

# Translating Paratexts in Digital Media: Exploring Problems and Strategies

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**Abstract**—This study aimed to explore the problems and strategies of translating paratexts in digital media through content analysis, comparing the English and Arabic paratextual elements of six media digital sources, including the BBC News website, Al Arabiya blog, and Reuters forum. The study identified several translation problems, including culturally specific terms, cultural references, conflicting verbal and paratextual components, and reframing the narrative functions of paratexts. The emergent themes revealed that 97% of the problems were attributed to terminology and lexical choices, whereas 83% were related to the integration of visual elements. Themes of cultural adaptation for governing the content of paratextual elements and reframing the narrative functions of paratexts each reached 80%. The emergent themes also revealed the strategies that translators use to address the translation of paratexts. These strategies include employing the translation adaptation approach (95%), applying functional translation (90%), using thematic analysis for intralinguistic subtitles (87%), using multimodal transcription (85%), and using transposition (82%). The study recommends replacing cultural references, idioms, or symbols with equivalents that resonate with the target audience. Functional equivalence ensures that translated paratexts serve the same purpose in the target language, adhering to cultural norms. The study highlights the distinction between traditional criteria for identifying paratexts and the functionality of translation in identifying digital paratexts. Understanding functional equivalence dynamics can help translators produce high-quality translations for the digital era. Thus, the study contributes to the fields of translation studies, translation and culture studies, and translation and information technology.

**Index Terms**—cultural adaptation, media translation problems, media translation strategies, paratexts

## I. INTRODUCTION

Translation of digital media has increased significantly since the late 20th century, particularly in services aimed at Arabic audiences. Digital media includes websites, forums, and blogs, affecting public relations, politics, education, culture, entertainment, and commerce. Translating digital media involves not only texts but also paratexts. Paratexts refer to elements that surround and contextualize a main text, such as titles, subtitles, prefaces, and promotional materials (Genette, 1997). In digital environments, paratexts include metadata, user interface elements, graphics, images, and hyperlinks, all requiring careful translation to bridge the source text and its new cultural context. Studies (Batchelor, 2022; Kourdis & Bankov, 2022; Milton & Cobelo, 2023; Valdeón, 2020; Vazquez-Calvo et al., 2018) explored cultural barriers and translation practices of paratextual elements, analyzing concepts like framing, transediting, dubbing, fandubbing, and transcreating. Through translation choices and framing of paratextual elements, translators can influence public discourse and perceptions on political, social and cultural issues. However, translating paratexts is particularly challenging, requiring translators to have advanced linguistic and cultural skills, as well as a deep understanding of the specific functions and constraints of these elements. Therefore, previous studies (Altahmazi, 2020; Batchelor, 2018; Bielsa, 2022; Boéri & Fattah, 2020; Bucaria & Batchelor, 2023; Dovhanchyna, 2021; Freeth, 2023; Valdeón, 2022) highlighted the importance of choosing the correct translation strategies to achieve cultural adaptation, including the use of AI-driven tools that assist translators in managing extensive paratextual content (Mohammed et al., 2024; Wang, 2023). Nevertheless, research on how different digital platforms shape the translation of paratexts is scarce (Milton & Cobelo, 2023). Further studies are necessary to apply paratextual theory to the examination of translations on digital media platforms, investigating how paratexts are translated, adapted, and localized across different cultures (Qilin, 2021). The present study delved into problems and strategies of translating paratexts filling in a gap in literature on how translators adapt paratextual elements to meet cultural expectations of target audience. The study highlights the distinction between traditional criteria for identifying paratexts and the functionality of translation in identifying digital paratexts.

## II. LITERATURE REVIEW

### A. Paratextuality: Theory and Practice

Paratextuality includes various elements that accompany and provide context to a primary text, such as titles, introductions, book covers, and marketing materials, influencing the reader's interpretation and engagement (Genette, 1997). Genette (1997) introduced the theory of paratextuality, highlighting the impact of these ancillary texts. In digital

media, paratexts extend to audio-visual elements like videos, social media posts, and interactive features, necessitating careful translation and cultural adaptation to engage international audiences effectively.

Genette (1997) connects paratexts to authorial intention, though Batchelor (2022) suggests a need to separate paratext function from authorial intent for better adaptation in translation. Batchelor (2022) argued that paratexts are seen as adaptable to new contexts, influencing how readers receive texts. This adaptability allows paratexts to accommodate new concerns despite Genette's (1997) emphasis on authorial intention. Thus, the theory of translating paratexts in digital media revolves around understanding how these "thresholds" influence audience engagement and comprehension. Paratextuality has also been examined in relation to transediting. Transediting, a process involving semantic changes, and the addition or omission of information, is crucial in translation studies (Schäffner, 2012). It highlights the ideological influences and varying expectations of different readerships. Additionally, narrative theory is used to examine how stories and events are perceived, particularly through news headlines (Baker, 2018). In this respect, Qin and Zhang (2020) investigated how the transeditors' stance is mediated during the transediting process. The findings revealed heteroglossic patterns in the mediated stance they adopted, while English media tended to use monoglossic patterns. In a different study, Boéri and Fattah (2020) employed narrative theory to explore how stories are constructed and how they shape the perception of events, particularly through the embedding of these narratives in news headlines to influence public opinion. Tan and Xiong (2020) explored the relationship between translation and paratexts through the lens of social semiotics, highlighting how paratexts influence the translation process and shape the interpretation of the main text by providing additional context, framing, and cultural nuances. Tan and Xiong's (2020) findings emphasized the importance of considering both the textual and paratextual elements in understanding how meaning is conveyed and received across languages and cultures. Scholars also use other terms such as dubbing, fansubbing, fandubbing, and transcreating, in connection with paratexts. For example, Massidda (2020) examined concepts such as fansubbing, fandubbing, and transcreating, indicating that driven by technological advancements, these concepts have become significant cultural phenomena, especially in the anime subculture. In this regard, Vazquez-Calvo et al. (2018) found that fans act as prosumers, creating alternative localization workflows and expressing their attachment to cultural products through translation. In a different study, Barnett (2020) proposed the concept of hyperparatextuality, focusing on the immersive reading experiences in digital environments. This includes new reading interfaces and interactive content, transforming the reading experience and highlighting the relationship between digitized texts and their hosting platforms.

In practice, translating paratexts in digital media involves advanced methodologies to ensure accuracy and cultural consistency. Baker's (2006) model, based on narrative theory, examines how translation shapes social and political contexts. It considers both micro-level translation choices and macro-level societal narratives, highlighting that translators actively shape narratives. This model emphasizes the ethical dimensions of translation, especially in conflict settings. At the micro level, translation choices, including word selection and cultural references, can either reinforce or resist dominant narratives. On the other hand, translation macro level interacts with larger societal narratives, such as political ideologies and cultural identities (Baker, 2018). In the same light, Vazquez-Calvo et al. (2018) found that fans often conduct audiovisual and multimodal translation practices, such as fansubbing, to access content unavailable in their languages. These practices are rooted in fandom culture, where emotional attachment to cultural products drives fans to translate them. In a different study, Risam (2024) found that social media paratexts allow postcolonial writers to connect with readers, challenging the traditional distinctions between authors and audiences. Qilin (2021) utilized paratextual theory to examine the translation of born-digital literature, indicating that functionality, rather than materiality, should be the main criterion for identifying digital paratexts. In a different study, Bucaria and Batchelor (2018) revealed that interdisciplinary approaches are crucial for studying how media paratexts are translated and localized across cultures. The authors call for more research on how these paratextual elements influence audience reception and interpretation of media products. Meredith (2020) highlighted the importance of conversation analysis and cyberpsychology in understanding online interactions. Conversation analysis studies communication patterns in online spaces, while cyberpsychology examines the psychological effects of digital interactions. Additionally, previous studies (Mohamed et al., 2024; Mohammed et al., 2024; Wang, 2023) showed that putting paratextuality theory into practice, AI-driven tools can assist translators in managing paratextual content, ensuring cultural relevance and context appropriateness. In this respect, Mohammed et al. (2024) argued that by leveraging AI and robotics, translators can more effectively adapt paratexts to meet the needs of global audiences, enhancing engagement and comprehension. The study found that the transformation of translation methods through generative AI, particularly neural machine translation and GPT models, has improved accuracy, fluency, and contextual awareness. Thus, translators must consider the multimodal nature of digital content, which includes interactive elements that enrich user experience and require adapted translation strategies.

### *B. Impacts of Paratexts on Target Culture Expectations*

The translation of paratexts in digital platforms is essential for effective content localization, as it significantly affects user culture expectations, engagement, and perception. Previous studies (Alaa & Alsawi, 2023; Buts & Jones, 2021; Freeth, 2023; Gambier, 2023; Guerrero, 2022; Valdeón, 2018) indicated that effective translation practices must preserve the cultural nuances and intended effects of paratexts to maintain accessibility for target audiences. Various media digital platforms, including websites, blogs, and forums, each have distinct characteristics and purposes. Websites typically offer formal, well-organized content like news articles and multimedia. Blogs focus on personal perspectives and chronological entries that invite interaction through comments and social sharing. Forums facilitate interactive communication, allowing

users to exchange information and engage in debates. Therefore, Freeth (2023) emphasized collateral paratextuality, which bridges the gap between crafted paratexts and digital contexts. This approach is crucial in translation studies due to the proliferation of media content across linguistic and cultural borders. The multimodal nature of digital content, which includes interactive elements like clickable links, and embedded videos, necessitates translators to adapt their strategies to maintain coherence and engagement across different paratextual elements. Since interactive elements add complexity to paratext translation, it requires adaptive practices for real-time updates and user interactions. Batchelor (2018) indicated that effective translation practices in digital environments must ensure that all paratextual elements work together harmoniously to engage and inform audiences. The study found that paratext translations frame the expectations for the content and form of the main text, playing a crucial role by mediating between the source text and its new cultural setting. For example, titles, subtitles, and promotional materials attract attention and set the tone, while digital platforms offer interactive and dynamic paratexts that enhance user experience with additional layers of information. However, this dynamic nature requires translators to manage the variability and ensure all elements harmonize to engage the audiences (Batchelor, 2018). According to Baker (2018), translators must balance accuracy with the flexibility to adjust to the changing digital landscape, as digital media caters to a global audience and requires cultural adaptation. Baker (2006) argued that translators should consider the socio-cultural impact of their work, acknowledging the broader cultural and political contexts in which they operate. This comprehensive approach ensures that paratextual translation effectively contributes to cultural expectations and engagement. Therefore, Baker (2006) underscores the power of translation in mediating cultural and ideological differences. Baker's (2006) views are in harmony with that of studies on cultural turn (Bassnett, 1900; Lefevere, 1992; Snell-Hornby, 2006; Venuti, 1995), focusing on a shift from purely linguistic and textual analysis to an examination of the cultural contexts involved in the process of translation. Emerging in the late 20th century, this approach recognizes that translation is not just a technical or linguistic transfer but also a cultural act that involves adaptation, and the reshaping of meaning to fit different cultural frameworks. Hence, the cultural turn emphasizes the influence of factors such as ideology, identity, politics, and social norms on the way texts are translated. It challenges the notion of literal or faithful translations and encourages scholars to consider how translations are shaped by cultural perceptions. In this regard, Kourdis and Bankov (2022) indicated that digital paratexts, including promotional graphics, have become crucial in adapting cultural content for diverse audiences. The findings highlighted that these elements not only communicate the content but also serve to introduce the target audience to unfamiliar cultural contexts, adjusting expectations using localized language and culturally relevant framing. For instance, a promotional blurb on a foreign film might alter its language and imagery to appeal to local tastes and sensibilities, directly influencing how the film is perceived and understood. In a different study, Luo and Zhang (2018) proposed a framework grounded in theoretical discussions of cultural identity and paratext in translation, suggesting that paratexts can empower translators in reconstructing cultural identities and that nonethnocentric translations facilitate successful cross-cultural communication. In the same light, Batchelor (2018) underscores that paratexts can both complement and redefine the original work by shaping how it is received in the target culture. In other words, translators play an important role in influencing how they interpret the content and its relevance to their own cultures.

### C. *Problems of Translating Paratexts in Digital Media*

Digital platforms offer interactive and dynamic paratexts, such as clickable links, embedded videos, and social media integrations, but translators face significant challenges due to the multimodal nature of digital content and the interplay between various paratextual elements. Massidda (2020) found that the high volume and speed of digital content production often led to potential quality issues. In a different study, Freeth (2023) revealed that paratexts contain culturally specific references and colloquialisms that require deep understanding of both the source and target cultures to convey nuances effectively. From a different perspective, Batchelor (2018) found that technical complexity, which integrates various multimedia elements, can complicate the translation process, requiring translators to navigate multiple layers while maintaining coherence and context. Vazquez-Calvo et al. (2018) revealed that consistency is another concern when dealing with user-generated content that varies in tone, style, and quality, making it difficult for translators to ensure uniformity across multiple paratexts. Yuan (2023) found that cultural adaptation is a major issue in translating paratexts as media products should interact with the target culture during its localization process. The study found that these interactions are interpreted in relation to sociocultural context to uncover the dynamics and complexities of the cultural mediation of media. In other words, paratexts contain culturally specific references, requiring a deep understanding of both the source and target cultures to convey the message effectively. This dynamic and interactive understanding of translation is advocated to address the complexities of paratexts in digital media. In the same light, Risam (2024) argued that, to enhance engagement with target cultures, translators must identify categories of digital paratexts. These categories are *descriptive*, which includes information, such as metadata; *normative*, which constrains textual behavior, such as schemas; and *pragmatic*, which positions a text discursively.

### D. *Strategies for Translating Paratexts in Digital Media*

Exploring strategies for translating paratexts highlights the critical role of translators as mediators who shape the reception and interpretation of translated works. Translators can significantly influence public discourse and the perception of political and sociocultural issues through their choices and the framing of paratextual elements. This necessitates a comprehensive approach to paratextual translation, balancing accuracy with adaptability to the dynamic

digital landscape (Batchelor, 2018). Previous research (Alaa & Alsawi, 2023; Altahmazi, 2020; Batchelor, 2022; Valdeón, 2020) identified several key strategies, including cultural adaptation, functional equivalence, contextualization, transcreation, and localization, emphasizing the need to adjust paratextual elements to resonate with the target culture. Contextualization aligns paratexts with the medium, platform, or audience expectations without losing the original message. Jiménez-Crespo (2024), Kaindl (2024), and Kostopoulou and Charalampidou (2024) found that localization, adaptation, and transcreation of digital data are effective strategies for translating paratextual elements. These studies stressed the need for a deep understanding of both source and target cultures to ensure that the translated content resonates with the audience while retaining its original intent and effect. Thus, techniques such as localization replace cultural references with those familiar to the target audience, while functional equivalence ensures that paratexts serve their intended purpose in the target language. In this respect, Jiménez-Crespo (2024) asserted that localization achieves a crucial goal, which is adapting interactive and digital texts for audiences with diverse backgrounds and abilities. In this respect, Albachten and Gürçağlar (2020) underscore the importance of multimodal approaches in translation studies, which involve the use of various sign systems within a single text, integrating elements such as images, writing, music, speech, and gestures to create comprehensive meaning. The study found that this approach encompasses diverse activities to explore genres to understand how this cluster concept is actualized. In other words, re-edition, re-production, and re-packaging, requires a broad interdisciplinary translation approach. Thus, integrating various communication modes, such as text, images, and audio, in the translation process, requires a multifaceted approach beyond traditional text-based translation. In the same light, Davier and Conway (2019) emphasized the importance of translators understanding the interactivity and multimodality of digital texts, which often include text, images, and hyperlinks. The study emphasized that the construction and management of knowledge in digital media translation are social processes requiring active engagement and interaction. By grasping these dynamics, translators can produce high-quality translations suited for the digital age. Similarly, Schögler (2019) emphasized the critical role paratexts play in shaping readers' understanding and providing contextual information that can influence the perceived meaning and impact of the translation. In a different study, Bucaria and Batchelor (2023) found that translators used an integrated approach combining insights from translation studies, media studies, and cultural theory. The findings stress that understanding the function and impact of paratexts is crucial for translators, as these elements contribute significantly to the broader meaning and reception of media across different languages and cultures. The study calls for more research into the interplay between media, translation, and paratexts to bridge gaps between these fields. Valdeón (2022) recommends using interdisciplinary methods, such as omitting, adding, or modifying information, to ensure that the translated text aligns with accompanying visuals, thereby conveying the intended message effectively. Dovhanchyna (2021) supports integrating paratextual analysis with traditional methods like content, comparative, and descriptive analysis to select effective strategies, including neutralization, omission, addition, substitution, and transposition. She notes that transposing paratextual elements is a common translation transformation. Translating paratexts also requires creative adaptation to preserve their impact, style, and tone. In this regard, Zanettin's (2021) findings highlighted the unique aspects of translating news, such as dealing with time-sensitive information, maintaining journalistic integrity, and adapting content for diverse global audiences. Kaindl (2024) suggested adapting content to meet the cultural and emotional expectations of diverse audiences. Furthermore, translation studies on functional equivalence, including, Reiss's text type, Vermeer's skopos theory and Nord's model of functionalism consider cultural context, idiomatic expressions, and the overall communicative intent to achieve a natural and effective translation (Nord, 1997). This approach is especially important in contexts for preserving the pragmatic meaning and emotional tone, recognizing the significance of culture in translation. In this respect, Connelly et al. (2021) argued that equivalence in translation is context-dependent, emphasizing relational aspects for translation, raising questions about the importance of respecting different environments. Thus, previous studies highlighted strategies that maintain the intended function and impact of paratexts, such as adaptation, transcreation, and creative rewriting, to handle cultural references, idiomatic expressions, and visual elements. These strategies help bridge cultural gaps, ensuring the message resonates with diverse audiences while maintaining its original intent. However, the iterative nature of translating paratexts, which involves multiple revisions and openness to feedback, is crucial for continually refining and improving translations.

### III. METHODOLOGY

The current study applied content analysis to compare the English and Arabic paratextual elements of six digital sources, including digital newspapers, websites, blogs, and forums. In content analysis for digital media without human participants, the focus is on describing data sources and selection criteria (Hsieh & Shannon, 2023). This approach systematically analyzes and interprets various forms of communication (written, oral, visual) to identify the emergent patterns and themes that help in addressing the research questions and achieving the research purpose.

#### A. Research Questions

1. How do different media digital platforms shape the translation of paratexts?
2. How do translators adapt paratextual elements to meet the cultural expectations of target audience?
3. What are the problems that translators face when translating paratexts in digital media?
4. What are the strategies that translators can use to solve these problems?

### B. Data Sources and Selection Criteria

Data were selected from three English digital media platforms, and their Arabic translations. They include the BBC news website, Al Arabiya blog, and Reuter forum. These sources were chosen due to their significant influence and widespread use among English and Arabic-speaking audiences. The BBC news websites are concerned with major international news and events, along with their corresponding Arabic translations. The Al Arabiya blogs' posts discuss political and cultural topics with significant reader engagement. The Reuter forums deal with real-time information sharing updates on breaking news, expert opinions, and interactive discussions that allow users to share their insights. The selection of this content for analysis was guided by several criteria, including, relevance to the research topic, prioritization of popular and widely discussed posts, a defined date ranges from January 2022 to November 2023 to ensure currency, and a focus on paratextual elements, which significantly influence user engagement and perception. These criteria help ensure that the analysis captures meaningful and impactful digital content.

### C. Sampling

A purposive sampling strategy was utilized to select the most relevant and impactful content for analysis by identifying key topics and themes across digital media platforms. The sampling consists of 60 digital pages, chosen from the English BBC website, Al Arabiya blog, and Reuter from, and their Arabic correspondence. This involved choosing representative samples that illustrated the themes of translation problems and strategies for translating digital media. The sample selection includes headlines, videos, and images on websites, blog posts, and forum discussions, for ensuring balanced representation from all three platforms to facilitate comprehensive comparative analysis.

### D. Instrument

The primary instrument used in the current study is NVivo software for data coding, which helped in categorizing and quantifying data according to predefined criteria. This includes a coding framework that outlines relevant categories and variables for data. Neuendorf (2019) highlights the importance of software as instruments in structuring data collection and interpretation, to maintain consistency and objectivity.

### E. Procedures

First, the selection of digital media sources was based on criteria such as relevance, popularity, date range, and paratextual elements, including content topics, headlines, captions, comments, and metadata. These elements are critical in shaping user perceptions and engagement. Then, NVivo (version 15.0) was utilized to analyze the qualitative data, allowing for the identification of emergent themes. This systematic approach helped ensure a thorough analysis of the content, leading to meaningful insights about the data collected.

### F. Research Limitations

The current research was limited to examine the translation of paratextual elements in only three types of English digital platforms, namely website, blog, and forum, with their Arabic correspondence, which may restrict the generalizability of findings. The study depended on content analysis of selected 60 digital pages using NVivo software (version 15.0), which was suitable for the qualitative analysis. However, a quantitative method would help in examining the research topic from a different perspective. Furthermore, addressing these limitations, using different digital sources, may provide more results on exploring paratexts in digital media.

## IV. RESULTS

### A. Digital Data Sources Features and Functions

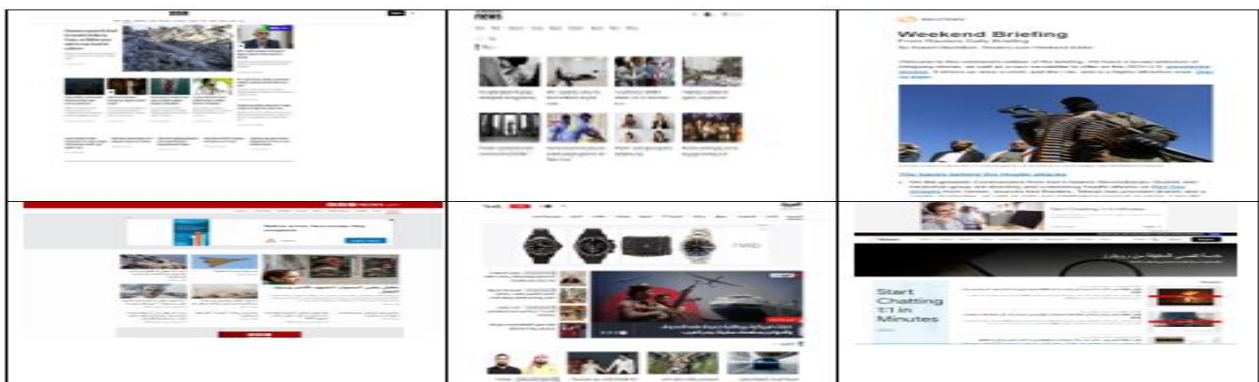


Figure 1. Digital Data Sources Features and Functions

As displayed in Figure 1, websites, blogs, and forums serve distinct purposes and target different audiences, each with unique features. Websites are formal and structured, offering authoritative content such as articles, product descriptions,

and multimedia to provide comprehensive information. Blogs, on the other hand, are more informal and personal, featuring opinions, comments, personal stories, and cultural commentary aimed at engaging readers with a conversational tone. Al Arabiya English and Arabic blogs offer insightful commentary and analysis tailored to their respective audiences. Reuters forums foster community engagement and discussions on various topics, with threads, user profiles, and metadata to support interaction. Data analysis reveals that while websites provide authoritative and polished content, blogs emphasize personal perspectives and storytelling, and forums promote debate and collaboration among users. Each platform contributes to how information is shared and consumed online, with specific features designed to meet the needs of its audience. Thus, the features of the websites, blogs, and forums are distinct. Table 1 shows the functions of these platforms.

TABLE 1  
FUNCTIONS OF THREE PLATFORMS

BBC Websites	Al Arabiya Blogs	Reuter Forums
Information Dissemination: local and global news, in-depth articles (politics, business, education, sports, innovation, health, science culture, arts, entertainment)	Content sharing , highlighting engagement , and interactive comments, and storytelling.	Real-time information sharing updates on breaking news, expert opinions, and interactive discussions that allow users to share insights and perspectives.
Communication Multimedia content (images, videos, podcasts, and live broadcasts)	Community building through participation and discussions, sharing images and videos	Community building through interaction with expert opinions, comments on images, and videos
E – commerce (advertising , and online product services)	Marketing and promotion	Market place , affiliate marketing and sponsored links
Moderation and management through educational resources	Moderation and management through user's comments	Moderation and management, enhancing media literacy
Brand identity	Brands establishment	Brands establishment
Paratext elements: titles and taglines, navigation menus, headers and footers, images and captions, social media links , metadata	Paratext elements: titles and subtitles, categories and tags, images and captions, external links, section comments with videos	Paratext elements: titles and thread titles, signatures (custom messages or links that appear at the end of posts, representing user identity), sticky posts and announcements, post metadata.
Translation functions highlight cultural literacy , and audience diverse interests	Translation functions highlight target reader engagement social media sharing options, allowing audiences to participate in discussions.	Translation functions highlight public participation offering, guidelines and tools to enhance critical thinking and discernment in media consumption, empowering audiences to make informed decisions about the news they consume.

As shown in Table 1, the BBC English website focuses on live updates, multimedia content such as videos and podcasts, and comprehensive coverage of global events across various topics like politics, business, culture, and entertainment. Its Arabic counterpart emphasizes cultural programming, health, and education, reflecting the diverse interests of its audience. Al Arabiya blogs serve to engage readers with opinion pieces on politics, society, and economics, fostering interaction through comments and social media sharing. Al Arabiya English blog delivers timely updates and in-depth analyses, while the Arabic blog offers diverse perspectives from the Arab world. Both blogs incorporate multimedia elements to enhance storytelling and encourage audience participation. The Reuters forums, in contrast, provide real-time updates, expert opinions, and interactive discussions on news and media literacy, with a focus on transparency and accountability. The Arabic version also includes a fact-checking section to combat misinformation and promote critical thinking, empowering users to make informed decisions about news consumption. Data analysis shows that these platforms address distinct functions, fostering engagement and knowledge exchange through various formats and community-driven discussion. Figure 2 shows the percentage of engagement based on monthly visits, using each platform analytics.

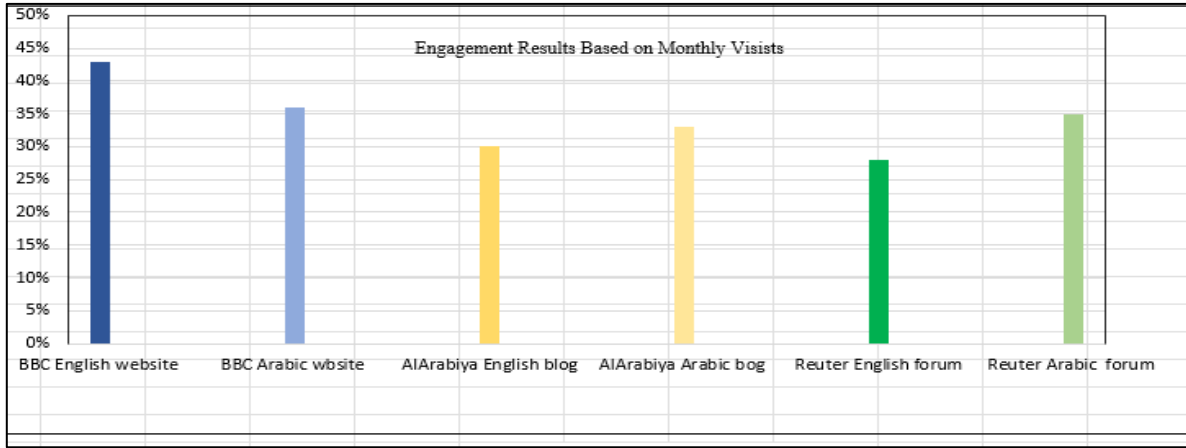


Figure 2. Engagements Results of Three Platforms




As displayed in Figure 2, and based on each platform analytics, data analysis showed a significant disparity in audience reach between the BBC English and Arabic websites, with BBC English attracting 76.4 million visits compared to 10.5 million for the Arabic site. This suggests stronger brand recognition and audience engagement in English-speaking regions. Conversely, Al Arabiya's Arabic blog, with 40 million visits, outperforms its English counterpart, highlighting the potential demand for Arabic content. Reuters English forum shows similar patterns, with 33 million visits while the Arabic forum shows 26 million, indicating substantial engagement across both languages, but with a slight preference for English content. These results are important as translators can use platform analytics to focus on addressing the audience interests to enhance users' visits, and consequently their engagements.

*B. Answering Study Questions*

*Q1. How do different media digital platforms shape the translation practices of paratexts?*

Data analysis results showed that digital platforms of the BBC websites, Al Arabiya's blogs, and Reuter forums shape the translation of paratexts based on their specific purposes and audiences. The BBC websites target a formal audience, requiring translations that prioritize clarity and cultural appropriateness. In contrast, Al Arabiya's blogs allow for a more personal and creative translation style that enhances engagement. Reuter forums emphasize community interaction, leading to translations that focus on immediacy and user-friendliness, often using community-specific slang. The content structure also affects translation strategies, with websites needing a systematic approach while blogs and forums require adaptations for conversational elements. Cultural considerations are vital for aligning translations with the target audience's norms. Technological factors, including content management systems and automated tools, further influence translation approaches. Table 2 displays the results.

TABLE 2  
PARATEXTS TRANSLATION IN DIGITAL PLATFORMS

<p>المحتوى</p>	<p>المحتوى</p>	<p>المحتوى</p>		<p>المحتوى</p>
<p>المحتوى</p>	<p>المحتوى</p>	<p>المحتوى</p>		<p>المحتوى</p>
<p>المحتوى</p>	<p>المحتوى</p>	<p>المحتوى</p>		<p>المحتوى</p>

As displayed in Table 2, the translation practices of paratexts across different digital platforms, such as the BBC websites, Al Arabiya blogs, and Reuters forums, are shaped by factors like audience engagement, context, and medium-specific conventions. While the English paratexts on these platforms focus on connecting the text to the author's intent, the paratexts themselves are more adaptable, allowing for ongoing modifications by translators. The BBC website emphasizes historical and cultural accuracy in its translations, while Al Arabiya blogs and Reuters forums require more flexibility to align with current cultural trends and audience interaction. Websites prioritize accuracy and clarity, optimizing for search engines to reach a diverse audience. In contrast, Al Arabiya's blogs are informal, allowing translators to focus on tone and style to evoke specific emotional responses, especially when promoting content via social media. The Reuters forums, being community-driven, showed dynamic and sometimes inconsistent translations influenced by user feedback, focusing on conversational tone and accessibility. Furthermore, feedback mechanisms differ across platforms: websites use analytics, blogs rely on direct reader responses, and forums depend on real-time input from users. These varying characteristics influence how paratexts are translated, with the goal of communicating meaning while respecting cultural differences and preferences. Thus, translation practices for websites, blogs, and forums differ based on their formality, engagement, and interaction, requiring different approaches to preserve cultural integrity, clarity, and accuracy.

*Q2. How do translators adapt paratextual elements to meet the cultural expectations of target audience?*







The results of data analysis indicated that translators adapt paratextual elements such as headlines, captions, and comments to meet the cultural and linguistic expectations of Arabic-speaking audiences by employing various strategies that consider cultural nuances, local dialects, and the specific context of digital platforms. The results indicated that translation facilitates the reshaping of the original texts within new textual and contextual frameworks, illustrating how the paratextual elements are reconstructed through linguistic transfer into a different discursive context. Thus, transtextuality highlights the dynamic forms of digital media. This concept is essential in understanding how texts engage in dialogue with their cultural contexts, enriching the layers of meaning and interpretation available to audiences. Table 3 displays the results of the emergent themes.

TABLE 3  
EMERGENT THEMES OF ADAPTING PARATEXTS TO TARGET CULTURE

Emergent Themes of Adapting Paratextual Elements to Meet Cultural and Linguistic Expectations of Arabic-speaking Audiences	Number of occurrences in 60 digital pages	Percentage
Adapting Language and Tone	56	93%
Using local dialects	54	90%
Contextual Framing	52	87%
Cultural Contextualization	52	87%
Cultural References	49	82%
Adjusting color for conveying target culture	42	70%
Integration of different Graphics	41	68%

Table 3 shows that translators need to adapt paratextual elements to ensure that they resonate with the target audience, focusing on language, tone, and cultural relevance. The results revealed that the theme of adapting language and tone was the most frequent theme, occurring 56 times with a 93% occurrence rate, followed by the theme of using local dialects (54 times, 90%). The themes of cultural contextualization and contextual framing were also significant themes, occurring 52 times (87%), while the theme of using of cultural references appeared 49 times (82%). Additionally, the theme of adjusting color to reflect the target culture occurred 42 times (70%), and the theme of integrating graphics was mentioned 41 times (68%). The study showed that translators tailored headlines and captions by using culturally relevant colloquial Arabic and replacing cultural references, idioms, or colloquialisms to ensure clarity and engagement. For digital platforms, search engine optimization was a key consideration, with translators incorporating keywords that were both linguistically appropriate and commonly searched by Arabic-speaking users. Translators also prioritized user engagement, particularly for forums and social media, translating captions and comments to encourage interaction. Table 4 shows the impacts of colors on bridging culture gaps.

TABLE 4  
ADJUSTING PARATEXT COLOR FOR CONVEYING TARGET CULTURE

	English platforms' use of colors	Arabic Adjusting color for conveying target culture	Cultural References	Effect of Translation
Websites			The English website focuses on bright, contrasting colors, like red and blue, which effectively draw attention to specific sections (e.g. election). The Arabic website uses green as it is associated with Arab culture as a sign of peace, while black signifies respect, and dignity.	Change the red color into green and black colors align with target audiences' values and emotions, thus enhancing content relevance.
Blogs			In the English blog, the red color is used extensively to highlight dynamic emotion, passion, and enthusiasm. In the Arabic blog, the blue color conveys calmness, stability, and trustworthiness. The black color guides the audience's attention strategically, potentially influencing engagement.	Change the red color into blue and black colors reinforce brand identity and trustworthiness.
Forums			-The English Forum focuses on the orange color to assert creativity and enthusiasm and creativity, evoking a sense of coziness and warmth, connected to seasonal traditions and gatherings. -The Arabic Forum uses gray and black colors to highlight current events of destruction and war in the area.	Change of the orange color into gray to convey seriousness, asserting the, and formal or professional layout of the forum to maintain a respectful tone, where neutrality and cultural sensitivity are important.

As displayed in Table 4, colors carry distinct meanings in Western and Arabic cultures. In Western culture, bright, contrasting colors like red and yellow are often used to draw attention to specific sections or calls to action. For example, the English BBC website uses red and blue to highlight current events such as the US election. In contrast, the Arabic BBC website uses green, which is associated with peace in Arab culture, while black symbolizes respect and dignity. On the English Al Arabiya blog, red is used extensively to evoke dynamic emotions, passion, and enthusiasm, whereas the Arabic blog uses blue to convey calmness, stability, and trustworthiness. Black in the Arabic blog serves to guide the audience's attention strategically, potentially influencing engagement. The English Reuters forum uses orange to assert creativity and enthusiasm, creating a sense of coziness and warmth, often connected to seasonal traditions and gatherings. On the Arabic forum, gray and black are used to highlight current events involving destruction and war in the region. These findings indicate that translators select culturally resonant colors to align with the values and emotions of their target audience, enhancing content relevance.

*Q3. What are the problems that translators face when translating paratexts in digital media?*

The results of showed that the problems that translators face when translating paratexts in digital media reflect the challenges of understanding the target audience, and the intended objectives of the paratextual elements and how they function to affect users' engagement. Translators also face problems related to understanding the conventions governing the content and tone of the paratextual elements in the relevant culture. Table 5 shows the results.

TABLE 5  
PROBLEMS OF TRANSLATING PARATEXTS

Emergent Themes of the Problems of Translating Paratextual Elements	Number of occurrences in 60 digital pages	Percentage
Creating interaction between the text verbal and paratexts	58	97%
Terminology and Lexical Choices	53	88%
Dealing with Suprasegmental element of source texts, connecting the linguistic, the oral, and the visual elements	50	83%
Cultural adaptation for governing content of paratextual elements in the relevant culture	48	80%
Reframing the narratives functioning of paratexts	48	80%

As illustrated in Table 5, the results of the data analysis revealed six emergent themes that highlight the challenges translators face when translating paratexts in digital media. These themes include creating interactions between the verbal text and paratextual elements, which occurred 58 times (97%), terminology and lexical choices, which occurred 53 times (88%) and dealing with suprasegmental elements of the source texts, which occurred 50 times (83%). Additionally, cultural adaptation for governing content in the relevant culture, and reframing the narrative functions of paratexts both occurred 48 times (80%). These findings suggest that these challenges arise from linguistic, cultural, and technical factors specific to translating between English and Arabic.

*Q 4. What are the strategies that translators can use to solve the problems of translating paratextual elements in digital media?*

The results of data analysis showed that translators use different strategies to solve the problems of translating paratexts in digital media to meet the requirements of Arab audiences, asserting the alignment of the paratextual elements with audiences' culture values and emotions, thus enhancing content relevance. Table 6 displays the results.

TABLE 6  
STRATEGIES FOR TRANSLATING PARATEXTS

Emergent Themes of Translation Strategies for translating Paratextual Elements	Number of occurrences in 60 digital pages	Percentage
Using cultural adaptation approach	57	95%
Applying functional translation	54	90%
Applying thematic analysis for using intralinguistic subtitles	52	87%
Applying multimodal transcription	51	85%
Using transposition	49	82%

As displayed in Table 6, the data analysis revealed six key themes regarding the challenges translators face when translating paratexts in digital media. These themes include the use of cultural adaptation (95%), functional translation (90%), thematic analysis for intralinguistic subtitles (87%), multimodal transcription (85%), and using transposition (82%). The results showed that the translator changes the grammatical structure of a sentence without altering its meaning. This shift can occur at various levels, such as changing the word order, converting a noun into a verb, or switching between active and passive voice. Hence, the goal of transposition is to make the translation sound more natural or fluid in the target language while preserving the original meaning. The results also indicate that thematic analysis, particularly in the use of intralinguistic subtitles, enhances the viewer's experience through varied fonts and colors on different platforms. Thus, effective strategies aim at breaking down paratextual elements into these components, so translators can better understand the source text and adapt it for target audiences. The results emphasize the need to differentiate between traditional and functional strategies for translating paratexts.

## V. DISCUSSION AND FINDINGS

The findings indicated that digital media platforms such as websites, blogs, and forums influence the translation of paratexts based on their unique purposes and audiences. While websites aim for a formal audience, necessitating translations that emphasize clarity and cultural appropriateness, blogs permit a more personal and creative translation style to boost engagement. Forums focus on community interaction, resulting in translations that prioritize immediacy and user-friendliness, often incorporating community-specific slang (Figure 1 & Tables 1, 2). Thus, paratexts can take various forms, such as metadata, user interface elements, and hyperlinks, each needing careful consideration during translation as their translations impact engagement and interactions (Figures 2). These findings are in alignment with findings from previous research. For example, Alahmazi (2020) found that the content structure of digital platforms affects the translation of paratexts, with websites focusing on using a systematic approach while blogs and forums rely on conversational elements. These results also align with previous research findings, such as that of Batchelor (2018), Batchelor (2022), Massidda (2020), Schäffner (2012), Qin and Zhang (2020), and Vazquez-Calvo et al. (2018). These studies indicated that different digital platforms serve unique functions: websites typically offer authoritative information with a structured layout, including news articles, multimedia content, and resources; blogs are more informal and personal, focusing on individual voices and opinions, often in a chronological format that encourages engagement through comments and social sharing; forums are designed for interactive discussions and community engagement, where users can post questions, share information, and debate topics, fostering a sense of community through threaded discussions and user-generated content. Previous studies (Boér & Fattah, 2020; Buts & Jones, 2021; Dovhanchyna, 2021; Gambier, 2023; Qilin, 2021; Valdeón, 2021) also highlighted how the original paratexts are preserved, maintaining the integrity and accessibility of the content for target audiences. Other findings of the present study highlighted the problems that translators face when they translate paratexts, asserting the importance of understanding the conventions governing the content and tone of the paratextual elements in the relevant culture (Tables 3, 4, 5). These problems include creating interactions between the text verbal and paratextual elements, terminology and lexical choices, dealing with suprasegmental element of source texts, connecting the linguistic, the oral, and the visual elements, cultural adaptation for governing content of paratextual elements in the relevant culture, and reframing the narratives functioning of paratexts. These findings are in harmony with previous studies. For example, Alaa and Alsawi (2023) found that translators face difficulties in preserving the original intent, cultural references, and visual impact in the translated paratexts. Buts and Jones (2021) identified difficulties with translating multimodality and textual constraints, highlighting multimodal aspects and their implications for audience targeting, readability, and cultural adaptation. Dovhanchyna (2021) found that misinterpretations or literal translations can lead to a loss of nuance, context, and even credibility, potentially altering the audience's perception and engagement with the content. Freeth (2023) identified problems that were due to cultural gaps.

Additionally, the current study findings revealed that the strategies that translators use to solve the problems of translating paratexts include functional equivalence, transediting, transcription, addition, omission, and transposition (Table 6). These strategies show the alignment of the paratextual elements with audiences' culture values and emotions, thus enhancing content relevance, using translation adaptation approach, applying functional linguistics, and interdisciplinary approaches. These findings are in harmony with previous studies. For example, Dovhanchyna (2021) asserted that the application of the paratextual analysis alongside with traditional content, and comparative and descriptive methods allow translators to select effective strategies including neutralization, omission, addition, substitution, and transpositions. Bucaria and Batchelor (2023), and Valdeón (2022) found that the impact of interdisciplinary approaches to journalistic translation is revealed in the importance of translation strategies to the interpretation of the source stories, by omitting information, adding data or modifying the original text upon which the target text is based. Furthermore, Alahmazi (2020), and Batchelor (2022) found that translators use strategies such as cultural adaptation, functional equivalence, contextualization, and transcreation. Similarly, Zanettin's (2021) findings revealed that adapting paratextual elements to the target culture is crucial, and that translators can employ strategies such as localization, where they replace cultural references, idioms, or symbols with equivalents that resonate with the target audience. Kaindl (2024) found that the approach of transcreation, emphasizing strategies that make transcreation distinct from traditional translation, meets the cultural and emotional expectations of diverse audiences. Bucaria and Batchelor (2023) emphasized the significance of interdisciplinary approaches to studying how media paratexts are translated, adapted, and localized across various cultures and languages.

## VI. RECOMMENDATIONS AND CONCLUSION


The current study has several implications. It highlights that the primary impact of paratexts on the target audience is their role in addressing cultural differences. Paratexts often include culturally specific references, which require careful consideration during translation to ensure that they resonate with the target audience. Another implication points to the transcreational approaches that involve recreating the paratext in the target language while preserving its intended effect, style, and tone. Thus, cultural considerations are crucial for aligning translations with audience norms, and technological factors, like content management systems and automated tools, further shape translation methods. Translators adjust paratextual elements to meet the cultural expectations of target audiences. They use strategies that incorporate cultural nuances, local dialects, and the specific context of digital platforms. This process reshapes the original texts within new textual and contextual frameworks, showing how paratextual elements are transformed into different discursive contexts. Translators often need to contextualize paratextual elements to ensure that they connect with the target audience. This involves adapting language and tone, using local dialects, applying contextual framing, and making cultural adjustments, such as modifying colors to reflect the target culture or changing idioms and colloquialisms to ensure the message is clear and engaging. Translators also integrate new graphics to better match the preferences of the Arabic-speaking audience. Adapting paratextual elements for Arabic-speaking audiences requires balancing linguistic precision and cultural relevance. Translators play a crucial role in effectively communicating the intended message while respecting cultural norms and expectations. The present study showed that the Arabic versions of digital media, including websites, blogs, and forums emphasize the interests of its audience, demonstrating how cultural context shapes media presentation and user engagement. Effective translation practices ensure that the cultural nuances and intended effects of the original paratexts are preserved, maintaining the content's integrity and accessibility for target audience. To wrap up, this study explored the problems and strategies of translating paratexts in digital media. Paratexts carry cultural meanings that influence audience expectations and interactions. However, the findings revealed that translators face challenges to meet target culture expectations. These problems include culturally specific terms, cultural references, conflicting verbal and paratextual components, and reframing the narrative functions of paratexts. Therefore, translators employ strategies like culture adaptation, functional equivalence, transediting, transcription, and transposition to align paratextual elements with the audience's cultural values. As such, the study highlights the importance of paratexts in shaping audience cultural perceptions and engagement, contributing to translation and culture studies, as well as information technology.

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