CULTURAL COMPLEXITY IN TRANSLATING COLOR-BASED METAPHORS FROM HOLLYWOOD INTO ARABIC

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Abstract - This paper discusses the complexities of translating color-based metaphors from Hollywood films into Arabic. These metaphors, deeply rooted in Western culture, can be challenging to translate due to their varied meanings and cultural connotations. The paper goes beyond literal color translations, exploring the depth of meanings these colors can represent, such as emotions or cultural concepts. It also highlights the potential issues with direct translation. The paper suggests translation strategies that consider cultural equivalences, context, and emotional impact, rather than just direct color substitution. It provides examples of both successful and unsuccessful translations, emphasizing the need to maintain the original meaning and emotional effect. The paper concludes that translating these metaphors is not just a linguistic task, but a nuanced art requiring cultural understanding and creativity. Effective subtitling can help Arabic audiences fully appreciate Hollywood narratives, maintaining their original depth and complexity.

Keywords - Colour-Based Metaphors, Subtitling, Audio Visual Translation, Hollywood Films, Arabic Language