



**An-Najah National University
Faculty of Graduate Studies**

**A COMPARATIVE ANALYSIS OF
COMMERCIAL ADVERTISEMENTS ON
WEBSITES: TRANSLATION AND
LOCALIZATION CHALLENGES FROM
ENGLISH INTO ARABIC**

**By
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Declaration

I, the undersigned, declare that I submitted the thesis entitled:

A COMPARATIVE ANALYSIS OF COMMERCIAL ADVERTISEMENTS ON WEBSITES: TRANSLATION AND LOCALIZATION CHALLENGES FROM ENGLISH INTO ARABIC

I declare that the work provided in this thesis, unless otherwise referenced, is the researcher's own work, and has not been submitted elsewhere for any other degree or qualification.

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06/03/2025

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Abstract

This study examines a corpus of translated commercial advertisements of three iconic American companies—Coca-Cola, Starbucks, and McDonald’s—and their Arabic versions on websites. Through the lens of G. Kress & van Leeuwen (2006) visual grammar paradigm, the researcher analyzes a collection of 20 English-Arabic ads published by the selected companies’ websites for the year 2024. Depending on a scientific reading from Kress and Van Leeuwen’s multimodal perspective, the researcher identifies the cultural challenges that translators may face when localizing the visual elements in American brands to Arab countries. Thus, Kress and Van Leeuwen’s methodology with its three metafunctions- representational, interactive, and compositional- helps the researcher conceptualize and categorize some critical concepts, namely: Sustainability, inclusivity, individualism, and collectivism.

The results ensure the contrast between American ads, which often frame their ads to emphasize the concepts of individualism and inclusivity to enhance capitalist hegemony by globalizing their products. Additionally, the researcher concludes that the representational function is more dominant in American advertisements since they prioritize personal expressions. In contrast, the Arabic advertisements exhibited a stronger interactive function to emphasize family connections, community, and a sense of belonging, to foster their collective identity. Therefore, reframing these ads to fit the Arab audiences who focus on collectivistic social relations may cause challenges for translators from English to Arabic. For this reason, translators sometimes decontextualize the source texts to recontextualize them to suit the target audience's hegemonic discourse.

The study’s summary findings contribute to extending the application of Kress and Van Leeuwen’s framework to the field of advertising localization, revealing how cultural differences affect the interpretation of visual elements. Additionally, the findings provide

actionable insights for translators seeking to adapt English ads for the Arab countries, ensuring the significance of considering semiotic codes and cultural contexts. Ultimately, the study underscores the need for cultural awareness in advertising methods that help create successful communication strategies in the digitized and globalized era without affecting the target audience's norms and ideologies.

Finally, the study concludes with a set of recommendations that may help future researchers as well as future translators of websites' commercial advertisements or multimodal text who intend to use Kress and Van Leeuwen's framework in translating multimedia texts, whether commercial ads, public services, or any other media texts

Keyword: Visual semiotics; multimodal Discourse Analysis (MDA); multimodality; ideology.

Chapter One

Introduction and Literature Review

1.1 Introduction

In the era of globalization, the world has become a whole interconnected universal village. Therefore, there is a growing need for international communication in order to promote cultural exchanges among communities and overcome challenges pertaining to the translation of cultural barriers in many possible ways. This would also greatly impact sharing experiences or exchanging knowledge and ideas. In today's interconnected world, ideologies and international products spread and cut across geographical boundaries rapidly via advertisements, cultural narratives, and consumer behavior. In this sense, Aydoğan & Aydın (2023a) state that “advertising of products is an ideological phenomenon that affects class and gender relations and ultimately all social relations with its effect on popular culture and communication tools” (p. 361). Moreover, the globalization of markets enables ideologies to cross borders, since brands adapt their messages to fit different cultures and contexts. Thus, localization can strengthen or challenge existing ideologies, based on how well the brand resonates with the local values and beliefs of the target audiences.

The advent of the Internet in 1990 has turned the world's economic activities upside down and impacted all walks of marketing and communication. As a result, the profession of translation has expanded beyond the traditional translation of written or spoken texts to multimodal translation. This new practice of translation includes website advertisements and other multimedia content, carried out by experts in the field of translation. For instance, in the field of marketing, businessmen and company owners create websites to market their brands and products across national and international boundaries. This rapid development in the industry is driven by global competition between various brands and businesses tending to make the products or services offered globally reachable and beneficial for both consumers and companies. Such products are manufactured to serve the consumer, who holds the absolute power and ability to shape the market's dynamics since consumer preferences and choices influence product availability, prices, and the quality of goods.

In the contemporary global market, the United States of America is currently at the top of all competitors that lead the world in the field of trade. In this market, the English language has increasingly become a significant means of cultural exchange. Recent years have witnessed the emergence of a global market that promotes English products, which makes English a common language of business and acculturation. In their paper Shah et al. (2024) emphasize that English is a lingua franca, pivotal in international trade and economic development. Therefore, huge numbers of people all over the world use English to communicate even though it is not their mother tongue. At the same time, English is still poorly used by many consumers who seek to benefit economically from the rising global trade system by importing products and legalizing brands whose names and illustrations are in English. Thus, the benefits and how-to-use instructions of such manufactured products should be brought to the knowledge of non-English speakers who need to know about these products through translation and localization.

Furthermore, the need for translating website commercial advertisements, whether written, visual, or audiovisual, has increased these days to facilitate global communication among people. With the spread of the global economy, international trade has achieved phenomenal growth, leading to international advertising trade across diverse cultures (Retnowati, 2016). This is why in the last few decades, internationalizing and localizing website commercial advertisements have witnessed an increased demand for translation from English into other languages. Despite the imperialist nature of the internationalization of English products to increase control and economic access in non-English speaking countries through ads, the translation of these ads into other languages has tried to fashionize a new global economic culture to go with the culture of the receiving country.

The translation of advertisements that promote foreign products has been investigated by a few studies, despite its urgent importance. One of which is Munday (2004, p. 210) where he notes that scholarly writing and research about the translation of advertisements, in general, is rare. The translation of commercial advertisements from English into Arabic is among the least examined text types, although it is significant in translation studies. Agha (2006) emphasizes that the advertisement translation has to receive considerable attention from a scholarly perspective. He adds that the translation of ads from English to Arabic, in particular, is becoming more and more important since most products available

in Arab countries are imported from America and other countries where English is the main language of commerce. In this regard, Agha (2006, p. 3) suggests:

The past few decades have witnessed an increased demand for the translation of advertisements from English into Arabic because most products and services available in Arab countries are imported from American [sic] and countries that use English as the language of commerce.

This study analyzes advertisements on the websites of three prominent global brands (Coca-Cola, McDonald's, and Starbucks) and the advertisements of the same brands on Arabic websites. The analysis is conducted by utilizing Kress and Van Leeuwen's (2006) framework to explore how visual elements such as images, color, and design communicate meaning, which work as a form of language. This analysis aims to compare advertisements from American parent websites and their Arabic versions, focusing on the translation and localization process. This comparison seeks to identify differences in cultural representations, thereby providing insights into effective communication across diverse audiences. Further, the analysis explores the challenges that translators may encounter when localizing and adapting the websites' advertisements for Arab consumers, particularly in the Gulf countries, which are known as strong consumers of international brands. The researcher conducts this comparative analysis of different linguistic and cultural identities or ideologies to shed light on the challenges that arise when localizing website ads from English into Arabic. By comparing the original website ads with their Arabic versions, the study aims to highlight differences that may influence the perception and effectiveness of the ads in different cultural contexts. This study regards the translation of commercial ads on websites that are culturally sensitive material. In their study on the translation of website commercial advertisements, Singh et al. (2005) summarize this sensitivity by suggesting that:

- A website is visible to people across cultures,
- The interactive nature of the website makes it an ideal medium for creating culturally sensitive dialogue,
- Links and search options depend on the user and on his or her motivation to browse the web,
- Website templates can be adapted for different cultures,

- Culturally congruent websites are better perceived by their users who can use them better.
- Website translation has introduced many new aspects into the field one of which is translating websites' advertisements that plays a significant role in shaping consumer behavior and promoting products and services.

Websites' advertisements' translation from English into Arabic may be more challenging than other translations due to the importance of both form and content in cross-cultural translation and audience response. Therefore, specialized translators often encounter localization challenges when adapting website ads. Translators should consider the particularities related to the target audience's age, gender, religion, social practices, and commercial habits when localizing and translating the source ads. Thus, when localizing websites' advertisements, translators should analyze the visual elements to ensure they align with the ideology of the political system in the country where the product in question is going to be marketed. This includes considering how images, colors, and other visuals may be perceived within the specific cultural and political context. This relationship between the political system and the translation of website advertisements manifests in understanding several key dynamics such as regulations, cultural sensitivities, and target audiences. Translators must consider these dynamics when localizing advertisements on websites to resonate with the target audience without offending political sensitivities. Additionally, translators should understand the political systems of the source and target audiences to adjust their translation according to these contexts. By understanding these aspects, translators can effectively navigate the complexities of localizing advertisements in different political contexts, ensuring that the final product is both culturally relevant and politically appropriate. To achieve this, a thorough assessment that employs comparative analysis is essential. This thorough analysis of language metafunctions is conducted by using G. Kress & van Leeuwen's visual grammar, which is based on Halliday & Matthiessen's (2004) framework, the standard reference to Systemic Functional Linguistics (SFL) that will be instrumental in this study. Specifically, the representational, compositional, and interactive aspects of both the source and target advertisements. The analysis of Kress and Van Leeuwen's metafunctions helps identify the semiotic codes and cultural values embedded within the source ads. Further, this approach provides a deeper understanding of localization challenges faced by translators

and how websites' ads can be tailored to align with the cultural and political nuances (i.e., ideology) of the intended audience.

After analyzing the screenshots of the ads on the selected companies' websites by employing G. Kress & Van Leeuwen (2006), the researcher dissects the semiotic dimensions of commercial advertisements on websites, related to cultural nuances, embedded ideologies, and linguistic choices, emphasizing the importance of the layout and design choices of images. The researcher tries to unravel the intricate layers of challenges inherent in cultural adaptation and linguistic decision-making during the translation of English websites' advertisements to Arabic audiences. Delineating the challenges of localization contributes to enhancing and optimizing the quality of advertising when translating from English into Arabic in the linguistic and cultural contexts of website advertisements. Ultimately, this evaluation of challenges leads to more successful and appropriate communication with the Arabic audience. Additionally, the study aims to evaluate the influence of semiotic modes such as color, images, writing, and format on the cultural appropriateness of website advertisements' translation. Thus, the study provides practical recommendations for improving the cultural adaptation and linguistic aspects of translating websites' advertisements, offering insights for marketers and translators. The last aim is to contribute to the academic field of translation by offering a nuanced exploration of challenges in translating websites' advertisements and suggesting avenues for further research and improvement.

In general, dominant contemporary companies worldwide tend to globalize and internationalize their products to obtain economic resources and opportunities to access a large number of markets and increase their profits. This has led to a significant increase in the demand for the translation and localization of website advertisement services. As a result, this study endeavors to explore the translation of websites' advertisements regarding localization challenges to facilitate the task for future translators in this field.

More specifically, the following few pages present more clarification of the main objectives of this study and introduce the statement of the problem, the purpose of the study, the significance of the study, the limitations of the study, and the research questions that the study tends to answer. In addition, they introduce the related conceptual framework and the main purpose of this study.

1.2 Statement of the Problem

In the digital age, website advertisements are the most powerful discourse determined by the capitalist production-consumption chain since the context, motivation, and purpose of the communication process are shaped by capitalism. This study seeks to analyze the translation of commercial advertisements on American websites and their Arabic versions for three iconic companies: Coca-Cola, Starbucks, and McDonald's.

Specifically, the study examines the cultural values of twenty commercial advertisements on websites, revealing the localization challenges that may be faced by translation agencies when adapting commercial ads for Arab countries in 2024. The selected examples are localized/translated by a team of localization experts and professional in-house translators who work with translation agencies. However, a specific translator is not widely known for translating ads on websites from English to Arabic. Particularly, these three large companies are handled by a team of experienced translators rather than one single person. The analysis tackles the visual elements such as images, format, color, and writing that convey several layers of meaning. Through exploring commercial ads on websites, it becomes clear that translating such multimodal ads is problematic due to the challenges of localizing the semiotic modes in the advertisements because these elements belong exclusively to the source culture (SC), which is different from that of the receiving culture. Therefore, translators of website advertisements may face difficulties in localizing culture-specific values related to ideologies whose literal transference may sound offensive to the target audience in the Arab context. For example, Aydogan et al. (2019) examine ideology and discourse in advertising and state that “advertising is an ideological phenomenon that affects class and gender relations and ultimately all social relations with its effect on popular culture and communication tools” (p. 361).

Thus, the researcher uses G. Kress & van Leeuwen Theo's (2006) model as a multimodal analysis tool to dig deep into various modes to understand the potential meanings. Additionally, this framework helps reveal the challenges of localization of commercial advertisements on English websites and their versions on Arabic websites by comparing the representations of the source websites' advertisements and their target ones. Because cultural gaps such as social culture and religious culture lead to variations in ideological perspectives between English and Arabic. For instance, one of the representations in

American websites' advertisements emphasizes individuality compared to Arabic versions, which focus on collectivism and social connections.

Although Kress and Van Leeuwen's (2006) model is complex, identifying these challenges requires a professional multimedia analysis tool to avoid any breaches of the cultural realia in Arab countries while maintaining the product's primary goal of persuading consumers to take action and purchase. This framework, with its three metafunctions (representation, interactive, and compositional) and their processes and subprocesses, is beneficial in analyzing website ads.

Further, there is a considerable amount of research on this topic, but there remains a shortage of studies on website advertisements' localization assessment from English to Arabic from a multimodal perspective by utilizing Kress and Van Leeuwen's approach for reading images.

1.3 Purpose of the Study

This study evaluates the translations of a sample of website advertisements of three famous brands (Coca-Cola, McDonald's, and Starbucks) from English to Arabic. The study explores the challenges translators may face while localizing these ads from English into Arabic by utilizing G. Kress & van Leeuwen Theo's (2006) multimodal approach as a comparative analytical tool. This analysis clarifies how visual elements are localized across different cultural contexts. Moreover, analyzing the American and Arabic websites' ads identifies the dominant metafunction and highlights the key themes in these localizations, such as sustainability, inclusivity, and collectivism. For instance, the representational metafunction is dominant in English sample website ads which plays a crucial role in conceptualizing the observed representations. It emphasizes how these concepts and values are depicted through images of ads to convey specific ideas and messages. On the other hand, the overwhelming interactive metafunction in Arabic representations represents the concept of collectivism which expresses Arab culture and traditions.

By uncovering these patterns and challenges, the study provides insightful ways to effective localization practices that maintain cultural relevance, ideological consistency, and coherent messaging. This means that despite the underlying difference in ideologies,

the websites' ads can still show coherent messages reflecting respect for the values and beliefs of each culture.

In a nutshell, by identifying the challenges of localizing websites' advertisements, the study seeks to contribute to the development of more nuanced and culturally relevant strategies for translating and localizing commercial website advertising messages from English into Arabic. This is to maintain the brand's consistency and effectiveness without causing any contempt, seduction, or influence on the culture and ideology of the receiving country. Moreover, the study aims to provide practical recommendations for improving the cultural localization and linguistic aspects of translating websites' ads, offering insights for marketers and translators. The last objective is to contribute to the academic field of translation by offering a nuanced exploration of critical multimodal analysis depending on Kress and Van Leeuwen's framework suggesting avenues for further research and improvement.

1.4 Significance of the Study

The focus of translation has been on conventional, outdated, and written texts, giving less attention to advertising despite its being one of the clearest examples of the new multimedia world of communication. From this sense, the researcher believes that translation must move beyond the written texts, and pay more attention to the visual and multimodal elements which must be combined into a fuller study of advertising translation. Hence the significance of this study can be framed to highlight its multifaceted contributions to the fields of advertising, translation studies, marketing, cultural studies, and multimodal analysis.

By employing Kress and Van Leeuwen's multimodal approach based on Halliday's systemic functional linguistics (SFL), this study provides an analysis of how website advertisements of American brands are localized in Arab countries. As well, it gives a closer look at the way that translators deal with cultural differences when translating website ads across various contexts specifically between English and Arabic. Using Kress & Van Leeuwen's framework, the researcher will analyze and assess the visual and verbal elements of websites' ads to identify the challenges involved in localizing website commercial advertisements.

Conducting this multimodal analysis, the researcher aims to provide insights and offer feedback on how to improve effectiveness and cultural appropriateness when translating websites' ads. Additionally, by identifying dominant processes that reflect cultural values and ideologies, the study offers insights into how marketing messages via website commercial ads can be tailored to resonate with specific cultural contexts. Therefore, this study tries to bridge the cultural gaps by critically analyzing and assessing the verbal and visual semiotic resources in online ads.

This study attempts to describe the cultural representations of challenges of website advertisements as a new genre and evaluate them to identify their influence on the localization process. This knowledge can enhance the effectiveness of international advertising campaigns and contribute to the development of best practices in the field of localization and translation across various cultures.

1.6 The Questions of the Study

This study attempts to answer the following questions by selecting websites' ads of the three companies under study (Coca-Cola, Starbucks, and McDonald's). Then, the researcher critically analyzes them according to Kress and Van Leeuwen's framework to assess and compare the source ads with their localized Arabic versions to reveal the cultural challenges that may face the translators while adapting/translating the English ads to the Arab audience. This is to identify the translation challenges to provide effective translation that achieves the overall function of ads.

The study starts with the main question followed by its sub-question, and two other questions:

1. How do Kress and Van Leeuwen's visual grammar provides a framework for analyzing the visual elements (images, colors, format, and writing) in the website ads of the selected American companies and then compare them with their Arabic versions to reveal the cultural challenges encountered by translators when recontextualizing them in Arab countries during localization process?
2. What is the dominant metafunction in both English and Arabic representations that mostly shapes the cultural conceptualizations which in turn pose challenges for translators?

3. What are the complexities of Kress and Van Leeuwen's framework as an analytical and evaluative tool?
4. What are the recommendations for overcoming the identified challenges and optimizing the localization process for translating English websites' commercial advertisements into Arabic effectively?

1.5 Conceptual Framework

The conceptual framework for this study outlines the key concepts and relationships specific to this research. The following sections introduce the definitions that are related to the case study which speaks about commercial advertisements on websites. The researcher starts to define commercial advertisements in general. Then, offering a brief idea about the interconnectedness of culture with communication and translation to provide a basic perception of how cultural and communicative contexts affect translation.

Then, and more precisely, the researcher moves to define the advertisements on websites and their localization/translation.

1.5.1 Translation and culture

Recent trends in translation research have shown interest in translation studies and the close link between translation and culture, which affects the function of translation in the receptor context. The process of translation cannot be carried out without including cultural values in the construction of meaning. Hassan (2014) states that "a good translation is one that carries all the ideas of the original as well as its structural and cultural features" (p.2). In the same vein, he (ibid) asserts that the best translations are produced by translators who translate into their native language to reconstruct the historical and cultural contexts of the source. This means that good translation is not only a linguistic act but also a cross-cultural communication. In this respect, cultures are regarded as non-linguistic aspects of traditions, values, products, and ideologies, and they are expressed in the source text and conveyed to the target text through translation. Therefore, translators try to balance economic efficiency and cultural success by being aware of the problems of textualism and contextualism in the cultural interaction between languages.

Culture and language are interwoven because the transference of linguistic expression and extralinguistic elements is precisely an attempt to integrate elements of one culture into another. This is what has driven translation theorists and scholars to place a major focus on cultural differences and cultural knowledge since ancient Rome. Bassnett & Lefevere (1990) are the first scholars to put forward the cultural approach as cited by Yan & Huang (2014). They attached great concern to the role that culture imposed on translation and the shifts brought by the cultural turn. Additionally, Chun-chieh (2013) notes that among different regions, when culture transmits from its home country into another country, it is first decontextualized and then recontextualized into the new cultural environment, a process that is referred to as “a cultural turn” (Bassnett & Lefevere, 1990). The cultural turn goes beyond language and focuses on the interaction between translation and the way that culture impacts and constrains translation. It also orients translation theorists to analyze translation from a view of its cultural, political, and ideological context. Snell-Hornby shows interest in the cultural turn, which is used in translation studies to represent a shift in translation analysis from a cultural studies angle. Thus, the cultural turn refers to a shift in focus within translation studies toward considering the cultural nuances, references, and context present in the original text (Snell-Hornby, 2006). This approach recognizes that language is deeply intertwined with culture, so effective translation goes beyond mere linguistic features and tries to capture the cultural context to ensure conveying the message accurately and in a more impactful way to resonate with the target audience. On this matter, Nord (1997) defines translation as intercultural communication. She adds that text genres are characterized by conventional features and are mainly culture-specific.

Further, many scholars continue to discuss the inherent relationship between culture and translation, such as Nida & Taber (1982) who viewed intercultural translation as “a translation in which the content of the message is changed to conform to the receptor culture in some way, and/or in which information is introduced which is not linguistically implicit in the original” (p. 199). Another study by Wati (2017) refers to Vermeer’s definition of culture, which is based on the first part of Goodenough & Murdock’s (1964) definition, that culture includes all that one needs to know, feel, understand, and master to evaluate how people of a society are acting in various positions, whether in an acceptable manner or not. This is why Vermeer (1989) insists that translators are looked

upon as mediators between cultures, not merely languages, so they should be bicultural, if not multicultural to master the appropriate uses of linguistic and extralinguistic context. Toury (2021) considers translation as a norm-governed activity, and the translator should pay more heed to the original text with its norms and culture. Another study by Al-Rubaii & Mohammed Saeed (2021) cites that “the cultural scene includes things like beliefs, explanations, perceptions, and values, manifested in aspects like individualistic vs. collective consciousness” (Bullock, 1999; Sulaiman, 2014).

As this study seeks to explore the translation of websites’ ads as a digital genre, it assumes a deep understanding of the cultural values of both source and target cultures. Nord claims that “advertisement translation involves the production of a communicative event in a new culture, having an equifunctional role to that of the original, source text” (ibid. p. 50). Sometimes, translators of website ads need to be mindful of cannibalism translation theory since it helps them integrate cultural elements from the source text with the cultural context of the target language, resulting in new texts (Jiang et al., 2022). In this context, Munday (2016) cited that Juliane House refers to what she calls a cultural filter that needs to be applied by translators to localize and modify cultural elements to give the impression that the TT is an original. The translators’ confusion about what to filter, what to change, and what to omit may involve changes at the levels of language and beyond language. Although the role of the translator is a cultural filterer and mediator, it is governed by the commission and ideology of the client or company which translation is for its benefit.

Finally, it can be said that each language has its own culture propagated through translation, which has gone beyond linguistic activity to a communicative cultural context. Thereby, the translation of multimodal texts such as advertisements needs professional translators who have more awareness of the complexities of differences between cultures and their significance for translation. Additionally, the translator’s competence or incompetence in dealing with cultural gaps between English and Arabic plays a pivotal role in the successful rendition of commercial advertisements, which are deeply rooted in the domain of culture. The researcher will explore the definition of advertising in general and how it intertwines with culture to influence consumer choices. Furthermore, the researcher seeks to examine the interconnectedness between ads and culture to show the dynamic nature of advertising as a cultural object.

1.5.2 Translation and Communication

As global communication has exploded due to the Internet, consumers worldwide have access to products that are only restricted to national markets. The world's globalization and commercialization contribute to offering global access to international products through Internet advertisements. Consequently, translation studies have gradually incorporated advertisements within their scope as one of the text types, regarding culture and communication as key terms to be considered when translating advertising material. So, there is an urgent need to understand the best way to translate ads to get perspectives and advantages when examining commercial advertisement translation/localization, particularly on websites. Thus, the following sections serve a discussion about some definitions of communicative translation to illustrate its important role in advertisements' translation.

Several translation scholars pay attention to communicative translation in an increasingly commercial society. Wang's (2018) research focuses on communicative translation from Newmark's perspective which emphasizes that Communicative translation focuses on producing an equivalent effect on its target readers as close to that obtained on the readers of the original. For this reason, many scholars analyze advertisement translation utilizing Newmark's (1988) theory such as Shi's (2014) study about advertisement translation which is based on communicative translation. In the same sense, Nida's work suggests various aspects of translation and proposes a scientific approach to the study of translation by delving into two basic types of equivalence, which are the formal and dynamic equivalences to achieve the equivalent effect on the word level (Nida, 1964b). While Pinchuck (1977) gives an alternative definition of translation by dealing with it as a skill-bound activity. Pinchuck criticizes translation that involves strict word-for-word rendering. He treats translating as a skill in which the translator should analyze the source text (ST) to comprehend the concepts and the intended message to restate the source message in the target text (TT). About the value of translation as a communicative practice, Neubert & Jäger (1985) consider translation as a tool of communication, emphasizing precisely that translation is "interlingual and intercultural, cross-cultural communication" (p. 18). Neubert & Jäger (1985) clarify that translators may need to manipulate, describe, paraphrase, or substitute one item for another to render acceptable translations. In Baker (2018), she cites what Gill & Johnson have argued that:

Translation is a point of contact between peoples [sic], and since it is rare that two peoples have the same access to power, the translator is in a privileged position as mediator, to make explicit the differences between cultures, expose injustices or contribute to diversity in the world (Gill & Johnson, 2010).

This definition shows that communication has greatly impacted the translation process and given it great value since it has made intercultural communication one of its components.

To conclude, communicative translation is a milestone in translating advertisements. Therefore, the following subsequent sections provide an overview of commercial ads definitions in general, followed by an exploration of ads on websites and their translation and localization.

1.5.3 Definition of commercial advertisements

There is a common belief that advertising is one of the intrusive discourses in the post-modern world. The definition of advertising changes over time since advertising is considered the engine of commerce that plays a critical role in the success of a company and the construction of cultural identities. Advertising's psychological effects and societal implications influence consumer choices. In his influential book, Cook (2001) asserts that “advertising is a prominent discourse type in virtually all contemporary societies” (p.8). Advertisements are not merely written copy in newspapers, magazines, and posters; they are a central feature in new technologies such as websites. Danesi (2015) argued that advertising is one of the oldest forms of marketing in the world which has been derived from the Latin word “adverter” which means to “turn the mind towards” or “to direct one’s attention to an idea, product or service by announcing an oral or written message in common public. As noted by Danesi (2015), advertisements reflect people’s mindsets, social and ideological positions, and commercial products. Thus, advertising is a form of communication that aims to market a particular product and convey a socially beneficial idea and ideology through both verbal and visual resources. These verbal and visual cues make ads complex discourses; therefore, the viewers usually perceive the messages being conveyed based on their own experiences and assumptions.

The language of advertisements has a similar common-sense assumption or power ideology embedded within. In Fairclough (1989), this experience-based assumption is a “common sense assumption” which are implicit in the conventions according to which people interact linguistically, and of which people are generally not consciously aware (p. 2). Fairclough (2001) adds that “ideologies are closely linked to language because using language is the commonest form of social behavior and the form of social behavior where we rely most on common sense assumptions”. He claims that language “is a material form of ideology, and language is invested by ideology” (ibid. p. 73). That is to say, discourses are material effects of ideology that also have a strong impact on shaping our sense of reality. Similarly, the language of advertising includes common-sense assumptions or ideology, influencing how the audiences perceive and interpret messages. Even though Fairclough focuses on verbal elements, he also tackles the visuals. Fairclough (1989) claims that “the relative social significance of visual imagery is increasing dramatically-think of the degree to which one of the most populous and persuasive modern discourse types, advertising, works through visuals” (p. 28).

Crystal (2001) states that “language play is part of the essence of advertising” since the strange and sometimes ungrammatical words or structures in language play can catch people’s attention (p. 94). Therefore, the use of many techniques makes the advertisements more interesting and effective to persuade and promote products in order to target a large number of people. Halliday & Hasan (1989) call these different types of techniques “semiotic resources”. Since 1970, discourse analysts have focused mainly on the forms of language, while ignoring such semiotic resources like images, space, and architecture resulting in what O’Halloran (2004) called an “impoverished view” of discourse (p. 1). Thus, semiotic resources/modes are considered a major branch of media analysis and non-verbal communication (images). They are techniques that introduce media to a new challenge by analyzing and interpreting the connotative data to express how media creates meaning from the sign system (Bouzida, 2014).

Speaking of advertising as an act of communication, Arens (2004) suggests that the advertising agency for Coca-Cola and Master Cards defines advertising as “truth well told” (p. 8). This ensures that advertisers use special methods to tell their stories “Communicatively, truthfully and creatively to the marketplace” (ibid). Bovée & Arens (1992) have revised the concept of advertising as the sharing and dissemination of

information about services and products in a non-personal manner, usually paid for and persuasively promoted by a specific sponsor through specific media. Mooij (2014) asserts that advertisements deliver a persuasive message to the target audience and grab their attention and emotions by using various techniques to attract one of the viewer's senses. In this respect, Dahlen & Rosengren (2016) propose that advertising is "brand-initiated communication intent on impacting people" (p. 334). Marketers adopt different ways to communicate their message to consumers, usually, they conceal the negative features of their products and display the positive aspects in a sugar-coated way to the customers. Marketers deliberately use such types of superlative language and multimodal modes to introduce their products to consumers to influence their buying behavior. As cited by Ghentulescu (2018), "Any advertisement is a microcosm of all the prosodic, pragmatic, syntactic, textual, semiotic and even ludic difficulties to be encountered in translating," (Smith and Klein-Barley, 1997, p. 175). This means that translating ads is a mini-version of translation problems because they include meaning, grammar, structure, symbols, and word manipulation.

Therefore, the practice of multimodality in the source ads and the target ones needs careful analysis since the multiple resources communicate persuasive messages and reflect cultures. The various definitions of advertisements, as noted earlier, universally agree on promotional messages that aim to inform, persuade, or remind people of a product, idea, or service. In brief, advertising is a crucial domain that is growing very rapidly these days, not only to meet the needs of companies to expand their brands and increase the number of consumers but also to have new users and buyers.

As ads play a crucial role in conveying messages to diverse audiences, the art of translation is essential in ensuring these messages resonate effectively across different cultures. Accordingly, Munday (2004a) states that "The translation of advertising was completely overlooked by translation studies for many years" (p. 199), and adds that not much has been written about the translation of advertisements (2004b). Thus, this study explores how the translation of advertisements impacts their reception and success in global markets. Further, the translator's role is necessary in analyzing and understanding the verbal and non-verbal elements of ads and what is beyond them. In the following section, the researcher explains the relationship between translation and website advertisements in particular.

1.5.4 Advertising and Translation

The study of advertising translation is based on methodologies and parameters of other disciplines such as pragmatics, discourse analysis, cross-cultural communication, and semiotics in order to comprehend the challenges presented by this form of translation. Adab & Valdés (2004) state that Munday considers how the analysis of ad genre may contribute to the discussion on visual grammar, multimodality, translatability, the debate of global-local issues, and how hybrid texts are handled.

As businesses exploit the power of the internet to reach global markets, effective translations can be crucial when targeting foreign audiences. Some of the disciplines that can be used to create effective translations of commercial advertisements range from text linguistics to audience design, including marketing, visual semiotics, discourse analysis, and communication studies. Munday (2004a) claims that Arens (2004) identifies three main challenges facing a company entering into a translational advertising campaign: the different cultural value systems, environments, and languages. There are three options for the company: either to translate or to run new campaigns locally, or to lead an international campaign in English. But each option has its pros and cons, for instance, the ad may not be culturally appropriate for the target audience, or much more expensive to ensure global consistency. Additionally, ads may promote global culture for high-profile companies, which would lay these companies open to criticism due to the dominance of linguistic and cultural elements belonging to the globally dominant companies. This imperialization leads to the marginalization of local languages and cultures to promote its dominant culture at the expense of others which causes the loss of cultural diversity.

Most translators still focus on the semantic aspects of the text as a core value that is mostly given full attention while ignoring the communicative worth of the text. However, advertisement incorporates more than just linguistic elements, as noted by Cook (1992), “It is an interaction of elements” (p. 5). This means that the translation of advertisements goes beyond mere linguistic elements to include the sensitivity of cultural nuances, norms, and values of the target audience. By addressing the cultural differences during localization, translators can bridge language barriers and connect with diverse audiences on a deeper level. As quoted by Ho (2008), Chau (1984) claims that “translators of advertisements should adopt the strategy of “the beauty of disloyalty” to allow individuals to seize opportunities that adherence to loyalty may prevent (p. 192). He adds that

translators should manipulate cultural values and norms to align with the target audience's expectations (ibid). The manipulation of social and cultural values when translating advertisements highlights how translators or advertisers might intentionally change the original message to better fit the target audiences' cultural context. This means that translators might prioritize emotional and cultural relevance over literal translation. Further, Munday (2016) states, "The harsh, macro-contextual constraints of censorship that may exist in authoritarian regimes are perhaps the most obvious example of ideological manipulation" which means eliminating all cultural and textual elements that oppose their interests (p. 215).

Nowadays, the Internet has revolutionized business communication, making website advertisements a basic tool for global marketing. Digital advertisements deliver promotional content to users through various websites and digital channels such as Facebook, Instagram, and many others. The translation of website advertisements demands more analysis at the linguistic and extra-linguistic levels as multimodal texts. Successful website advertisement translation should hit home to convince the consumer to buy the product. Academically, this area of translation studies has also been challenging for researchers because it requires a nuanced understanding of both the source and target cultures (Munday, 2004a). However, the least attention is paid to translation into Arabic despite its being an important strategic and economic hub. Consequently, localization and cultural adaptation in website advertisements become necessary issues that specialized translators face nowadays. Besides the particularities related to the target audience's age, gender, religion, social practices, and commercial habits.

The next section explains the nature of the relationship between website advertising and localization.

1.5.5 Translation & Localization of Websites' Advertisements

Today, websites are the most important digital channels that pave the way for many companies to work outside their original countries and become a part of the global market with different cultural practices. These digital hubs are seen as a necessary marketing move to offer a range of services, content, and visible and invisible customers in the real as well as virtual world. Consequently, the close relationship between websites and global trade has led to more interest in the translation of website commercial ads.

This shift in translation role seeks to bridge the gaps between different languages and enable effective communication across cultures. Munday (2008) states that “the focus of translation studies was shifted from text analysis, which normally concentrates on describing the way in which texts are organized to discourse analysis which looks at the way language communicates meaning, power and social relations (p. 90). Bassnett (2014), notices the implications of the electronic media explosion on the globalization process which in turn affects translation itself, highlighting issues of intercultural communication. To demonstrate this, Bassnett (ibid) asserts that “The translator is seen as a negotiator, mediator, and liberator, someone who frees the text from the fixed signs of original shape making it no longer subordinate to the source text but visibly endeavoring to bridge the space between source author and text and the eventual target language readership” (p. 6).

The translation of website commercial advertisements as a new multimodal translation is carried out by well-informed, experienced, and critical translators who have a solid basis in varied areas of lexis, grammar, pragmatics, semiotics, cultures, and ethics which are closely related to translation. Therefore, the large companies mentioned in this study employ professional translation agencies or teams of in-house translators who handle various translation tasks such as translating marketing materials and localizing websites and software. For instance, Coca-Cola have worked with the following agencies for Arabic translations: Lionbridge, TransPerfect, and SDL (RWS). With well-maintained multilingual websites, a company can not only project its image across borders but also sell goods online without the material presence of a shop front (Malaval & Bénaroya, 2001). Multimodal translation has gradually generated certain features, such as interactivity, virtuality, hyper-textuality, and simulations (Malaval & Bénaroya (2001). These features of multimodal translation play a serious role in the context of website commercial advertisements’ translation. Interactivity creates a personalized experience that encourages consumers to take action and buy the product. Virtuality presents advertisements in a digital environment, allowing brands to create immersive experiences that attract consumers' attention. Hypertextuality includes links to more resources about the brands’ ads to make access to more information easy. Finally, a simulation visualizes the benefits of the products and helps consumers understand the value of the product. Pym (2009) ensures that website translation is not different from other types of

translation. But Nord (1997) considers translation to be an activity for a purposeful assignment where “the client would give as many details as possible about the purpose, explaining the addressees, time, place, occasion and medium of the intended communication and the function the text intended to have” (p. 30). Nord point of view is compatible with the definition of website translation as a process of translating and adapting a website to a specific target audience as the purpose of website translation differs between website users. (ibid.). Website translation can be in line with the descriptive theories of translation since these theories consider that translation should conform to the norms and values prevailing in the target culture.

Consequently, translators of website ads are at pains to point out the consistencies and challenges that face them through the translation process in terms of globalization, internationalization, and localization strategies. Evidently, translation is a complex discipline that develops over time to pace with global requirements. Since business expansion internationally creates a demand for the localization of the brands to resonate with target audiences for effective communication. Many studies carried out to discuss localization, such as Sandrini (2006) who states that “Website localization constitutes a new dimension for translation training, as well as a challenge for a renewed research agenda” (p. 13). Further, Munday (2016) agrees with Jimenez-Crespo’s (2013) claim that localization refers to “the adaptation of the product to the target locale, the combination of a sociocultural region and a language in an industrial setting” (p. 288). Localization is a global cycle of processes that makes digital texts available to different sociolinguistic communities around the world. Localization of industry is the fastest-growing sector in translation involves substituting inappropriate cultural symbols to make the text translation fit specific space constraints on web pages/screens. In other words, localization involves making the product linguistically and culturally appropriate to the locale (country/region and language) where it will be used and sold. This is conceptualized by Pym (2009) when describing the process of localization as a dehumanizing process that focuses on marketing locale rather than human culture. Accordingly, Munday (ibid.) cites that “The difference between translation and localization is blurred” (Mazur, 2007, Jimenez-Crespo 2013, p. 11), he explains that the industry views localization as a superior term that includes translation (ibid). Jimenez-Crespo (2013) states that “web localization is a cognitive, textual, communicative, and

technological process by which interactive web texts are modified to be used by audiences in different sociolinguistic contexts” (p. 2). Jimenez-Crespo (ibid) adds that the most popular definition released by the Localization Industry Standard Association (LISA) is: “Localization involves taking a product and making it linguistically appropriate to the target locale (country/ region and language) where it will be used and sold” (LISA, 2003, p. 13). Further, Jimenez-Crespo claims that “the term localization refers both to the processes by which digital texts are modified to be used by audiences in different sociolinguistic regions and to the products of these processes themselves” (ibid. p. 12). Here, Jimenez-Crespo provides an idea about the unprecedented growth of web localization by which interactive digital texts are modified for use by people around the world other than those originally targeted to reflect the broader trends of globalization (ibid.).

Thus, the need for adapting the digital content is crucial in the success of websites’ ads localization as a global platform for communicating, selling goods, products, and services or sharing information which relies on the development of the localization process. This ultimately bridges the gap between internet users from different socio-cultural and linguistic contexts. On the other hand, translation is a communicative, cognitive, and textual process where source texts (STs) are situated in a socio-cultural context which is the starting point for all translation activities that are seen as unitary and stable entities (Hurtado, 2001). Thus, translators and localizers are inspired by Stephen & Leonard's (2015) citation of the well-known motto “think globally, act locally” which implies that translation is an essential instrument for making global messages local, especially in multimodal translation such as advertisements on websites.

Both global and local approaches are integral to overcoming cultural barriers and language constraints that remain in a global world which has removed geographical barriers in communication and trade practices. In regard to localization, it includes some procedures such as translation of linguistic elements, and adaptation of non-textual elements such as color, layout, images, and others while taking into consideration the cultural, technical, and legislative requirements of the target locale. As noted by Dollerup (2008) that “the general idea in localization is thus that a culturally indefinable source text, which may also consist of simplified language to allow easier translation, is adapted to local languages and audiences” (p. 41). Localization goes a step further than adaptation

as it involves adjusting the product strategy and delving deeper into customizing every aspect to create a culturally relevant experience for the local market. Cultural localization of websites' advertisements is a relevant topic that translators pay much heed to increase the commercial use of the websites of companies that want to operate in multiple countries or regions. Hence, to achieve localization in commercial website advertisements, the translator should understand the cultural nuances of the target market, and translate all elements of the advertisement in order to align with the cultural norms of the target audiences.

Accurate translation and cultural adaptation are vital for successful localized advertising campaigns. This study focuses on the English-Arabic localization of commercial website advertisements and the challenges of cultural differences. Nowadays, the localization of commercial websites is not only their translation but also localizing the content and design of the websites. So, the concepts of localization and translation are described in relation to globalization and internationalization (GILT), as these processes are interconnected in many ways.

Generally, the term localization refers to the adaptation of websites' ads of any products, services, or contents to a specific market or locale to adapt the products so that they would be functionally, linguistically, and culturally acceptable in a target market. To achieve this, translators must be fully aware of the nature of the text types and genre of the website's commercial ads. This digital genre has recently emerged due to new technologies associated with globalization. The below section gives an idea about this new genre of commercial website ads. Understanding the genre is a necessity for translation as it unifies linguistics, semiotics, cultural studies of translation, psychology, and anthropology together to reflect the situation of communication across various fields.

1.6 Commercial Website Advertising as a Genre and Text Type

In its wide sense, genre is a conventionalized form of speaking or writing that can be associated with particular communicative events where participants tend to have set goals with strict norms regulating what can or can't be said within the confines of a given genre setting (Hatim & Munday, 2004). By recognizing the characteristics of various genres, translators can tailor their decisions, style, and content to meet the needs and engagements of the target audience in order to convey the message effectively and clearly. Further, a

better command of genres can help to understand how different text types are structured and used for specific purposes and audiences. Genre analysis helps translators to give a more accurate, appropriate, and effective translation for the target context. The traditional conception of the term genre stems from the early Aristotelian perspective which postulated the view of genres as static structures mainly valuable for classificatory and explanatory purposes of basic literary manifestations.

In his work, Swales (2014) , developed the well-known functional approach to genre:

a genre comprises a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the parent discourse community and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constraints choice of content and style.

The above definition stresses the importance of the communicative purpose. Over time, genre conventions develop within discourse to support the communication of information and ideas in social and cognitive forms, namely, genre becomes a dynamic concept that is subject to transformation. Devitt (2004) quoted that the new definition of genre adds not only to the concept of form and structure but also to content, situation, context, and objectives or communicative purposes (Swales 1990, Bhatia 1993, Devitt 1993, Berkenkotter and Huckin 1995). Further, Fairclough (2003) suggests that “genre is viewed as a way of acting and interacting linguistically” (p. 17). Fairclough (ibid.) emphasizes that Intertextuality and interdiscursivity are two relations that are of interest in genre analysis. He comments that intertextuality shows the relationship of a text to another previous text, in another sense, it shows how the new texts draw upon, incorporate, and interact with preceded texts to recontextualize them in a new situation. Moreover, Fairclough (2003) states that interdiscursivity explores “the particular mix of genres, of discourse, and of styles upon which it draws, and how different genres, discourse or styles are worked together in the text” (p. 218). Interdiscursivity analysis includes analyzing the embeddings of a text in other genres, genre mixing, and hybridization. On the other hand, J. Martin & Rose (2007, p. 8) introduce genre as a social process organized to fulfill a definite goal. This means that genres are recurring meanings that embody the social customs of a particular culture. Thus, human actions and meanings

in each of these cultures are connected to worldwide patterns of academic, scientific, and professional writing.

The previous definitions ensure that genre helps translators and discourse analysts recognize the way how different text types are constructed and written. The Arhus School of Business suggests that analyzing the text types through genre analysis can help translators create strategies that make their work easier by providing various options and addressing potential limitations (Trosborg, 1997 , p. 6). Additionally, scholars note that texts intended for specific purposes in particular contexts can be categorized into genres such as business letters, newspapers, reports, plays, advertisements, and other forms. These genres are, therefore, regarded as “text categories” (Trosborg, 1997, p.8).

Consequently, through the last decade, scholars have started to pay more attention to genre analysis which has been applied to a sizable body of linguistic studies on various text types. Reiss (1976) includes examples for each text type and calls them text varieties which now are known as genres. She included advertisements in the group of operative texts of a persuasive nature and assigned to them an adaptive mode of translation, tailored to the conventions and requirements of the target audience. Further, she considers the text types in her functional approach to the translation assessment by categorizing text types according to their major function, namely the informative text, expressive text, operative text, and audio-medial texts (Reiss & Rhodes, 2014) .

When dealing with advertisement text, Valdés (2019) asserts that “advertisements belong to a dynamic text type and fulfill more than a single function, even though the most prominent is a persuasive one” (p. 174). This hybrid nature of advertising texts gives them the ability to share these particularities with many other genres, which can enhance their efficiency. This means that every genre offers distinct features that can be applied to advertising, such as visual elements, rhetorical persuasive strategies, or narrative approaches. Accordingly, this hybridization allows translators to engage the target audiences successfully by appealing to various aspects of communication and cultural context. Since advertisements' dominant focus is provoking a particular response or behavior in the receptor, they are located in the group of operative texts. Trosborg (1997) ensures that each genre has its distinct features referring to what Shaffner says about

public texts such as advertisements that they are comprehensive terminologies addressing a variety of text types or genres.

In short, advertisements can be of different types including traditional genres such as radio, TV commercials, print ads, and audiovisual such as websites. Although all forms of ads may show similarities, they are different as (Bellman et al., 1999) believe. The linguistic and extra-linguistic characteristics of commercial advertisements on websites as a new genre give in-depth insights into theories of translation such as Reiss & Vermeer's (2014) translational theory which deals with the purpose (skopos) and function of translation. Their translational theory asserts that translation choices are directed by the implied function of the translated texts in the target context. Special attention will be paid to multimedia promotional texts which are a combination of elements belonging to different semiotic codes and their transmission through the media such as advertisements that belong to the "multi-media text type" (Reiss, 1981, p. 125). Reiss classifies texts according to their functions and asserts that each text type needs a different translation strategy.

In recent years, the Internet has transformed the means of communication which has led to the emergence of new genres such as web pages or huge multimedia catalogs, and advertising or research articles. Consequently, researchers have focused on this area of multimedia and online ads and noted that the lack of genre conventions in the digital world could be a major source of user difficulty (Dillon & Vaughan, 1997). As cited by Dillon & Grushowski (2000) that Orlikowski and Yates (1994) pointed to the diffusion of digital technologies as the source of new genres. Additionally, they cite that Watters and Sheperd (1997) also suggest that digital broadsheets might be emerging as a genre of web texts that represent new forms of textuality with distinctive features compared to printed texts.

Since the boundaries of web texts are hard to identify, the readers may suffer what is known as the informational short-sightedness effect. This challenge is a result of the nature of digital genres which are fluid and show a high level of hybridism (Belcher, 2023). Also, they are characterized by their fragmentation across subtexts, and by the impact of functionality such as hyperlinking, scripting, posting facilities, and others (Mehler et al., 2010). This leads to new multimodal genres and text types that need a

professional translator who can tackle the text type and infer the communicative message. Jimenez-Crespo (2013) provides a classification according to text types or ‘supra-genres’ such as advertisements and web genres (e.g., personal homepages...), and subgenres (personal, professional) (p. 97-9). These new genres are produced through a process of localization in which linguistic transfer and adaptations are made to allow the product to function satisfactorily in its target locale or context. If the translators fail to consider cultural and contextual variations in greater depth, their translations will be unsatisfactory in engaging the target audience.

Translation studies should no longer disregard advertisement translation on websites because it is considered a hugely growing genre of translation that affects the daily lives of millions of people around the world. G. R. Kress et al., (2001) assert that little attention has been paid to the translation of website advertisements, whether public or commercial, as a new emerging hybridized and specific genre that commonly combines different semiotic and communicative modes and systems to form multimodality. This study focuses on analyzing a corpus of commercial advertisements on websites as a hybridized new genre utilizing Kress and Van Leeuwen’s framework as an analytical tool.

1.7. Limitations of the Study

Through a survey of previous studies about the translation of websites’ advertisements, it is noted that not much has been written about the translation assessment of websites’ commercial ads. To the best of the researcher’s knowledge, no study has addressed the challenges of localization when translating websites’ ads from English into Arabic. Accordingly, the researcher decided to conduct this study which is limited to commercial advertisements on websites by using Kress and Van Leeuwen's multimodal approach. However, the limitations may include the following:

1. The area of the study is limited to three American companies: Coca-Cola, Starbucks, and MacDonald’s which may not represent all cultural nuances in websites’ ads translation. Thus, localization/translation challenges might be limited to the cultural differences in the selected examples that are analyzed.
2. Kress & Van Leeuwen’s framework is inherently detailed. It considers various semiotic modes of communication (text, image, color, writing, sound). Consequently, not all multimodal elements in the selected ads may be equally

represented, this leads to limiting the breadth of the analysis. In addition, the generalizability of the findings of this analytical method of translation evaluation may not apply to other forms of translation and localization.

3. The corpus of the analyzed websites' advertisements is limited to a specific set of 20 ads in a limited time frame (2024), so it may not take into account the diversity of advertisement trends or translation challenges over time. However, the researcher navigated several website ads of the selected brands to gain insights into the underlying concepts.
4. The researcher's language proficiency and expertise in both English and Arabic, particularly in the context of website ads, may limit the accuracy of translation and interpretation. Especially, the language of advertising context can be quite creative and specialized.
5. Some degree of subjectivity may be introduced by utilizing KvL's approach to analyze the visual elements as interpretations can vary between researchers. Further, this subjectivity potentially affects the consistency of this study's analysis.

1.8 Chapters' Structure

The sequence of the upcoming chapters will be as follows:

Chapter II introduces a literature review of related studies under the main variables of the study: localization and challenges in website advertising translation, and multimodality in website commercial ads.

Chapter III includes the methodology, corpus of the study, the collected data, the methods adopted in analyzing the data collection, and the theoretical framework of the study utilized as a comparative analysis tool for visual and verbal elements in commercial websites' advertisements.

Chapter IV explores the problem of the study, the analysis upon which this study is based, and the discussion of the selected ads from English and Arabic websites. The chapter presents tables to explain the processes within the three metafunctions: the representational, interactive, and compositional that meet Halliday's metafunctions: ideational, interpersonal, and textual. The analysis includes the semiotic resources of color, writing, images, and format. Then, the analysis of metafunctions reveals the

challenges that resulted from cultural differences between English and Arabic. In this study, these challenges are conceptualized into the following representations: inclusivity, individualism, collectivism, and sustainability.

Finally, chapter V ends with specific summary findings that spotlight the outcomes that the researcher has come up with after analyzing the data and discussing the findings. In addition, the thesis provides recommendations that are useful in localizing and adapting website commercial ads for future studies.

1.9 Literature Review

This section reviews related literature that is relevant to the thesis under study which aims to analyze commercial advertisements on websites to explore the localization challenges. The researcher seeks to fulfill the purpose of the study by discussing multiple aspects of website ads. This involves focusing on how they are localized within Arab countries to ensure alignment with their cultural norms and persuade consumers to take action and purchases, through examining earlier studies. In so doing, the researcher aims to find the main study gap by reviewing previous studies which are thoroughly examined in this chapter.

1.9.1 Localization and Challenges of Websites' Advertisements

Translation

The translation and localization of commercial websites' advertisements from English into Arabic poses significant challenges due to cultural, linguistic, and semiotic differences between the two languages. The cultural norms, values, and ideologies influence the localization process of commercial websites' advertisements and impact the consistency or divergence in modal choices. Taanonen (2014) states that "localization is seen as a process of cultural adaptation" (p. 57). The fast globalization of services decreases the need for full localization. Localization means the adaptation of colors, layout, writing, and images. Translation deals with adapting mostly text to a new market. However, localization focuses on delivering a wholesome experience that meets the target audience's cultural expectations. The idea behind moving beyond translation to localization is to identify and address the missing communication details often lost in

translation. Thus, connecting better with the locals and boosting business appeal to maximize profits in multiple markets.

Adomavičiūtė's (2020) study shows that in response to the current processes of globalization and internationalization, and the need of companies to sell their products internationally, the request for localization is increased, a contemporary economic orientation in translation studies that is also discussed by many scholars such as A. Pym, M. A. Jimenez-Crespo, K.J. Dunne and others in their views of translated website localization. Adomavičiūtė (2020) explores localization types, strategies, and the process of website localization and analyzes the linguistic layer of the content and the non-verbal elements in the Lithuanian market. Thus, Adomavičiūtė's research reveals the level of localization of McDonald's website in the Lithuanian market. The study concludes that cultural differences remain an important factor in business. For this reason, localization consists of translation and adaptation of non-verbal and cultural-specific elements concerning the ongoing process of globalization and internationalization. Translation and transcreation are employed to localize the linguistic content provided in the American MacDonald's website in order to present the content in a more appealing way for a website user. After adapting and localizing McDonald's website to the needs of Lithuanian consumers, Adomavičiūtė finds some similarities between the original and the localized website, although the Lithuanian website does not contain any multimedia elements used in the American web page; instead, she highlighted multimedia elements created on Lithuanian website used for this particular target market.

In another research, Lee (2009) investigates the non-verbal and verbal signs in commercial website translation with a corpus of multinational companies in China. The study argues that translation in commercial websites, contrary to the traditional paradigm with a definitely source-target textual pair, is a fluid concept that involves a globally relevant source text.

According to strategies, Hamade (2008) examines the importance of advertising translation in today's global world and investigates the strategies and limitations affecting advertising translation from English to Arabic. The researcher concludes that advertising translation can no longer be disregarded by mainstream translation studies, but rather should be viewed as a growing genre of translation that affects the lives of people on a daily basis.

Many studies further look into adaptation and analyze transcreation as a translation strategy, which Kassawat (2020) investigates in the context of corporate website localization in Arabic. The study focuses on online promotional texts localized into Arabic (for Saudi Arabia) as an under-researched language in website localization. After analyzing and examining 15th international corporate websites by following the functional approach, the results illustrate components of transcreated texts and shed light on the use of different procedures to achieve the creative persuasive purpose.

In the same vein, Dwesar & Kesharwani (n.d.) lead a study of website content adaptation as a response to cultural differences through a study of US and Indian versions of US corporate websites. This study categorizes the content of various websites in such a way that it can be used to reflect individualism, uncertainty avoidance, power distance, and masculinity. After the analysis of the content, this study sought to find and establish differences between the content displayed on Indian versions of multinational companies' websites compared to their home websites, concerning Hofstede's four cultural dimensions (power distance, individualism vs. collectivism, masculinity, and uncertainty avoidance). The results of this study show that the Indian versions of advertisements on multinational versions of their websites reflect a higher frequency of collectivism and features of power distance compared to their home websites.

Regarding to Coca-Cola ads, Fokam Christelle (2012) conducts a comparative analysis of 30th Coca-Cola advertisements in English and their translations into French from 1905 to 2011. By analyzing and comparing the English advertisements of Coca-Cola and their translations, this study shows how semiotics and symbolism may be used to analyze the techniques that are used in advertisements to achieve persuasion in different French settings.

Translation in commercial websites allows space for locally relevant factors to weigh in to produce content appealing to the target website users. Also, it demonstrates that it is the ideas, instead of the tangible written texts, that travel across borders into websites that speak different languages. Singh et al. (2003) conducted a comparative analysis of US-based international companies' domestic websites and their Chinese counterparts to provide marketers and web designers with insights into website localization. The study shows that

the web is not a culturally neutral medium; rather, it is filled with cultural markers that make websites tailored to different countries distinctively reflecting their local culture.

With regards to American companies, E. Martin (2011) examines the extent to which companies tailor their web advertising for global audiences with a particular focus on French-speaking consumers in North America, Europe, Africa, and French Polynesia. Explored from a sociolinguistic and social semiotic perspective, advertising is seen as being strongly rooted in symbolic and cultural codes that are designed to have an emotional impact on consumers. This research underscores the cultural differences among global consumers and audiences in different markets.

In their study of cultural material in advertisements, Fadaee & Hashemian (2015) investigate the translation of verbal metaphors from English to Persian. The study explores the localization, domestication, adaptation, addition, and reduction in the translation process. Their results indicate a relative lack of awareness of the cultural approach to the translation of advertisements and reveal the similarities and divergences between the two languages. Similarly, Ghentulescu (2018) examines the challenges faced by specialized Romanian translators in translating advertisements, focusing on localization as a significant difficulty. Woodward-Smith & Eynullaeva (2009) examine internet advertisements published in English, Spanish, and Russian making a cross-cultural comparison of the similarities and differences encountered in the three versions of each of the five adverts corresponding to different brands and types of products. Santos & Bidi (2016) explore the cultural adaptation of websites in a comparative study of Portuguese and Dutch websites.

Around the beginning of the 21st century, translators have started to pay more attention to website advertisement translation. Many studies dealt with the translation of website advertisements from different angles. For instance, Valdés whose research offers insights into the transfer of website advertisements from English to Spanish. The study shows how globalization and localization approaches integrate translation as a strategy to promote different kinds of products in different media. The study finds that local brands and products may become both international and local at the same time to preserve their local identity in international contexts. In addition, it explores examples from television spots, printed campaigns, and promotions from several websites. these were analyzed to show how translation reveals the contradictions and principles inherent to globalization or the lack

of them. Moreover, it focuses on the differences between globalizing and localizing strategies to highlight the homogenization of cultural beliefs, customs, and images, through a detailed analysis of a global product being promoted in local markets. Additionally, it examines how a local brand aims to become international.

Several researchers also tackle the challenges of translating website advertisements in multilingual contexts. Halimah & R Aljaroudi (2019) investigate the linguistic and cultural problems encountered in translating English and Arabic business Consumer Advertisements in a Saudi environment, using a domesticating approach to assess the quality of the translated advertisements. The results of this study demonstrate that there is an urgent need for domesticating and culturizing the translation of ads as they tend to lose essential linguistic and cultural aspects of the original texts and cause textual violations in Arabic advertisements.

One of the salient challenges in the localization of commercial website ads is cross-cultural communication. AMUNTAI (2022a) is one of the scholars who attempts to identify cultural elements in advertising and analyze them based on Vermeer's Skopos theory in the transfer of both textual and visual elements of localized advertisements. The focus of the study is on cross-cultural communication and defining linguistic perspective in localized advertising of international products. The researcher concludes that cross-cultural understanding is crucial in producing successful localized advertising that would reflect the cultural norms and values of the target audience. The study found that localization was essential since cross-cultural advertising was the problem of communicating with people of diverse cultural backgrounds.

A broad sense regarding cultural localization of websites and improving their commercial utilization is made clear by (Čermák & Smutny, 2018). They emphasize that cultural localization of websites is a relevant topic that has the potential to increase the commercial use of the websites of companies that operate in multiple countries or regions. The analysis of cultural localization of websites helps companies to optimize the arrangement of visual elements, content, and functions on the website considering the cultural differences between countries.

The growing field of multimodality in connection to the study of websites' advertisements as an increasingly prominent concept of communication, attract the attention of many

scholars. Consequently, many studies trace its analytical development as a field of research in commercial ads on websites. The following sections of previous works of literature review clarifies how several researches tackle this field.

1.9.2 Multimodality in Websites' Advertisements

Rizvi et al. (n.d.) define multimodality in advertising as “an approach that deals with the meaning made by using several modes of communication other than language”. Similarly, Adams et al. found that Kress and Van Leeuwen are credited with developing Multimodal Discourse Analysis (MDA) (Adams et al., 2014). They contend that multimodality provides a way of analyzing the interplay between language and images Ibid.

Multimodality offers a source for studying semiotics, including text-based messages, gestures, and images. This privilege led many researchers to resort to using G. R. Kress et al. as a framework for analyzing their data. For instance, Rizvi et al. conducted a study concerning a multimodal discourse analysis of e-advertisement visuals. This study tends to explore the persuasive and attractive modes used in e-advertisements by advertisers to influence and persuade consumers or viewers. The Multimodal Discourse Analysis of G. Kress & van Leeuwen Theo (2006) was used as a framework for analyzing the gathered data because the study deals with semiotic modes along with language in images. According to the results, commercial language is extremely manipulative and persuasive, and it is purposefully created in this manner. Besides, the study finds that all modes in textual and visual context convey three main meanings (representational, interactional, compositional) and that people can understand the implicit meaning in the context by comprehending the interaction between language and other social semiotics.

In her “Multimodality and Contextualization in Advertisement Translation”, (Pan, 2015) demonstrates the role of non-verbal elements in advertisements and the need for the translator to contextualize the linguistic messages in the translation of advertisements. Through a detailed case of analysis of billboards collected from Hong Kong, it explores how translated linguistic messages are contextualized by extra-linguistic components. Moreover, it indicates that the translation methods used in the mediation between different cultures are largely determined by the multimodal nature of billboard advertising based on the Relevance Theory of Sperber & Wilson (1996). This article concludes that translators

are not only influenced by multimodal aspects of the texts they translate but also by extralinguistic elements of advertisements that pre-decide the translation method.

Concerning extralinguistic elements, Zhou (2020) a multimodal discourse analysis of D&G's advertisements, including the contentious video released in 2018 and a few posts, that addressed whether or not there was racial discrimination. Based on Kress and Van Leeuwen's theory of Visual Grammar, this article discussed whether D&G fulfilled its commercial intentions and ideographic function, as well as analyzed the background behind these social symbols. This research can help people understand non-linguistic symbols better to look into the implied meanings of advertisements and understand the ideology behind the visual choices. Analyzing this issue using G. Kress & van Leeuwen Theo's framework through three perspectives or meanings: representational, interactive, and compositional, it can be found that D&G stereotyped China as a backward and feudal country. The analysis of the video and the posts convey a conception of the Chinese culture as a traditional and awkward one that cannot keep up with its Western counterpart. Consequently, the analysis of D & G's visual advertisement campaign failed to meet the needs of the Chinese audience's culture, and D& G strayed greatly from its commercial goal and ideological purpose. This is further underpinned by recent studies that examine multimodal ads in video formats, which proved how visuals can significantly enhance consumers' comprehension and engagement, lending more credence to the importance of aligning advertising strategies with consumer perceptions.

Building on the above article, Ikhlef & Awad (2023) explore digital fashion advertising discourse on social media from a multimodal perspective. The emphasis is on the clothes postings made by "H&M" on Facebook and how gender influences the semiotic modes of ads. The data includes eight clothing posts for the two genders published by the company on Facebook between 2020 and 2022. The analysis of the selected data is based on G. Kress & van Leeuwen's (2006) Visual Grammar paradigm to explore the role of gender in the choice of semiotic modes employed in these posts. The discussion and findings show that the digital advertisements of fashion clothing widely involve visual modes as a tool for creating meaning and enabling interaction with the target audiences. Additionally, the results show that gender is a major factor in the selection of visual semiotic resources.

Ibrahim (2022) applied a multimodal semiotic analysis of commercial and non-commercial digital advertisements. By utilizing G. Kress & van Leeuwen (2006) for decoding visual signs to demonstrate the relationship between visual and verbal signs, the researcher was able to understand the meaning conveyed through various semiotic modes. The researcher understood the potential meaning in context is achieved by analyzing the three meta-functions or meanings of representational, interactional, and compositional. It was found that each semiotic element in the context is meaningful and enhances the attractiveness and persuasiveness of the image. The summary findings of the study concluded that the integration of both linguistic and semiotic elements in these digital ads was greatly beneficial in aiding the meaning-making process by both language and semiotic elements emphasizing the potential of non-verbal language to convey several layers of meaning.

Speaking about the visual metafunctions in cigarette advertisements, Siregar & Sinar (2021) introduced a study to analyze the different semiotic resources used by AMILD, an Indonesian cigarette brand from Sampoerna to realize how these resources convey messages in their billboard ads. Using a multimodal method, this study sought to understand how AMILD, a major Indonesian cigarette brand from Sampoerna, used several semiotic resources to express interpretations of the meanings in their billboard advertisements. Three AMILD billboard ad pictures served as the study's data. The researchers examined the study's sample by using G. Kress & van Leeuwen's (2006) visual grammar framework includes representational, interactive, and compositional meanings. The results showed that AMILD used implicit representational meaning which includes two processes: the narrative and conceptual. The second meaning is the interactive which builds the billboard ads to evoke a sense of dynamism to influence the viewer's emotion through its processes: the gaze, power, social distance, and modality. The third meaning is compositional, which consists of three processes: information value, salience, and framing, through which the researchers ensured that the linguistic elements' engagement in the image influenced its interpretation.

By analyzing the interaction between visual and linguistic elements Suphaborwornrat & Pankasirikul (2022) conducted a study of a multimodal critical discourse analysis of online soft drink advertisements. The case study data was selected from the U.S. soft drink brand Coca-Cola on its Instagram account. The study aimed to examine verbal and

visual semiotic modes employed as well as to uncover the cultural aspects, ideologies, and power dynamics that are embedded in online soft drink advertisements. The study employs three analytical frameworks to analyze the data: Combs et al. (1979) phonetic devices for verbal resources, G. Kress & van Leeuwen (2006) and Harrison (2008) social semiotics frameworks to analyze visual resources, and Hofstede's (2007) cultural dimensional model to discuss the cultural aspects in the advertisements.

The findings of multimodality in Coca-Cola ads indicated that many semiotic resources were employed in a single ad. These semiotic modes include: words, colors, images, and format which collectively compose memorable and powerful messages even though each element has its own characteristics. The researcher found that the semiotic resources available within the culture of the target audiences so that they can interpret and comprehend the meaning being conveyed by the advertisements easily, additionally having a positive impression about the brand as de Mooij (2013) claimed that customers should be central when creating advertisements.

The previous literatures have focused on localization types, strategies, and the process of website localization. In addition, the above studies analyze the linguistic and non-verbal element and conclude that cultural differences remain an important factor in business. Moreover, they explore the extent to which American companies tailor their web advertising for international audiences. Some of the studies investigate the linguistic and cultural problems in the translation of verbal metaphors.

Briefly, the mentioned studies collectively contribute to a deeper understanding of translating websites' advertisements, strategies, cultural differences, and linguistic challenges. Further, the previous literature unfolds that multimodal translation implies adapting cultural nuances and localizing advertisements from one language to another in a new environment to maintain the same impact as the original one, which is not an easy task for translators. Therefore, the studies found that the translation of website advertisements is considered the most difficult type of translation of commercial and cultural material as it requires considerable effort because it deals with different cultures, languages, and audiences.

The related literatures show that the standards and requirements of localization are increasing. However, achieving full localization is disappearing due to the fast globalization

of commercial services. Consequently, the concept of internationalization is collectively referred to by translators since it blends global/regional shareholder value with local customer value perspective

However, the aforementioned literature review overlooks conceptualizing and identifying the challenges that translators may encounter during localization from English to Arabic. Consequently, the studies, which are still limited in the Arabic context, inspired the researcher to conduct this study. The study examines the translation/localization challenges of websites' advertisements of English ads of the selected three companies and their Arabic versions through the lens of Kress and Van Leeuwen's framework.

To the best of the researcher's knowledge, no previous study has directly dealt with the cultural conceptualizations that contribute to identifying localization challenges by utilizing G. R. Kress et al. (1996, 2006) framework to decode visual data in English ads on websites and their Arabic versions. Therefore, this study intends to fill this gap and conceptualize the cultural challenges such as individuality, inclusivity, sustainability, and collectivity that translators may encounter while localizing websites' commercial advertisements. The study's tracing of the problematic aspects in both English and Arabic ads localization may help the translators to describe a plausible way of localization of this particular text type.

To sum up, the translation of websites' advertisements is considered a decision-making process in which the translator has to judge every single element, either verbal or non-verbal, and to think of the best way to localize and situate it within the target audience market culture. In this process, translators should be aware of the challenges caused by the source text by employing a set of modifications. These modifications are sometimes necessary to make the brand or product effective, accessible, and desirable. Through modification of the original texts or the source text, translators should bring the cultural challenges to the knowledge of their minds at all levels, whether religious or ideological, or in certain instances where they are related to customs and traditions.

The detailed methodology will be discussed in the following chapter to highlight how this approach leads to a nuanced understanding of visual elements that are adapted for the target audience effectively to assess the localization/translation of the websites' ads.

Chapter Two

Methodology

2.1 Corpus of the study

Commercial advertisements on the websites of three iconic American companies were chosen for this study. A sample of 20 English-Arabic examples was selected for the sake of this study. The advertisements on the websites are available free of charge on various websites, including the main homepage and subsites such as Facebook and Instagram. Specifically, the study deals with the advertisements of Coca-Cola, Starbucks, and McDonald's on websites. The researcher chose these brands because their ads are published across various social media, and they also integrate into the cultural values, daily lives, and occasions of Arab families.

The researcher aims to analyze this corpus of selected advertisements on the websites of the three American companies. The navigation includes English-origin companies and their versions on Arabic websites for the same brands. After browsing through many advertisements, the carefully selected representative examples highlight specific concepts that reflect the ideologies of these well-known brands and their methods for attracting the attention of consumers from different cultures.

2.2 Data collection

The corpus of the case study was collected over the period between September 1st and October 31st, 2024, from a set of websites that are related to the case study. The researcher navigated various commercial advertisements from different websites of three globally well-known American companies and their Arabic versions. The three companies that this study tackles are Coca-Cola, Starbucks, and McDonald's. Since these brands have successfully attracted consumers from various age groups in Arab countries. For instance, McDonald's is popular among children for its Happy Meals and play areas, while Coca-Cola has become a choice for all ages. Starbucks has a strong appeal among the youth demographic in the Arab world. All three brands are considered family-friendly, attracting customers of different generations, providing spaces for social gatherings, which makes them popular destinations for families' meals across cultures.

Starting from the homepage, then Facebook and Instagram, the researcher explores the ads of the selected companies. After exploring the websites' advertisements of the three companies, the researcher chose 20 representative examples of advertisements from both Arabic and English websites by downloading videos and ads and then taking a screenshot from these websites. The selected analysis samples represent the concepts of cultural challenges in English ads and their versions in Arabic. The English and Arabic representations of the advertisements on websites have come from two main concepts: Capitalism and Consumerism. These two concepts led to the English representations, which include inclusivity, individualism, and Sustainability. On the other hand, the Arabic subsections of the two main categories include collectivism and sustainability.

The researcher carries out the analysis of the semiotic resources/modes, particularly color, images, writing, and format, since they carry the majority of meaning. Kress and Van Leeuwen's theory provides a framework for analyzing these visual elements and understanding how they create meaning by analyzing the three metafunctions, namely, representational, interactive, and compositional. The representational function examines how images depict the relation between people, places, and objects to represent the world. The interactive function focuses on the relationship between the viewer and image. The compositional function analyzes how the elements are arranged, framed within the ads to attract the viewer's attention and convey the intended meaning.

After analyzing and decoding the semiotic elements, the study aims to find out the types of challenges encountered while localizing the English-American website ads to the target Arabic audience.

2.3 Methodology

The nature of this study is qualitative and revolves around a comparative analysis to reveal the localization challenges, mainly those stemming from the cultural differences between English and Arabic. More particularly, it is both evaluative and descriptive. It describes the representations that conceptualize the cultural challenges after a scientific reading based on Kress and Van Leeuwen's approach to reading images. These challenges arise due to cultural nuances and are evaluated to explore their appropriateness and impact on localization when conveying messages from English into Arabic. Of course, this assessment will be at the micro and macro levels of translation units (words, sentences,

representations, and cultures). At the micro level, the researcher analyzes specific elements of the advertisements on websites, such as the choice of images, colors, words, and format. Regarding the macro level, the assessment focuses on examining the cultural differences and their influence on localizing commercial ads on websites in English and Arabic. For instance, the recurring patterns conceptualized in American representations include individualism, sustainability, and inclusivity, which emphasize and support capitalism and globalization as major ideologies of Americans. On the other hand, Arabic representations involve collectivism that asserts social and religious values, and also ensure sustainability and consumerism by recontextualizing their ads and framing them in such a way that is different from the English ones and appropriate to Arab culture and norms. These representations show the overall effectiveness of the ad's narrative in achieving the brand's purposes by evaluating whether these narratives resonate with the target audiences and communicate the message impactfully. In their turn, these clarifications lead to better translations and localizations across various cultures.

To achieve the analysis of the selected websites' ads of the three American brands at these levels, the researcher employs G. Kress & van Leeuwen's (2006) visual approach, which is based on Halliday's systemic functional linguistics (SFL). This theoretical framework focuses on drawing insights into the encountered challenges as well as identifying patterns and themes that contribute to the development of a conceptual framework that visually represents the key factors influencing localization challenges in the selected countries. Generally, Kress and Van Leeuwen's approach is a critical multimodal discourse analysis that provides a rich and detailed exploration of the websites' advertisements, allowing for a nuanced understanding of the translation process and its challenges for the chosen American websites' ads when localized in Arabic contexts.

The methodology is based on G. Kress & van Leeuwen visual approach as a framework for this study. This theoretical framework will be touched upon in the following sections, providing more theoretical coverage of how these concepts support the study's objectives.

2.4 Theoretical Framework

Discourse analysis has neglected the value of images as a semiotic resource in communication for a long time. This study suggests that images are rich in meaning potential, which can be decoded by visual grammar structures. Employing a theoretical

framework in visual communication will be fruitful for analyzing the digital images in the selected website ads.

This study employs G. Kress & van Leeuwen's (2006) approach based on Halliday & Matthiessen (2004) as a theoretical framework for translation quality assessment through localizing websites' ads. It aims to assess the translation of commercial advertisements on websites in terms of challenges that translators may encounter when localizing websites' ads from English to Arabic. Forceville (1999) cited that Kress and Van Leeuwen delve into the analysis of visual images and explore how color, images, and framing convey messages. In their methodology, they depend on multimodal critical discourse analysis (MCDA) to examine how different visual and textual modes interact to create meaning and affect the interpretation in various contexts.

The upcoming sections provide a summary of Kress and Van Leeuwen's visual grammar, which serves as the theoretical framework for this study. They also outline the components of this multimodal discourse analysis approach that are relevant to the chosen data.

2.4.1 Gunther Kress & Theo Van Leeuwen's Multimodal Discourse Analysis (MDA)

Recently, academic disciplines and researchers of translation have paid attention to the issue of multimodality discourse analysis (MDA). Gunther Kress and Theo Van Leeuwen are prominent scholars in the field of semiotics and multimodal communication. They have made contributions to discourse analysis by introducing the concepts of multimodality and developing a systematic approach to analyzing visual and multimodal texts. Their work has expanded the field of discourse analysis to include various semantic modes, and a wider range of communicative forms, beyond just written or spoken language to understand how they interact together to create meaning. Despite some criticisms and challenges that will be mentioned in the summary findings, their framework remains a valuable tool for analyzing the complex ways in which communication operates across different modes, providing deep insights into the construction of meaning in a visually oriented world. Multimodal discourse analysis (MDA) is a new method that brings CDA and multimodal approaches together. Multimodal discourse analysis has been brought to light with the works of G. R. Kress et al. (2001). Their works are mainly built on Halliday's systemic functional linguistics

where Halliday pays concern to the text and context (J. R. Martin & Doran, 2015). Accordingly, Kress and Van Leeuwen take a contextual approach with a special orientation to ideology. They believe that certain basics of linguistics in Halliday's SFL can be used effectively as the foundation of critical discourse analysis (CDA) and applied to visual communication. In this respect, MDA includes examining the meaning-making potential and focuses on theorizing the interaction among various semiotic resources (Han, 2015)

In their work of multimodal discourse analysis, Kress and Van Leeuwen take into account that meaning is a combination of multiple modes of communication (colors, images, layout, and writing). Consequently, multimodal discourse analysis serves as a critical approach by examining how meaning is constructed through the combination of various modes. By analyzing these multimodal interactions, MDA uncovers how ideology, power, values, beliefs, and identities are embedded in communication. This approach highlights the tension between Arabic and English cultures, revealing how different marketing norms can influence the representations/conceptualizations in advertisements.

2.4.2 Kress and Van Leeuwen's Visual Grammar

This study utilizes Kress and Van Leeuwen's approach to visual grammar as its theoretical framework to analyze the salient visual elements (images, color, format, writing) of website advertisements for three global American brands. Kress and Van Leeuwen's visual grammar approach looks at the way that governs the visual elements to show how they are organized and combined to communicate meaning effectively and represent social realities.

In their work of reading images, G. Kress & van Leeuwen Theo (2006) stated that "the visual, like all semiotic modes, has to serve communicational and representational requirements, to function as a full system of communication." (p.40). Kress and Van Leeuwen highlight their concern with the ideological implications that each type of image can convey based on what details are included or excluded and how they are executed. In this respect, G. R. Kress et al. view their work as a resource of both practical and critical uses across various fields. Thus, Kress and Van Leeuwen's contextual approach has a special orientation to ideology. Consequently, the researcher applies Kress and Van Leeuwen's multimodal analysis to show how websites' ads convey and construct cultural

and economic ideologies. These representations shape distinctive meanings that pose significant challenges to translators while conveying messages across different languages.

G. Kress & van Leeuwen (2006) framework proposes a concept of the “semiotic landscape” that signalizes the importance of the context in explaining the visual modes. This approach encompasses the various signs, symbols, and images present in a particular space, highlighting how these elements interconnect to create a context that influences interpretation. Additionally, it emphasizes that meaning is not solely derived from individual signs but from the relationships and interactions among these signs within a specific cultural and social setting.

According to G. Kress & van Leeuwen, three main categories are selected to analyze the study’s data: the representation, interaction, and composition. The following section explains these categories briefly and clearly.

2.4.2.1 Representational Metafunction

This function focuses on how images convey meaning about people, objects, actions, and settings. Thus, representational meaning represents the relationships that exist between subjects in the world.

Kress and Van Leeuwen’s representational function is part of their framework for understanding how visual elements communicate information. It stems from Halliday’s ideational metafunction. Representation is realized by participants such as people, places, figures, and things. According to G. Kress and van Leeuwen (2006) there are two processes under the representational meaning: the narrative process and the conceptual process. G. Kress and van Leeuwen describe narrative patterns as dynamic to “present unfolding actions and events, processes of change, transitory spatial arrangements, whereas conceptual patterns are static and represent participants in terms of their class, structure or meaning” (p. 59).

2.4.2.2 Interactional Metafunction

The interaction dimension between the producer and the viewer of the image is introduced by G. Kress & van Leeuwen Theo which is based on Halliday’s interpersonal metafunction. According to them, this concept is defined as “the interaction between image’s authors and viewers”. Further, G. Kress & van Leeuwen Theo explain that

“images are another form of visual resource involving two types of participants, namely represented participants and interactive participants” (p. 114). The interactional dimension consists of three subcategories: contact (image act), and social distance (size of the frame and attitude of a subjective or an objective image).

2.4.2.3 Compositional Metafunction

The third dimension of Kress and Van Leeuwen’s framework is the compositional meaning which is related to Halliday’s textual metafunction. In this concept, Kress and Van Leeuwen analyze the composition of the visual components. The compositional dimension relates the representational and interactive meanings of the image through three associated processes: salience, framing, and information value.

The following table presents the metafunctions and their associated processes, categorized as either primary or secondary as stated by Hussein & Fattah (2020). However, the researcher mainly focuses on the metafunctions and their primary processes due to the limitations of this study. The remaining sub and minor processes are provided to support the analysis and to serve future research related to this topic.

Table (1)*The Categories of G. Kress & van Leeuwen MDA for the Selected Data Analysis*

Meta function	Process	Sub-process	Minor Sub-process	
Representation	Narrative	Action	Transactional	Actor Goal
			Non-transactional	Actor No Goal
Reactional		Transactional	Reactor Phenomenon	
		Non-transactional	Reactor No phenomenon	
Conceptual	Analytical Symbolic	Carrier & Possessive Attribute No Carrier Carrier & Symbolic Attribute		
Interaction	Contact (gaze)	Demand (asking) Offer (presenting) Close Shot	Intimate Close Personal Far Personal Close Social Far Social	Formal and Impersonal Public
		Medium Shot		
		Long Shot		
	Attitude	Horizontal Angle Vertical Angle		
Composition	Information Value	Left/Right		Given/New
		Top/Bottom		Ideal/Real
		Center/Margin		Nucleus
	Saliency	Foreground/Background		In-focus/out-of-focus
Color Contrast				
Framing	Maximum Relevance/Maximum non-relevance			

Chapter Three

Data Analysis & Discussion

3.1 Introduction

Branding is a crucial element of successful advertising that involves careful cross-linguistic and cross-cultural research. Cook (2001b) states that the goal of brand names and logos is to promote acknowledgment of a company and its products in any location and context.

This section is primarily dedicated to analyzing the semiotic resources in English and Arabic of the selected websites' commercial advertisements. The analysis aims to answer the research questions of this study all of which pertain to the challenges of localization of websites' advertisements from English to Arabic, the underlying reasons for these challenges, and the role of Kress and Van Leeuwen's multimodal analytical tool in identifying these difficulties.

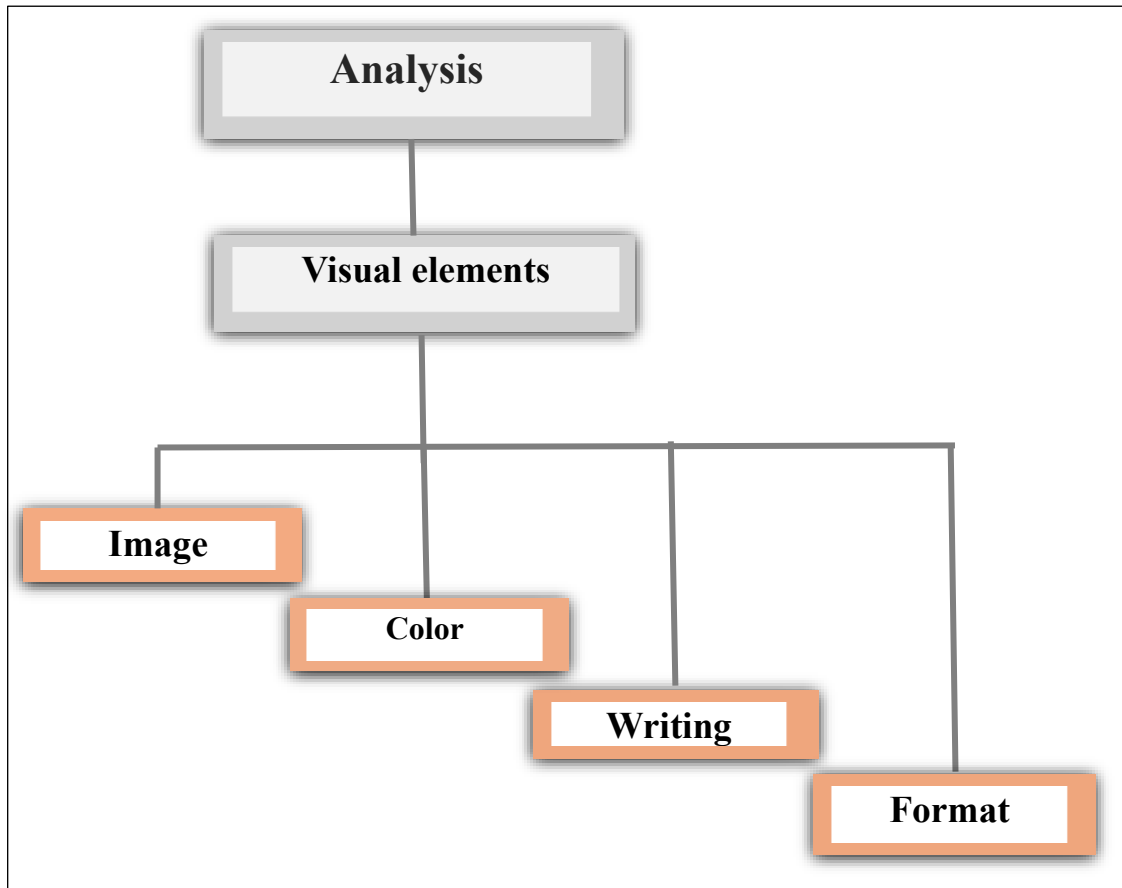
This study analyzes American websites' ads concerning cultural values and underlying ideologies that are embedded while marketing their products to Arab countries. Since the analysis involves comparing the American cultural elements with their counterparts in Arab countries to identify the challenges that may impact the culture and mindset of the receiving society, it should be viewed from a critical discourse analysis lens. Consequently, the analysis of selected representative examples of both English and Arabic websites' commercial advertisements is completed in light of G. Kress & van Leeuwen visual grammar based on Halliday systemic function) to examine the representational, interactive, and compositional metafunctions. These metafunctions collectively convey meaning by focusing on the semiotic system that includes visuals such as images, colors, format, and writings. The foremost reason for selecting websites' commercial ads is that online ads are easier to be found in the form of pictures and videos, which are considered a good source of data in the multimodal analysis.

The following analysis applies visual grammar principles to dissect the visual components of the ads to dig up underlying meanings and intentions behind the design choices in the case study of selected commercial ads from different English and Arabic websites of the three brands chosen as a case study. Depending on the selected website advertisements in this study, four semiotic resources- color, format, images, and writing-

are chosen for the analysis of the three metafunctions, due to their salience and carrying the majority of the meanings.

Figure (1)

The Semiotic Resources/Modes



After exploring a corpus of ads from the websites of three global American brands (Coca-Cola, MacDonal’d’s, and Starbucks) and their counterparts in Arabic. The researcher finds the following main representations as shown in Figure (2):

Figure (2)

The Conceptual Representations

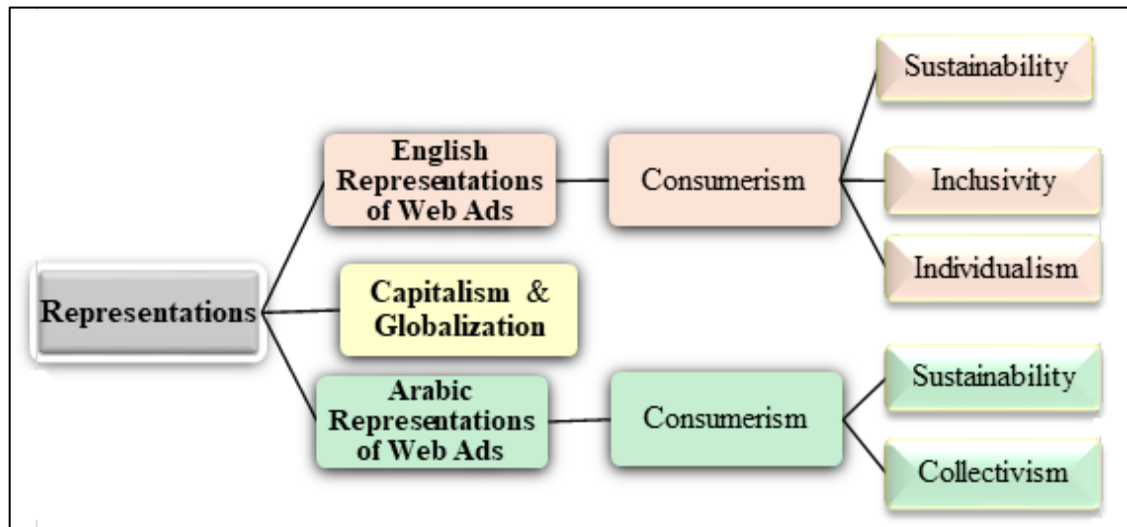


Figure (2) above shows that the basic concept of capitalism encourages globalization, which in its turn affects consumerism. As a result, consumerism permeates people’s minds to persuade them to embrace products through key concepts: sustainability, inclusivity, individualism, and collectivism. These concepts integrate people’s culture by creating narratives that resonate deeply with consumers’ minds.

3.2 English Representations of Website Ads

The following sections introduce the analysis of English representations of ads taken from websites of the three prominent American companies that are selected to be the case of study: Coca-Cola, MacDonal’d’s, and Starbucks. The selection depends on the fact that these three brands are among the influential global companies, that significantly contribute to the economy of the United States and exemplify the principle of capitalism. After exploring the advertisements of these global companies on websites whether home pages or Instagram and Facebook, the researcher analyzes the visual elements of selected examples to examine how the included messages in these websites’ ads resonate with Arabic local values and culture since these brands penetrate various Arabic markets. Thus, identifying the cultural differences helps translators modify these challenges, particularly from the perspective of translation and localization to appeal to the Arab audience.

Capitalism and globalization are major concepts that challenge the translation/localization of website advertisements in both English and Arabic. Analyzing website advertisements reveals how capitalism and globalization shape consumerism.

3.2.1 Capitalism and Globalization

Capitalism is a political and economic system in which private owners dominate international trade and industry in order to maximize profits. Capitalism emphasizes free markets, consumer choice, and competition. However, globalization is the interconnectedness of economics, cultures, and societies across the globe. Globalization is driven by capitalism and often leads to the expansion of markets and economics and pays attention to cultural homogenization. Capitalism and globalization influence the modern economic landscape and consumers' engagement with services and products all over the world. In today's globalized market, engagement with products and brands comes through effective advertisements. In this regard, Aydoğan & Aydın (2023b) state: "Since the motivation, reason, context, process, and purposes of the communication process are shaped by capitalism, advertisement emerges as the most powerful discourse from the capitalist ideology" (p. 361). Further, Gambier & Gottlieb (2001) comment on globalization and its effect on people's lives and identities by saying:

Globalization, in many ways a cliché, does have some pretty direct implications for us all, as modern Information and Communication Technology (ICT) is changing a large part of our daily lives. At the same time, communication itself becomes a product in the international marketplace. For these two reasons, language practices- and, most of all, those related to language transfer- are gaining importance these years and increasingly affect the circulation of knowledge, the development of cultural identities, etc.

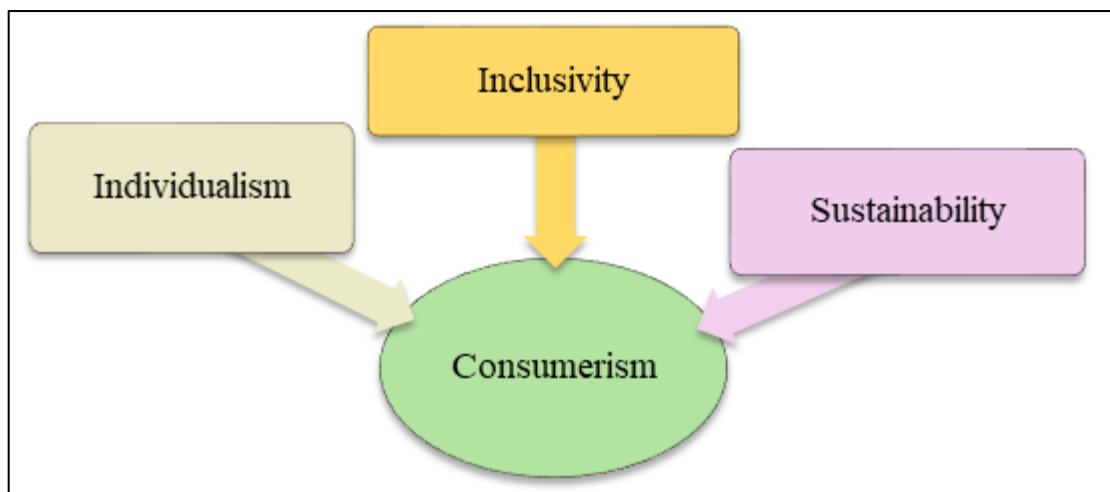
This research explores some website advertisements from three iconic American brands: Coca-Cola, MacDonald's, and Starbucks which are considered symbols of capitalism, materialism, and consumerism. These brands spend millions of dollars to provide products for people all over the world which pushes them to willingly pay to consume every day until consumerism becomes a part of their culture. The representative examples are screenshots from videos or ads on the websites of the three American brands mentioned above which were released in 2024, either on the companies' home pages or their sub-sites such as Facebook and Instagram.

3.2.2 Consumerism

Consumerism and materialism emerge as responses to capitalism and globalization which are the largest economic forces. Consumerism promotes the idea that happiness and fulfillment can be achieved fundamentally by acquiring goods and services. It is related to the predominantly Keynesian's the idea that consumer spending is the key driver of the economy and that encouraging consumers to spend is a major policy goal to fuel economic growth. By analyzing some selected examples, the sections below give a brief idea of how capitalism and globalization are related together to push consumerism forward. Consumerism in turn emphasizes related key concepts to attract and persuade consumers of the presented products. The researcher explores the American website ads and observes the overarching themes then conceptualizes them into the following representations: sustainability, individualism, and inclusivity.

Figure (3)

English Conceptualizations



3.2.2.1 Inclusivity

Inclusivity creates an environment where diverse individuals feel welcomed and valued regardless of their cultural or ethnic background. The Coca-Cola company claims that “diversity, equality, and inclusion are at the heart of our values and our growth strategy and play an important part in our company’s success”. By emphasizing DEI, Coca-Cola company enhances the concept of inclusivity. The company adds that it leverages the remarkable diversity of people across the world to achieve the purpose of refreshing the

world, making a difference, and leading to a better-shared future. This fosters an environment of togetherness, where diverse voices contribute to a sense of belonging.

Table (2)

Representative Examples of Inclusivity

Image No.	Links	Images of Ads
1	https://www.instagram.com/lairdandgoodcompany/reel/C-XzoDngQtk/	
2	https://in.pinterest.com/pin/9429480465577558/	
3	What brands can learn from Coca-Cola's Olympic hugging can design q	
4	https://about.starbucks.com/stories/category/coffee-products/customer-experience/	

The following analysis of the shots of the website ads is carried out according to Kress and Van Leeuwen's three metafunctions: representational, interactional, and compositional meanings.

A. Representational Metafunction

On the visual level of image 1, the main represented participants (celebrities) are the South African swimmer Schoenmaker and her U.S rivals King and Lazor. In addition to other participants from the fans with bottles of Coca-Cola in their hands in the Summer Olympics campaign in Paris. In image 1, the narrative process is realized by visual

elements which can be defined as vectors that connect participants and unfolding actions. The three rivals are shown as major actors (participants) who rushed to congratulate Shoemaker with a hug in a display of uplifting sportsmanship. Their eyes create a vector, which leads the viewer to see that they are looking at Shoemaker. When exploring the video and ads on the attached website, there is another vector from the fans that shows the viewers how people from different backgrounds, ages, and races can come together. It creates a strong visual narrative that resonates with themes of inclusivity. It's a powerful visual ad that highlights togetherness, especially in a diverse society like the U.S. Additionally, this image is an instance of a conceptual process, more specifically, a symbolic process where the champions represent the achievement and celebration of different cultures and identities. This combination reinforces the message of diversity and inclusion. In image 2, the main represented participant is the Coke bottle surrounded by different hands. This creates a vector that attracts the viewer's attention to the gathered hands trying to reach the Coke bottle. Consequently, this image is transcoded as sharing moments of happiness, inclusivity, and unity, representing emotions associated with the brand. Furthermore, the phrase "share a coke, share a moment" symbolizes the idea of inclusivity by inviting people to enjoy moments with each other and share Coke to create a memorable experience.

In image 3 the main participants are Coca-Cola cans, this image appears to be an instance of a conceptual process, particularly, a symbolic process. The represented participants in image 3 are the new Coca-Cola cans that appear hugging each other symbolizing hope inclusivity, and unity, with its well-documented purpose to "refresh the world and make a difference". Regarding image 4, this image consists of Starbucks cups and colleagues (co-workers) from different races. In this image, the man with Starbucks's coffee bag and Starbucks cups are seen as major actors. The man's eyes appear to be looking at Starbucks cups, creating a vector making them the goal. The two women look at each other engaging in drinking Starbucks. Therefore, the image can be analyzed and transcoded as the co-workers give a feeling of happiness, sharing, friendship, and enjoying moments with each other regardless of the job position or racial and cultural identity.

B. Interactive Metafunction

The interactive meaning contains three elements: the gaze (contact), the social distance, and the power relation. Concerning interactive meanings, image 1 and image 4 represent an 'offer' because the gaze of the represented participants is directed away from the viewer. The images invite the viewers to observe the influence of Coke and Starbucks on promoting a feeling of warmth and connectedness between diverse races. As a result, the viewer is related to the participants in a friendly and cooperative way. Regarding social distance, a shot is created in which the participants in image 4 are depicted from the top part of their bodies, hence, this is considered a close social distance between the viewer and the represented participants. From the vertical angle perspective, the represented participants are seen at eye level by the viewer indicating no power differences, and relation of equality between the viewer and the participants.

C. Compositional Metafunction

In terms of compositional aspects, image 1 uses one of the information value systems which is a center system. The nucleus of information is the brand's name (Coca-Cola) and the text under the image which ensures the Coke magic to connect the world, and what it can do to change in the world. In image 2, the nucleus of information is the central place of the Coca-Cola bottle that signifies the brand's identity. Also, the written text reinforces the idea of connection and community. According to salience, the dim light adds a sense of intimacy and warmth to the image, and the hands' movement towards the bottle makes them prominent, emphasizing the act of reaching for the product. The black background of Image 2 creates a dramatic contrast that enhances the visibility of the bottle and hands. This framing isolates the product and makes it the focal point, while the hands convey a sense of reaching out, indicating desire and connection. Another compositional organization in Image 3 is salience. It is realized by the foreground of the two cans with white hand and red hand as well the background which is in saturated red color and relatively big size which evokes strong emotions and creates a sense of warmth and happiness, aligning with the brand message of joy and togetherness. The vibrant red color reinforces the overall theme of inclusivity and the joy of coming together.

3.2.2.2 Sustainability

Sustainability is a crucial area where the demand for ethical consumption and environmentally friendly practices reshape how companies market their products. Sustainability development relates to business and environmental management to yield positive benefits (Ozili, 2022).

The selected examples of website ads are a showcase that illustrates promoting social responsibility by supporting farming, and environmental sources as well as highlighting some values like local production. Through responsible consumption, these companies aim to connect consumers with the idea that their purchases can contribute to stronger and healthier communities by creating a positive impact.

The following analysis explores how English website ads conceptualize sustainability through the lens of Kress and Van Leeuwen's metafunctions. By examining how the visual elements work together to convey messages about the environment, the three selected iconic brands can engage consumers emotionally and promote sustainable practices through their websites' ads.

Table (3)

Representative Examples of Sustainability

Image No.	Links	Images of Ads
5	https://www.instagram.com/	
6	https://about.starbucks.com/sustainability/	
7	https://www.coca-colacompany.com/sustainability	
8	https://www.coca-colacompany.com/sustainability	
9	https://greenerideal.com/news/business/8681-mcdonalds-commits-to-sustainable-practices-for-beef/	

A. Representational Metafunction

The above-mentioned iconic brands claim that they aim to create a more sustainable and better-shared future. These companies assert that their brands and products are loved by people because they help them build a more sustainable future for their business and the planet. They state: “We do all of this while staying true to our purpose to refresh the world and make a difference”.

The narrative process shows how the events are pushed by the actions and reactions of the participants. Concerning the representational meaning in image 5, the main represented participants are two female baristas wearing red aprons and holding two red plastic cups. In image 5, the two baristas are major actors who create a vector with their direct gaze and smiles while holding the red plastic cups connecting them positively with the sustainable values. In image 6, the main participant is a girl drinking juice in a plastic cup. Also, the girl in image 6 is a major actor who makes a vector connecting her with the Starbucks cup of juice. Therefore, the two images can be transcoded as signifying environmental awareness and the brand’s commitment to sustainability. Additionally, the presence of red plastic cups reflects the idea of responsible coffee consumption, reinforcing the message that the brand of Starbucks is a part of a sustainable lifestyle. The red plastic cups and the red aprons create a cohesive visual theme in the image. The color symbolizes branding within the context of sustainability. The red color may evoke energy, passion, or even a sense of urgency in promoting sustainable practices.

B. Interactive Metafunction

Regarding the interactive meaning, image 5 is classified as a demand because the main participants have direct gazes at the viewer. From the smiles on the baristas’ faces, it is clear that they invite the viewer to establish a relationship of social affinity with them. On the other hand, image 6 is classified as an offer because the participant does not look at the viewer. The represented participant is offered to the viewer as an item of information which suggests that the image serves to inform the viewer about the importance of recycling. The absence of eye contact shifts the focus from an emotional connection to the action itself, aligning with the idea of sustainability as a collective responsibility. Also, the lack of direct engagement creates a sense of distance which makes the viewer an observer of the action.

C. Compositional Metafunction

In connection with the compositional meaning, image 7 and image 8 utilize a center scheme of information value. The cans of Coca-Cola in Image 7 are positioned in the central part of the image as the nucleus of information to emphasize the product as the focal point of the advertisement. Thus, this central placement draws the viewer's attention directly to Coca-Cola as well as the tagline "world without waste" on the cans which carries a strong information value related to sustainability. The phrase suggests that the brand is committed to reducing waste and promoting a cleaner, and more sustainable future. In Image 7, the shot reinforces the idea of sustainability and reflects the individuals caring for the environment by placing the plastic bottle in the recycling bin. The man's behavior in the picture is the given information at the top of the ad. At the bottom of the picture the phrase: "Our sustainability priorities" refers to the new information to assert that the Coca-Cola company pays heed to sustainability. Concerning images 5 and 6, the Starbucks cups whether the two red or white are the focal points that draw the attention of the viewer first, while the placement of the text at the lower part reinforces the idea of the visual elements. For instance, in image 5, the text: "Starbucks Celebrates Successful Reusable Red Cup Giveaway Day" enhances and serves the visual message. This means that the viewer should first engage with the visual elements before focusing on the textual ones to perceive the overall idea that emphasizes sustainability.

Image 9 places beef at the top of the ad to emphasize its importance in the menu and appeal to meat lovers. The arrangement of the list in the ad starting with beef followed by poultry, coffee the palm oil indicates how MacDonald's addresses environmental concerns related to natural production. By concerning the environmental impact of natural consumption, MacDonald's aims to communicate its commitment to sustainability and reflects the company's identity. The green background with the phrase "Going Green" is positioned on the left side to signify the given information. However, the image on the right side is a salient element that represents the new information which is the focus of the ad that draws firstly the attention of the viewer. The images of coffee, beef, poultry, and palm trees also have visual prominence size, placement, and color can all affect salience. The second feature of compositional meaning is framing which shows how elements are framed in relation to each other. The elements in Image 9 are grouped and aligned to each other horizontally, for instance, the coffee position near poultry may

suggest a meal experience to appeal to the viewers who support natural food and environment. The above analysis of the three companies' ads ensures the concept of sustainability to refute the claim that these companies are environmentally destructive.

3.2.2.3 Individualism

Individualism is a social and political philosophy that emphasizes the moral worth of the individual. It advocates the rights and independence of individuals who are seen as responsible for their success and well-being. In other words, it is the individual responsibility (Soares, 2018) . Individualism in website ads manifests through personal experiences and the celebration of self-expression. Advertisements may highlight individual stories or showcase products that allow consumers to assert their identities. By focusing on individualism, brands can promote a sense of connection with consumers, inviting them to engage with products that resonate with their personal values and lifestyles.

Table (4)

Representative Examples of Individualism

Image No.	Links	Images of Ads
10	https://www.thedailybeast.com/what-is-the-logic-behind-this-watch-surreal-footage-of-trump-working-at-mcdonalds/	 <p data-bbox="1099 1379 1214 1397">Donald Trump (McDonald's)</p>
11	https://www.campaignlive.co.uk/article/starbucks-increase-ad-spend-	 <p data-bbox="940 1644 1278 1662">Starbucks: launching global ad campaign</p>
12	https://marcommnews.com/real-life-diet-coke-fan-stories-inspire-new-adverts/	

A. Representational Metafunction

In terms of representational meaning, image 10 appears to be an instance of a conceptual process, more specifically a symbolic process. The image conceptualizes the represented participant-President Trump-in his public persona as a symbol of capitalism and individualism. Trump's appearance wearing an apron and serving customers symbolizes the idea that anyone, regardless of status, can have personal freedom to contribute to any experience. As a figure of authority, Trump steps down from his usual role to engage with the public, this embodies the idea that success is accessible through personal (individual) effort. Additionally, his presence in MacDonald's reflects the idea that consumerism is tied to national identity and pride to affect Americans' emotions and reinforce the principles of individualism which in turn promotes consumerism. Images 11 and 12 reinforce the notion that self-care and individual choices are valuable, which aligns well with individualistic ideologies, where personal moments and choices are famed. In image 11, for instance, the main represented participants are the officials around the table, Starbucks cups, and other represented objects related to the officials. The officials are the major actors who engage and communicate in the interaction creating a vector connecting them with Starbucks cups to symbolize a shared experience of enjoying coffee together. The presence of Starbucks cups represents a lifestyle choice and the idea of taking a moment for oneself which symbolizes and encourages individualism. Relating to image 12 where the main participant (actor) is a woman who enjoys drinking Coca-Cola with her eyes closed to suggest her fully immersed in the experience, indicates self-love away from anyone. Moreover, this act can represent a sense of break or escape from the headache of life to emphasize the pleasure associated with consuming the beverage individually.

B. Interactive Metafunction

Concerning interactive meaning, image 10, on the left, represents an 'offer' because the gaze of the represented participant (Trump) is directed away from the viewer. This invitation for the viewer to observe how Trump offers MacDonald's wrappers to the customers despite his being a public persona. Consequently, Trump's presence in MacDonald's evokes a sense of individuality among consumers as he is a capitalist and individualist. Image 10, on the right side, where Trump is placed next to the MacDonald's logo creates a direct association between his persona and the brand. This positioning

suggests that he embodies the values of the fast-food chain, such as friendliness and approachability, which are keys to individualism.

In addition, Images 10, 11, and 12 represent an offer. As a result, the viewer is invited to relate to the participants in a friendly and cooperative way. Regarding social distance, image 10, image 11, and image 12 are middle shots to express the meaning on the social level. In images 11 and 12, the participants are enjoying moments of happiness and giving themselves a break of relaxation. These images represent an offer because the gazes of the represented participants are directed away from the viewer. Consequently, the images invite the viewers to identify with these individuals, enhancing a sense of connection. Moreover, the images suggest that taking a break to relax with Starbucks and Coca-Cola is a personal and valued experience, encouraging viewers to see themselves in a similar situation.

C. Compositional Metafunction

Regarding compositional aspects, image 10 uses the centric information value system. That is, the vector created by Trump and the customer's hand is considered the nucleus of information so this focus highlights the connection with customers. The same image on the right side considers Trump and MacDonald's logo as the nucleus of information. Trump's image is more prominent, drawing attention to him first, which signifies his importance in the narrative of individualism. The proximity to MacDonald's logo implies a partnership between personal identity and brand identity, emphasizing that individual actions, like serving customers, are valued and contribute within the larger context of the community. The salience of the blue color of the background is associated with calmness and serenity, evoking feelings of peace and tranquility. Regarding compositional aspects, images 11, and 12 focus on how elements are arranged within the ad. Positioning the Starbucks cups alongside the officials emphasizes the importance of personal moments amidst a busy work environment. In image 11 the position of the phrase "the world has a pause button" on the left indicates the given information. Meanwhile, the front-facing Starbucks cup with the brand logo alongside the phrase "you & Starbucks', It's bigger than coffee" conveys the new information. In image 12, the woman and her act of drinking Coca-Cola is the nucleus of information. The written text on the left of the image is the given information with the woman drinking Coke suggesting a straightforward message about taking a break time. The new information on the right of the image conveys an

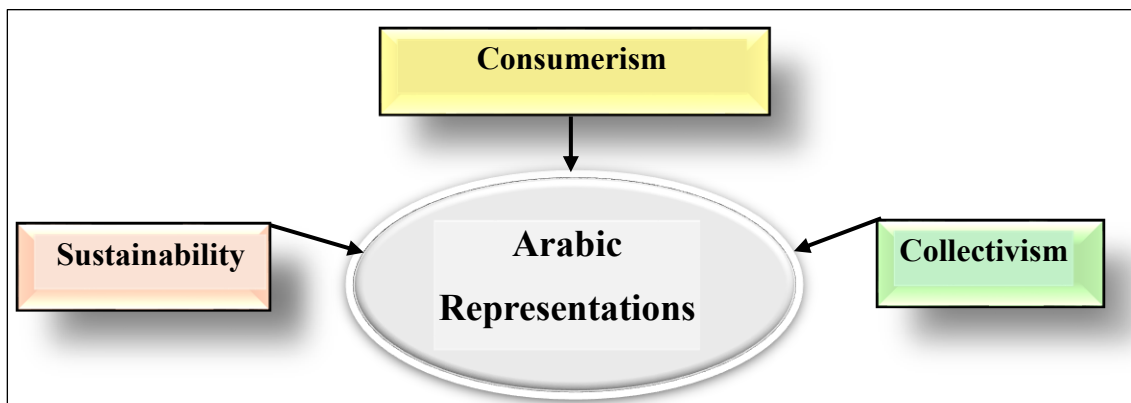
emotional and personal connection to the experience of enjoying Coca-Cola, making it more engaging for the audience. The gray color of the background in image 12 conveys calmness and neutrality.

3.3 Arabic Representations of Website Advertisements

When transitioning to Arabic representations and analyzing website ads, it's crucial to understand how cultural nuances and visual elements influence the design and effectiveness of ads. The localization of Arabic websites' advertisements requires not only accurate translation but also cultural adaptation to resonate with the target audience. This analysis delves into how visual elements are employed in Arabic website ads to engage consumers and drive brand interaction. By exploring Arabic advertisements on websites, the researcher came out with the following representations illustrated in Figure (4).

Figure (4)

Arabic Conceptualizations





3.3.1 Consumerism

Consumerism in Arab countries refers to the culture of increasing consumption of goods and services, where people focus on their needs and desires through purchases (Lister, 2016). Consumerism is influenced by factors such as rising incomes, economic growth, and the expansion of media and marketing. Recently, Arab countries have seen a shift to consumerism, leading to a higher demand for luxury products and global brands. Therefore, it is essential to balance between consumers' desires, and upholding collective values, and environmental sustainability. Consumerism reflects the cultural identity (values, traditions, and social norms) of Arab countries through ads on websites.

Table (5)

Arabic Representative Examples of Consumerism

Image No.	Links	Images of Ads
13	https://www.alamy.com/stock-photo/coca-cola-stand.relevant	
14	https://mostaq1.com/portfolio/1466523-starbucks-ad	

A. Representational Metafunction

In terms of representational function, image 13 represents community, tradition, and joy. The main represented participants (actors) are: men, a central big Coca-Cola bottle, a red carpet, and tents. The men are shown as the major actors who are dancing in traditional attire which symbolizes cultural pride and unity, while the Coca-Cola bottle signifies sharing and enjoyment. By showcasing Coca-Cola as an integral part of traditional celebrations, the product is positioned not just as a beverage but as a symbol of collectiveness and joy. Thus, the positive feeling associated with the ad evokes consumers' desire to purchase Coca-Cola to communalize their cultural traditions. Regarding image 14, the visual elements in the ad include the sea, beach, and palm trees, which evoke feelings of indulgence, and relaxation associated with luxury and comfort. The big cup of Starbucks with its logo signifies quality and brand recognition. This image reinforces the idea that Starbucks is not just a beverage, but also a desirable lifestyle to appeal to consumers' ambitions for comfort and enjoyment.

B. Interactive metafunction

According to the interactive function, image 13 represents an offer because the gazes of the participants are directed away from the viewers. Images 13 and 14 invite viewers to engage emotionally with the scene. They encourage them to envision themselves in such celebrations, enjoying Coca-Cola and Starbucks as part of their cultural norms.

Consequently, this emotional connection can lead to stronger brand loyalty, as consumers may associate Coca-Cola and Starbucks with their own experiences of happiness, celebrations, and community.

C. Compositional Metafunction

In terms of compositional function in image 13, the framing of the image, color, and the salience elements all contribute to the overall meaning. The gathered men dancing on the red carpet with large Coke bottle overheads and being central, create a focal point that draws attention to the product. The traditional tent and sandy background enhance the cultural context, making the scene authentic and relatable. The blue color of the sky and sea, palm trees, and sand are salient elements framed in such a way as to evoke positivity, serenity, and a sense of openness. This composition emphasizes the celebratory nature of the moment which enhances the subconscious minds of consumers to relate Coke with celebrations and togetherness which leads to taking action and buying more products. According to this framing, the websites' advertisements try to stereotypize Coca-Cola for the Arab mindset as a representation of Arab collectivism and emphasize shared traditions and communal values.

3.3.1.1 Collectivism

Chio et al. (2021) cited that collectivism refers to “a society in which people from birth onwards are integrated into strong, cohesive in-groups, which throughout people's lifetime, continue to protect them in exchange for unquestioning loyalty” (Hofstede, 2007, p.225). Collectivism in Arab countries is the cultural framework that manifests in strong family ties, community support, and a sense of belonging to large social groups, such as tribes or religious communities. Commercial ads often reflect the values of collectivism by promoting products that emphasize family, community, and social connections. The following analysis of the selected examples illustrates how translators localize ads by adapting the content in order to clarify how the localized ads conceptualize collectivism as a cultural dimension of the Arab audience.

Table (6)

Representative Examples of Collectivism

Image No.	Links	Images of Ads
15	https://www.mcdonalds.com/sa/ar-SA/Riyadh.html#carousel	
16	https://images.app.goo.gl/ExKnW52TjrijGDwy8	
17	https://www.instagram.com/p/BVFyb4WIL46/?igsh=NnoxTE2eXMyaG5k	

A. Representational Metafunction

Image 15 features a woman in a black cloth (abaya) with her children on their way to MacDonald's. Narratively, the ad depicts a family scene that reflects the daily life of families in Saudi Arabia, emphasizing social activities, such as dining out at places like MacDonald's, and family bonding, togetherness, and unity. The palm tree on the right adds a cultural context, emphasizing the Saudi environment. Moreover, in image 16, the representational meaning is dominant where the actors/participants are a Saudi man and a woman dressed traditionally (Abayah, Shomagh) surrounded by sand to indicate their cultural identity, heritage, and the environment of Saudi Arabia. The action takes place around a sizeable cup of Starbucks coffee where the Saudi man and woman are pointing to the cup which signifies their engagement with Starbucks coffee. This interaction in the ad introduces an interest-shared moment for the brand, which symbolizes a blend of global brand and consumer culture with local culture. This contrast highlights the tension between individualism and collectivism in contemporary culture by presenting how people interact with global companies while navigating their cultural values. Enhancing the concept of social association appears in image 17, where the family (main

participants/actors) places a large Coke bottle with their Iftar meal during Ramadan. From a representational perspective, the Coke bottle symbolizes not just a beverage but also the act of sharing, togetherness, and the collective enjoyment of breaking the fast. This ensures family gatherings and communal meals during this significant time of year. Thus, the presence of a Coke bottle during Iftar can carry a religious value to show how global brands are integrated into local customs while still honoring the target culture and the holy month although Coca-Cola itself is not a religious symbol.

B. Interactive Metafunction

In image 15, the interactive function comes into play with the phrase "ثلاثين سنة عشرة مع ٣٠ مليون في السعودية" which invites viewers to interact with the brand's long-standing presence and connection to the community, emphasizing the theme of collectivism, reinforcing a sense of national and collective identity. The number "ثلاثين" also suggests a long period of development and change within Saudi society. The image symbolizes a family vibe by showcasing a woman with her children in a contemporary context while maintaining cultural identity by wearing the abaya. As for the visual structure, image 15 represents an offer because the participants give their backs to the viewer which suggests a sense of privacy and exclusivity and encourages the viewer to engage with the brand itself. Additionally, image 16 represents an offer because the gaze of the represented participants is directed away from the viewer. This image invites the viewer to observe the Starbucks cup, and not to interact with the man and woman but to react with the scene which makes a balance between the American brand and the local environment of Saudi Arabia. In terms of interactive function, in image 17 the participants are all family members who gathered around the dining table to have Al Iftar. They interact with each other and with the Coke familial-size bottle and do not pay attention to the viewers, instead, the ad offers them to interact with the family's atmosphere. Accordingly, it encourages interaction as everyone shares the drink, fostering a sense of collective experience. This interaction reinforces social bonds and communal aspects of Ramadan Iftar with Coke by associating it with moments of collectiveness and celebration. This inclusion of the brand's image in social gatherings makes it more appealing to consumers who value family and community connections, especially in the Arab world.

C. Compositional metafunction

The compositional meaning in image 15 emerges from the arrangement of the elements; the positioning of the family and the palm tree creates a harmonious balance that visually communicates a message of collectivism and shared experience within the Saudi culture. this format encourages viewers to feel a sense of belonging and pride in their community. As for the compositional function in image 16, the organization of the elements in the image, with the Starbucks cup at the center, makes it the focal point that captures the viewer's attention. Additionally, the salient position of the cup in the middle of the sand makes the cup stand out in a visually appealing way. Regarding the compositional function in image 17, the information nucleus (value) is the Coke bottle positioned on the dining table where the family gathered, drawing attention to the shared experience of breaking bread together. This framing emphasizes the idea of collectivism and invites the viewers to realize the importance of sharing and enjoying the meal as a family.

In the above analysis of the three ads, the representational function is dominant because it encapsulates the essence of collectivism through the symbolism of sharing and togetherness during a significant cultural and religious event.




3.3.1.2 Sustainability

Sustainability is a social goal for people to co-exist on earth over a long time (Kotob et al., 2011). In recent years three iconic brands- Coca-Cola, Starbucks, and MacDonald's- have increasingly focused on sustainability by focusing on reducing its environmental impact. Accordingly, they have started to collect empty bottles in recycling bins to reduce plastic waste, conserve water, and encourage planting, especially in developing countries. In their website ads, they address people directly to foster a sense of community and shared responsibility towards the planet. By highlighting their sustainability efforts, these global companies appeal to environmentally conscious consumers and promote the idea that everyone can contribute to positive change. This connection between brand messaging and social value enhances their image and encourages consumers to support their efforts, thus increasing their sales globally.

The following analysis of three selected examples of website ads clarifies how the website ads of the abovementioned brands conceptualize the idea of sustainability.

Table (7)

Representational examples of Sustainability

Image No.	Links	Images of Ads
18	https://franchising.sa/article/973/starbks-ttlqa-wa-l-hmlatha-llastdamha/	
19	https://www.starbucks.com.jo/ar/social-impact-sustainability	
20	https://www.facebook.com/shar/p/142pKrfNrG/	

A. Representational Metafunction

In terms of representational meaning, in image 18 the main participants are the two Starbucks cups. The position of the two Starbucks cups symbolizes a sense of unity and community. This reflects the brand's encouragement for consumers to participate in environmental issues, which conceptualizes the idea of collective responsibility toward sustainability. The phrase "غطاء ستاريكس الجديد بدون عود الشرب" (Starbucks new lid without a straw) directly represents the brand's commitment to sustainability by emphasizing the removal of plastic straws. This signifies environmental consciousness, appealing to consumers who appreciate eco-friendly practices. In Image 19, the representational function is conveyed through the visual representation of the Starbucks cup and text. The Starbucks cup symbolizes the brand's identity and its commitment to sustainability. The bold green text "نعمل معا على اعادة" (means we work together for renewal) emphasizes collaboration and shared responsibility towards environmental sustainability. The phrase "المنتجات لمستقبل افضل" (means products for a better future) enhances the idea that Starbucks is dedicated to providing sustainable products. Concerning representational function, Image 20 directly communicates sustainability. Using wooden utensils (spoons, forks,

and knives) symbolizes an eco-friendly approach, suggesting a shift towards sustainable practices. The Arabic text "ماك دونالدز ستستخدم ادوات خشبية قابلة لاعادة التدوير"، "خطوة نحو مستقبل اكثر استدامة". This reinforces the brand's commitment to environmental responsibility.

B. Interactive Metafunction

Image 18 invites consumers to engage with various Starbucks offers to enjoy different tastes. The use of both Arabic and English text caters to a bilingual audience, making the message more accessible. Additionally, this signals a trend towards global reach, as brands aim to connect with culturally diverse audiences. The phrase "استمتع بمشروبك" (enjoy your drink) encourages interaction and invites consumers to enjoy the coffee. The slogan "order your favorite drinks and feel good about it" promotes a positive emotional experience linked to the act of purchasing their drinks, and choosing their favorite taste. Therefore, the image represents an offer for the viewer to take action and buy Starbucks asserting that it is a responsible choice. In terms of interactive function, Image 19 invites viewers to be part of a sustainable movement. The phrase "اينما كنت نحن معك" creates a relationship between Starbucks and its customers, this means that Starbucks supports them when exerting effort to maintain sustainability. In Image 20, positioning the logo of MacDonald's prominently at the top left creates a familiar reference point for viewers. The call to action in the bottom right, "حمية بيئتنا تبدأ معنا"، promotes, and encourages viewers to consider their impact on maintaining the environment clean and unpolluted. Moreover, the appearance of wooden tools such as spoons, forks, and knives in the image is an offer to the viewer to be aware that McDonald's aims to support more natural and eco-friendly materials

C. Compositional Metafunction

According to Image 18, its framing draws the viewer's attention immediately to the salience of visual elements such as the Arabic text and English text in bold type, and the two cups all collectively influence the viewer's attention and play a significant role in the viewer's perception. The percentage of saturation of the background colors enhances the text's readability and focus. The combination of Arabic and English text reflects a blend of cultural identities, making the ad relatable to Arabic and English audiences as well as conveying a sense of balance and contrast. The central position of the two cups with their

black and white colors, makes the green logo a focal point. As known, the Starbucks logo is characterized by a mermaid which symbolizes the brand's connection to the sea and evokes a sense of mystery and allure in order to drive its customers in the experience of Starbucks coffee. Additionally, the logo's circular design and the green color symbolize growth, freshness, environment, and agriculture to strengthen the company's commitment as a global brand of coffee to sustainability. In connection with the compositional organization, Image 19 utilizes a center scheme of information value. The position of the Starbucks cup in the center of the image represents the nucleus of information and the Arabic text lies on the upper and lower parts of the cup which contributes to catching the viewer's focus directly to the message. The use of bold green for the main statement signifies the urgency and significance of sustainability. The lighter orthography for the supporting text provides clarity and reinforces the main message without overwhelming the viewer. In Image 20, the salience of visual elements emerges in the placement of the globally recognizable logo of MacDonald's 'M' at the top left making it the focal point of the design. This establishes the brand's recognition, while the central focus on the wooden utensils draws attention to the sustainable message. In addition, the existing text at the bottom right side and the green background of the imagery catch the attention of the Arab audience and conceptualize the overall theme of sustainability. The balance of visual and textual elements creates a cohesive narrative emphasizing sustainability as one of Starbucks' priorities.

3.4 Challenges of Localization of the Website Advertisements

When analyzing both website ads for the three American companies and their counterparts in Arab countries, the researcher compares the American website ads and the localized/translated ones in Arab countries to assess the challenges of localization.

The comparison of English and Arabic websites' ads through G. Kress & van Leeuwen's analytical framework reveals some challenges in translation/localization. Specifically, when addressing cultural differences which appeared through the patterns that the researcher concluded and conceptualized when exploring and analyzing a sample of ads on websites such as sustainability, individualism, collectivism, and inclusivity. The metafunctions of representation, interaction, and composition highlight how these concepts are framed differently across cultures to resonate with local values and consumer behavior. When examining patterns like sustainability, inclusivity, individuality, and

collectivism, it becomes clear that these themes may be emphasized differently in English and Arabic due to cultural values and priorities for each language. For instance, one of the localization challenges of website ads is how to balance the cultural differences between the concept of individualism, which is dominant in American patterns, and collectivism in Arabic versions. According to individualistic culture, localization should ensure that individualized services, personal achievement, and empowerment are prioritized.

In the current days, the concept of inclusivity is also critical in English representations, because capitalist countries, in particular, America call for globalization, claiming that diverse people can come together regardless of their race, color, language, or social status to achieve equality, unity, and justice. Thus, when viewed through the lens of collectivism, which is born in family and religious values, inclusivity, and globalization are showing a challenge to translators. This challenge resulted from globalization and inclusivity clashes with the collectivist societies' homogenous culture and norms despite all tries to standardize the received culture to be like that of the transmitter. Conversely, collectivism is the salient concept in Arabic representations that emphasizes community, family bonds, and shared responsibilities. Accordingly, when localizing this concept, translators/localizers should pay heed to both the verbal and non-verbal elements and adapt them to fit the cultural and ideological values of the Arab audience.

Usually, translators face difficulty in adapting the visual and ideological elements of ads to align with local sensibilities and expectations. While English ads may emphasize material success and global trends of the conceptualized patterns mentioned above, Arabic ads might adjust these themes to reflect their regional ideologies and social norms.

In addition to what was mentioned above, there are some challenges related to Kress and Van Leeuwen's framework that translators/localizers may face:

- The complexity of analysis of multimodal texts because Kress and Van Leeuwen's approach is a detailed and systematic approach, which may consume time and limit accessibility in certain contexts.
- The analysis may lead to subjective results since analyzing visual and multimodal texts needs a high degree of professionalism and interpretation. Thus, it can

complicate the identification of challenges and make it difficult to accurately evaluate the localization process.

Related to linguistic challenges through translation, the researcher inserts the following example:

Table (8)

Linguistic Challenges

Ad. No.	STs	TTs	Back translation
1	STRAWS OUT. LIDS IN. STRAWLESS LIDS Order your favorite drinks and feel good about it!	غطاء ستاريكس الجديد بدون عود الشرب استمتع بمشروبك	Starbuck's new lid is without a straw Enjoy your drink

The English in ad 1 uses bold capitalization and verbless phrases to stand out and grab the audience's attention. Thus, the ad will be more memorable, and impactful and highlight sustainability by reducing plastic waste. The ad creates implicit action and conveys a sense of urgency with a commanding tone. The absence of the command verb might cause a challenge and difficulty in translation. In contrast to the Arabic translation, it uses a lighter tone to adapt to the local culture of the Arab audience "غطاء ستاريكس الجديد" بدون عود". It is noticeable that the back translation directly presents information in a light tone (euphemism), while the original emphasizes action strongly (dysphemism). According to part two of the ad above, "Order your favorite drinks and feel good about it!", the challenge in translating is in the strong tone which encourages consumers to a call to action. In contrast, the Arabic translation "استمتع بمشروبك" which seems less persuasive and more generic. Therefore, cultural context should be taken into account when localizing.

Overall, the analysis reveals that the challenges translators may encounter stem from cultural and ideological perspectives. In addition to Kress & Van Leeuwen's detailed framework which complicates the critical analysis as this approach includes processes, sub-processes, and minor sub-processes. Accordingly, the researcher utilizes the main processes of the metafunctions to avoid prolongation as it is a master thesis.

Chapter Four

Conclusion and Recommendations

The following sections give an idea about the summary findings of the study and recommendations for future studies related to this topic.

4.1 Conclusion

The findings reveal that the selected examples of website advertisement screenshots of the three American brands and their counterparts in Arabic show various relations existed between participants and viewers. After exploring the ads on the websites, the researcher conceptualizes the main patterns in American websites' ads and their counterpart ones in Arabic websites which are driven by globalization, capitalism, and consumerism. Further, the analysis of the website ads using G. Kress & van Leeuwen's framework looks into the hidden meaning of the selected ads from the three companies' websites by illustrating how the visual and linguistic elements contribute to coining important concepts. By analyzing the three metafunctions of the framework, namely the representational, compositional, and interactive, the study highlights the concepts that reflect the underlying ideological culture of the website ads such as globalization, capitalism, and consumerism. These concepts led to the appearance of sub-concepts such as sustainability, individualism, collectivism, and inclusivity to align them with the consumption goals of specific products.

Moreover, the analysis of the representative examples reveals the challenges translators may face when localizing the same brands' ads to the Arab audience. The utmost of these challenges are cultural and ideological differences which, in turn, affect the conceptualization process. For instance, the dominant concepts in American representations are individualism and inclusivity. On the other hand, Arabic representations emphasize collectivism as a traditional and religious value. Regarding sustainability, this concept is asserted by both English and Arabic representations but the challenge and the difference between Arabic and English refers to visual and linguistic elements. This means English ads frame their visual elements in such a way that comes with their cultural norms and values, the same is true for Arabic ads since the cultural differences between nations are something taken for granted. Additionally, after analyzing these examples, the researcher concludes that most of the images serve as an offer to the

viewers, intending to arouse their curiosity and desire in order to act on the offer's seeming worth. In other words, this invitation seeks frequently to convey a sense of urgency or exclusivity to the viewers, since it centers on an offer rather than a demand or direct communication with the audience. Also, this tactic invites the observers to see themselves in that situation by pointing out the advantages of the product rather than explicitly requesting customer involvement.

According to G. Kress & Van Leeuwen's approach, the researcher conveys a better understanding of how advertisements communicate complex ideas related to identity and community. Thus, the study concludes that the representational metafunction is the most prominent meaning in American representations. Within this metafunction, the deep layers of meaning are clarified by the conceptual and narrative processes. In other words, this metafunction of language ensures the conveying of diverse identities and experiences as well as fostering appreciation of different backgrounds to make all individuals feel valued.

On the other hand, the interactive metafunction is the dominant meaning in Arabic representations since their main concept is collectivism which emphasizes participation and reflects the Arab's collective mindset that values societal collaboration and cohesion. Accordingly, it highlights the shared experience between people and creates a sense of belonging. Consequently, the ads on websites that address the Arab audience focus on themes that concern family bonds, gatherings, and interactions to reflect communal activities.

Overall, this assessment underscores the significance of understanding both linguistic and cultural dimensions of translation because effective localization requires deep cultural insights to align with the target audience's values and expectations. Additionally, using Kress and Van Leeuwen's approach as an analytical tool highlights the complexities and challenges involved in translating English advertisements into Arabic. Further, the analysis illustrates how Kress and Van Leeuwen's framework allows for a nuanced examination of visual and verbal elements in advertisements. By focusing on the representational, interactive, and compositional metafunctions that emphasize the role of language in conveying meaning and representing ideas, the researcher notices how adapting visual elements needs professional translators who have a broader knowledge of

linguistic and extra-linguistic elements and critical views in discourse analysis while localizing. In a nutshell, the findings highlight the importance of understanding audience expectations and cultural contexts, revealing how these factors influence translation choices and overall communication effectiveness.

4.2 Research Questions Revisited

This thesis has guided mainly by four research questions related to the commercial ads on English websites and their versions on Arabic websites of three iconic companies (Coca-Cola, Starbucks, and MacDonal'd's) as mentioned in section 1.4. The primary question is about how Kress and Van Leeuwen's visual grammar provides a framework for analyzing the visual elements in the website ads of the selected American companies and then compare them with their Arabic versions to reveal the cultural challenges encountered by translators when recontextualizing them in Arab countries during localization process. Kress and Van Leeuwen's visual grammar provides framework for analyzing visual elements in various cultural contexts, namely in both the source and their Arabic versions. By comparing these elements, readers can identify the cultural challenges that translators/localizers may encounter through the localization process. The analysis of Kress and Van Leeuwen's three metafunctions (representational, interactive, and compositional) helps evaluate and understand how visuals convey meaning in both the original ads and their Arabic versions. Additionally, the analysis proves that during the localization of the American ads in Arab countries, the visuals are modified to align with the cultural values and norms of the target audiences to effectively resonate with their cultural context. This adaptation of the visual elements involves radical changes in images, colors, and other formats to agree with the cultural sensitivities, preferences, and symbols of the target audience. This is to ensure that the localized ads are appropriate and valid for the target audience provided that the persuasion function which is the intended communicative function is maintained.

For example, by analyzing the visual elements in the selected examples of English ads and their Arabic versions of the three companies under study, the representational metafunction focuses on how the visual elements represent ideas and experiences in the world. It analyzes the meaning of images, colors, and layout in different cultural contexts and reveals that each language depicts concepts, participants, symbols, and actions (narratives) according to its culture and ideology. For instance, the visual storytelling in

English conceptualization of the individualism as shown in table (4) uses imagery that ensures individual achievements, self-love, personal freedom, and success. While in Arabic versions, as shown in table (6), the visual representations emphasize group dynamics, family bonds, and community, reflecting the culture of collectivism. Regarding interactive metafunction, as shown in table (4) and table (6) that the analysis of visual elements such as social distance, power, and gaze demonstrates how visuals engage with the participants in the images and with the viewers. For instance, English ads the eye contact is directed away from the viewer as the focus is on self-love which creates a kind of social distance and power to ensure introspection and self-immersion. While in the localized Arabic ads, the interactive metafunction is dominant, as the emphasis is to create a sense of familiarity and connection. Further, the analysis of the compositional metafunction proves that English and Arabic differ in organizing the visual elements such as information value, the salience of images, and the color saturation. Therefore, analyzing the visual element by applying Kress and Van Leeuwen's metafunctions helps decode how meaning is constructed in American ads and their versions in Arabic.

The second question is about the dominant metafunction in both English and Arabic representations that shape the cultural conceptualizations which in turn pose challenges for translators. The analysis reveals that the representational metafunction is the dominant one in English representations as it ensures a specific value, such as individualism and inclusivity. According to Kress and Van Leeuwen's metafunctions, introducing these values needs emphasis on the meaning that is presented by the conceptual process that utilizes symbols of freedom and achievements. While in Arabic representations, the interactive metafunction is dominant as it ensures the sense of relationship between the audience and community, which is observed by their gazes, social distance, and power between the participants themselves and the viewers.

The third question is about the complexities of Kress and Van Leeuwen's model as an analytical and evaluative tool. The analysis and discussion show that it is a detailed model and needs a high level of professionalism since each metafunction includes main processes, minor processes, and sub-minor processes, as shown in Table (1).

The last question is about suggesting recommendations for overcoming the cultural challenges and optimizing the localization process for translating English websites' commercial ads into Arabic effectively, which are provided in section 5.4.

4.3 Implications of the study

This study has focused on analyzing the visual elements related to website ads of three well-known American companies and their Arabic versions. For instance, the study discussed how translators dealt with the structure of visual semiotics that combine to frame the cultural conceptualizations of both English and Arabic, and the challenges encountered in the target culture during the localization process.

Specifically, the study has focused on analyzing Kress and Van Leeuwen's three metafunctions (representational, interactive, and compositional) to examine how the visuals are structured to appeal to the original and target audiences in such a way that is appropriate to their culture and ideology.

The analysis of the source and target ads proves that translators adapted the ads' visual elements to align with the target audiences' cultural preferences. Such analysis helps the translators confront cultural differences to ensure the overarching persuasive function of ads and their effect on the target audience.

It is noticed that American ads have different ways of conceptualizing their world from those in Arabic ads. Basically, the conceptualizations of commercial ads on websites depend on the cultural realia and hidden ideology of both the source culture and the target culture.

The analysis of the English ads and their Arabic versions proves that translators may adapt and change images and other visual elements in ads. This semiotic modification is necessary to confront cross-cultural differences between American and Arabic ads and satisfy the target audience. After all, analyzing the selected examples led to the following implications:

1. The analysis of Kress and Van Leeuwen's (2006) metafunctions provides a comprehensive way to analyze the visual elements used in website commercial ads. The analysis of these metafunctions uncovers how English and Arabic ads differ in

framing the visuals that construct meaning, revealing cultural challenges related to representation, interaction, and composition in both languages.

2. The analysis of both English ads and their Arabic versions demonstrates that every image or color reflects a specific cultural code, value, and ideology. For example, English ads reinforce the culture of individuality, while Arabic ads ensure collectivity. Thus, localization is beneficial to adapt these ads to be more effective and functional, but in such a way that fits the culture and mindset of the target audience. Consequently, the formal translation of these ads is ineffective.
3. Kress and Van Leeuwen's framework highlights how translation is not just about transferring words from one language to another, but also about understanding the deeper meaning that is conveyed by the visual elements.
4. The study contributes to improve the advertising effectiveness, in Arab countries by delving deeply to understand the ads' messages to make sure that they are culturally relevant and appropriate to the target audience.
5. Identifying the cultural challenges helps avoiding any breaches and manipulations of the cultural realia in Arab countries.
6. The findings suggest that localizing website ads in Arab countries is significant to prevent the foreign culture from shaping and penetrating the minds of children who pay more concern to fast food and beverages ads.
7. Kress and Van Leeuwen's approach gives a detailed analysis which gives a chance to uncover more layers of meaning.

4.4 Recommendations

In light of the previous findings, the researcher concludes with some recommendations that might be made for the benefit of translators of multimodality and future translation researchers, since the search in the field of commercial advertisements on website translation is still fresh. Here are the major recommendations:

1. The researcher recommends further in-depth cultural research about cultural values and consumer behavior in Arabic-speaking regions to better understand how themes like sustainability and inclusivity, collectivism, and individualism are perceived. This helps convey messages effectively.

2. Successful localizers/translators of commercial advertisements on websites should broaden their knowledge beyond the linguistic level. Being familiar with the SC and TC, particularly when the texts are highly loaded with CSIs.
3. When localizing website ads from English to Arabic, translators should pay close attention to advertisements' visual elements, as they play a crucial role in conveying meaning. If certain visual elements are not culturally appropriate or carry different meanings in Arabic culture, translators should consult with cultural experts.
4. Translating website ads of famous American brands should be institutionalized. In other words, special institutions with professional translators should sponsor the process of translating the type of website ads in question.
5. Further, the researcher recommends that future translation researchers should examine other types of website ads, such as advertisements concerning public issues, which are typically referred to as “social advertising” or “public service announcements (PSAs)”.
6. Finally, website ads can also be studied in other fields related to translation and localization. For example, website ads can be studied to detect their psychological impact on product users and to evaluate the extent of freedom that can be given to translators or localizers to keep the same psychological effect of the ST on the target receptors.

List of Abbreviations

Abbreviations	Meaning
ST	Source text
TT	Target text
KvL	Kress & Van Leeuwen
MDA	Multimodal Discourse Analysis
CDA	Critical Discourse Analysis
PSAs	public service announcements
MCDA	Multimodal Critical Discourse Analysis
ads	Advertisements
SFL	Systemic Functional Linguistics
CSLs	cultural-specific items
L10n	Localization
GILT	Globalization, Internationalization, and Localization Translation
LISA	Localization Industry Standard Association
SC	Source Culture
ICT	Information and Communication Technology
Coke	Coca-Cola

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جامعة النجاح الوطنية
كلية الدراسات العليا

تحليل مقارنة للإعلانات التجارية على المواقع الإلكترونية:
تحديات الترجمة والتوطين من الإنجليزية إلى العربية

إعداد

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إشراف

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قدمت هذه الرسالة استكمالاً لمتطلبات الحصول على درجة الماجستير في اللغويات التطبيقية والترجمة
بكلية الدراسات العليا في جامعة النجاح الوطنية في نابلس - فلسطين.

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الملخص

تبحث هذه الدراسة في الإعلانات التجارية المترجمة من الإنجليزية إلى العربية على المواقع الإلكترونية لثلاث شركات أمريكية عالمية: كوكا كولا، ستاربكس وماكدونالدز. وبناءً على قراءة علمية لهذه الإعلانات من منظور متعدد الوسائط، تحلل الباحثة عشرين مثالاً للإعلانات الأمريكية (المصدر) وما يقابلها بالعربية (الهدف) للشركات المذكورة والتي تم إختيارها لتمثل الأنماط المفاهيمية المتكررة التي لاحظتها الباحثة أثناء تصفح العديد من المواقع الإلكترونية لإعلانات هذه الشركات. كما تبين هذه الدراسة كيف تشكل الفروق الثقافية بين اللغتين تحدياً عند التواصل ونقل الرسائل في سياقات مختلفة. كما وتركز هذه الدراسة على وجه التحديد على تحليل العناصر البصرية لتحديد هذه الفروق والتحديات الثقافية التي قد يواجهها المترجمون أثناء عملية توطين إعلانات العلامات التجارية الأمريكية في الدول العربية تحديداً المملكة العربية السعودية والإمارات العربية المتحدة.

اعتمدت الباحثة أثناء تحليل عينة الدراسة على المنهج الوصفي التحليلي حيث قامت بجمع الأمثلة عن طريق أخذ لقطة شاشة لإعلانات الشركات المختارة من صفحاتها الرئيسية أو الفرعية كالفيس بوك والانستجرام للعام 2024م. كما صنفت هذه الأمثلة وحللتها وفقاً لإطار كريس وفان لوين للقواعد البصرية والذي يتم استخدامه لفك رموز المعاني المتعددة التي تحملها الصور، حيث يشير هذا الإطار إلى أن الصور مواد سيميائية غنية بالعديد من المعاني. علاوةً على ذلك فإن منهجية كريس وفان ليوين ساعدت الباحثة في تصنيف بعض المفاهيم الإيدولوجية الهامة مثل: الإستدامة والشمولية والفردية والجماعية. كما أكدت الدراسة

على أن تأطير هذه المفاهيم في سياقات مختلفة يتحدد بالمعايير الثقافية والأيدولوجية والإجتماعية وحماية البيئة أي النظام السائد للمشاهدين سواء المصدر أو الهدف، والتي تؤثر على كيفية تصورهم لهذه المفاهيم. وبالتالي، قامت الباحثة بتصنيف المفاهيم التي استنتجتها بعد تصفح إعلانات المواقع وتحليل الوظائف الميتافوقية-التمثيلية والتفاعلية والتركيبية- للعينة المختارة من أجل كشف المعاني المحتملة. حيث أن تحليل هذه الوظائف يساعد في فهم آلية نقل الصور للمعاني المختلفة للتواصل مع الجمهور المستهدف بطريقة ملائمة، تماماً كما يتم التواصل باللغة . كما استنتجت الباحثة أن إعلانات المواقع الأمريكية غالباً توظّر إعلاناتها للتأكيد على مفاهيمها الأيدولوجية كالفردية والشمولية لتعزيز الهيمنة الرأسمالية عن طريق عولمة منتجاتها. لذلك فإن التحدي الذي يواجهه المترجمون من الإنجليزية إلى العربية، يكمن في إعادة تأطير هذه الإعلانات لتتناسب أيدولوجية وثقافة الشعوب العربية المستهدفة الذين تميزهم الروابط الجماعية الأسرية. بالإضافة إلى أن التحليل أوضح أن الوظيفة التمثيلية هي الأكثر شيوعاً في مواقع الإعلانات الأمريكية لأنها تعطي الأولوية للتعبير الشخصي الفردي من خلال الرمزية والسردية. على عكس الإعلانات العربية حيث أن الوظيفة التفاعلية هي الطاغية على باقي الوظائف لتأكيد الجماعية والروابط الأسرية والمجتمعية عن طريق التفاعل والتواصل لتعزيز الشعور بالانتماء للهوية الجماعية.

يبدو جلياً أن ترجمة الإعلانات على المواقع الإلكترونية لا تتطوي فقط على إعطاء المعنى المباشر من الإعلانات المصدر إلى الإعلانات الهدف، لذلك يتعين على المترجمين الاهتمام بتعديل النصوص المصدرية عند الترجمة للجمهور العربي المستهدف لإنتاج محتوى يناسب ثقافتهم ويلقى قبولا لديهم .

وأخيراً، تختتم هذه الدراسة ببعض التوصيات التي تأمل الباحثة أن تكون ذات فائدة لكل والمترجمين والباحثين الذين يعتزمون استخدام إطار كريس وفان ليوين في ترجمة النصوص المتعددة الوسائط سواء بالإعلانات التجارية أو الخدمية العامة أو أي نصوص إعلامية أخرى وذلك للنهوض بمستوى الترجمة بالعالم العربي من

أجل منع أي تلاعب لغوي أو بصري أو ثقافة دخيلة تتعارض مع ثقافة وأيديولوجية البلد المستقبل وخصوصا أن الثقافة العربية الإسلامية لها محدداتها وخصوصيتها.

الكلمات المفتاحية: السيميائيات البصرية؛ تحليل الخطاب المتعدد الوسائط؛ التعدد الوسائط؛ الأيديولوجية.