogan as “**Nuovo look, stessa iconicità di sempre**” (New look, same iconosity as always). The can features Italian phrases like “**massimo gusto**” (maximum taste) and “**zero zucchero**” (zero sugar), blending local linguistic preferences with Pepsi’s global rebranding. The post avoids the English slogans used in other regions but maintains the overall theme of consistency in taste and quality.

The image posted by **pepsialbania** on July 19, continues the theme of “zero-sugar Pepsi” promotion but also incorporates excitement and adventure with a caption and hashtag “**Thirsty for More.**” shifts focus towards adventure and excitement with the caption as well as hashtag “**Thirsty for More.**” This post used a dynamic visual of cola bubbles to evoke energy, distinguishing it from others focused on product presentation.

Finally, **Campaigns of the World** offers a global overview, highlighting how Pepsi’s new visual identity celebrates its history while embracing modernity. In this aspect, we can say that the Macedonian post’s choice to maintain full local language representation and the Italian post’s cultural adaptation of the product labels provide meaningful insight into Pepsi’s efforts to balance global branding with regional customization.

In conclusion we can say that while Pepsi’s key message of highlighting the new design and familiar taste remains consistent, each region adapts its posts to reflect local language preferences, cultural identities, and consumer habits. Furthermore, while balancing the global campaign’s tone with the emotional and cultural expectations of local audiences, the social engagement metrics seems to show more engagement when localization is present such as the case of ‘**pepsialbania**’ (143 likes).

In general, Pepsi’s localized marketing posts use cognitive strategies to strengthen consumer engagement and build loyalty. By incorporating local languages, Pepsi fosters cultural familiarity and trust, while in bilingual regions like Cyprus, simplified messaging in English reduces cognitive load. Also, Repeating key slogans reinforces brand identity and builds emotional connections, aligning with Maheshwari et al. (2024), who suggest that captions reflecting brand personality engage viewers. This approach also minimizes cognitive dissonance, reassuring consumers that while the packaging changes, the product stays the same, supporting Sasamoto and O’Hagan’s (2020) findings on the role of visual elements in conveying meaning.

II. Molfix: Global diaper marketing

The analysis of the translation strategies used in Molfix’s marketing content emphasizes local parenting values and imagery, aligning with Bielsa’s (2022) approach. The key challenge here is to communicate the same product’s benefits while respecting cultural differences in parenting practices (Katan & Taibi, 2021).

In the Molfix campaign, both the Turkish and Albanian posts focus on comfort and parental trust, but each tailors the message to its audience. The Turkish post, “Molfix Rahatlığı Gibisi Yok!”

stresses exclusivity by asserting that no other diaper can offer the same comfort as Molfix. This message is reinforced by a comforting image of a smiling baby, creating a strong visual link between the product and trust.

The Albanian adaptation, “Me Molfix ndihem shumë rehat,” maintains this focus on comfort, while adding a more personal emotional appeal with the caption, “Më ka thënë mami që si ty s'ka tjetër” (“Mom said there's no one like you”.) It is obvious that this layer of personalization is utilized with the view of enhancing the emotional connection with parents. Another point worth mentioning is that both posts use consistent branding, featuring babies in happy, relaxed poses with a clean, vibrant blue background, reinforcing the message visually. From a cognitive perspective, we can say that the combination of baby images and trust-oriented slogans helps position Molfix as a safe, reliable choice for parents.

In terms of digital engagement, both campaigns use hashtags like #AnneKucağiGibiRahat to reinforce the maternal care theme, making the campaign easily searchable across platforms. This combination of visual and verbal elements strengthens brand recognition, linking comfort with trust and care. It also emphasizes the importance of customizable hashtags and handles to align a brand’s social media identity with its messaging (Maheshwari et al., 2024). Additionally, studies by Luna and Peracchio (2001) suggest that consumers are more likely to trust advertisements that respect local cultural values rather than relying only on direct translations.

Beyond likes and shares, the comments section offers valuable insights into how content sparks discussions and engagement within communities. These interactions allow brands to gauge the impact of their content, helping them understand how it resonates with their audience. By analyzing these responses, brands can adjust their strategies to improve engagement, enhance audience connections, and better align with their overall marketing goals.

The following findings consolidate insights from the case studies, revealing patterns in translation strategies and audience engagement.

Findings

The analysis of Instagram posts revealed that localized translations foster greater engagement. For example, Pepsi’s Kosovo account employed culturally adapted captions that resonated with local audiences, resulting in higher engagement metrics compared to posts that retain global slogans without adaptation. Similarly, Molfix’s Albanian campaign utilized emotional appeals and personalized messages, thus, not only enhancing audience’s connections but also reinforcing brand loyalty.

LinkedIn posts required a more formal tone, often prioritizing technical accuracy over emotional resonance. However, posts that balanced professionalism with stylistic adaptation saw increased engagement. For instance, the translated LinkedIn post presented in the above sections, maintained humor and relatability while ensuring clarity, generating significant reactions from the audience.

It is worth mentioning the fact that website translations posed unique challenges, particularly in balancing professional tone with cultural relevance. For instance, the Raiffeisen Bank website integrated English phrases into Albanian content (“Say hello to RaiYouth”), appealing to younger,

bilingual audiences while maintaining a modern, globalized tone. Nevertheless, the absence of translation alternatives for non-bilingual users highlighted a gap in accessibility. Likewise, posts with localized elements, such as culturally adapted slogans and relatable imagery, were observed to generate higher audience engagement compared to purely literal translations. Metrics like page views and click-through rates further emphasized the impact of stylistic adaptation on user interaction.

Discussion

Building on the case studies, our findings show that effective translation in digital media requires preserving the original message while adapting it for cultural relevance emotional resonance. Our analysis found that while the core stylistic elements of the campaigns remain consistent, the translations are customized to resonate with local audiences on both cognitive and emotional levels, ensuring the message retains its impact across different cultural contexts.

Given these findings, the following section outlines practical implications for translation strategies in digital media. Posts that reflect local cultural tones and values tend to evoke stronger audience responses, which in turn strengthens brand loyalty. This aligns with theories on multimodal communication, emphasizing the importance of integrating textual, visual, and cultural cues to build lasting relationships with consumers.

While Instagram's informal and dynamic nature allows for greater creativity in translation, LinkedIn demands a professional tone, challenging translators to maintain stylistic integrity without sacrificing readability. Websites, on the other hand, require a nuanced approach that balances technical precision with user-friendly language. A systematic comparison of engagement metrics across platforms highlights the role of translation in shaping audience's perceptions and brand identity.

Practical implications

Building upon the findings of this study, we can state that the following insights would improve audiences' engagement:

Bilingual posting and engagement: as seen in the Molfix's marketing campaign, brands can improve inclusivity by using bilingual or multilingual posts to appeal to diverse audiences simultaneously. Also, alternating between different language posts provides variety while fostering global and local audience engagement.

Effective hashtag localization: Pepsi Kosovo's strategy of using culturally resonant hashtags such as #ditaetokes alongside global tags like #EarthDay demonstrated enhanced discoverability and audience connection.

Enhanced website accessibility: The Raiffeisen Bank website integrated English phrases into Albanian content to maintain brand appeal while providing services to bilingual audiences. Hence, it can be noted that providing Albanian translation for key terms and a language-switch feature can ensure broader accessibility.

Localized marketing strategies: Pepsi's Macedonian and Italian campaigns illustrate the effectiveness of adapting slogans to reflect cultural nuances, strengthening the connection with their audience.

Platform-specific translation: Instagram posts by Vasil Naçi demonstrate that informal, dynamic translations can foster engagement, while LinkedIn content by Silvana Xheka shows the importance of maintaining professional tones while posting on this kind of platforms.

Multimodal content creation: Another useful suggestion would be balancing textual and visual translations to ensure coherent communication. For example, Molfix's campaign featuring visual imagery of happy, relaxed babies combined with trust-oriented slogans reinforces brand messaging through both text and visuals.

Interactive engagement tools: Extending beyond the case studies taken into consideration in this study, incorporating virtual reality (VR) and similar tools provides an immersive method which can improve users' digital engagement in the future.

These suggestions illustrate how carefully planned translation strategies foster stronger audience relationships and support consistent brand messaging.

Conclusion

This study highlights the critical role of stylistic adaptation in digital media translation. Localized translations that balance linguistic accuracy with cultural and emotional relevance enhance audience's engagement and reinforce brand identity. Practical implications include adopting flexible translation strategies tailored to platform-specific requirements and exploring cultural insights to strengthen global connections.

Limitations

The study acknowledges certain limitations, such as the challenge of measuring emotional and cognitive responses only through online interactions. Additionally, the study focuses on specific platforms and brands, which may limit the generalizability of the findings to other contexts. Lastly, the reliance on publicly available data limits the ability to analyze behind-the-scenes decision-making processes in translation strategies.

Further research could explore additional platforms, cultural contexts, and the use of more advanced audience engagement measures to deepen understanding of translation's impact on audience engagement.

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