

Arab Viewers' Reactions to Dubbing English Advertisements into Arabic

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ABSTRACT

Advertising has become an indispensable part of our daily lives. It is a marketing tool and paid communication form designed to persuade consumers to buy a product of a particular brand. This study adopts a quantitative approach to examine the reactions of Arab viewers to dubbing English advertisements into Arabic. One hundred fifty-three participants filled out a 16-item questionnaire consisting of four constructs: linguistic issues, technical issues, cultural aspects, and attitudes. The results revealed that the technical, linguistic, and cultural elements positively affect the participants' attitudes toward the dubbed version of the advertisement. The current study recommends that other researchers investigate the dubbing/subtitling strategies of rendering English advertisements into Arabic.

Keywords: Advertisement, Marketing, Translation, Dubbing.

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Received on 28/10/2022 and Accepted for Publication on 8/5/2023.

ردود فعل المشاهدين العرب على دبلجة الإعلانات الإنجليزية إلى العربية

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ملخص

أصبحت الإعلانات جزءاً لا يتجزأ من حياتنا اليومية؛ فهي أداة تسويقية وشكل من أشكال التسويق الممول لإقناع المستهلكين بشراء منتج لعلامة تجارية معينة. تتبنى هذه الدراسة منهجاً كمياً لدراسة ردود أفعال المشاهدين العرب على دبلجة الإعلانات الإنجليزية إلى اللغة العربية، حيث قام مائة وثلاثة وخمسون مشاركاً بتعبئة استبانة مكونة من 16 بنداً موزعة على أربعة أقسام، وهي القضايا اللغوية، والقضايا التقنية، والجوانب الثقافية، والانطباعات بهدف استنباط ردود أفعالهم على النسخة العربية المدبلجة من الإعلان الإنجليزي. وأظهرت النتائج المتعلقة بالجزء الكمي أن القضايا اللغوية والقضايا التقنية والجوانب الثقافية تؤثر إيجاباً على انطباعات المشاركين تجاه النسخة المدبلجة من الإعلان. وتوصي هذه الدراسة بإجراء مزيد من الدراسات على الاستراتيجيات التي يستخدمها المترجم في دبلجة الإعلانات الإنجليزية إلى اللغة العربية.

الكلمات الدالة: إعلانات، تسويق، ترجمة، دبلجة.

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تاريخ استلام البحث 2022/10/28 وتاريخ قبوله 2023/5/8.

1. INTRODUCTION

Audiovisual translation (AVT) is a relatively new discipline concerned with translating audio and visual components from one language into another (Chaume, 2018). The verbal and non-verbal elements of movies, television programs, musicals, opera shows, video games, and advertisements are rendered (Baños & Díaz-Cintas, 2017; Chaume, 2018).

As a result of globalization and its apparent impacts on many sectors, most notably the growth and prosperity of global trade, commercial advertisements have played a prominent role in this field as a means of product promotion and dissemination, not only locally, but also globally (Akan et al., 2019; Cimendag & Yalcin, 2012). As a result, the role of translation has emerged as a science, art, and creativity. Therefore, translation in this field is known as creative translation. Dubbers should ensure that the elements shaping and reformulating the advertisements commensurate with the Arab cultural identity (Akan et al., 2019). As a result of this process, the Arab consumer may accept the foreign product and be convinced of it (Cimendag & Yalcin, 2012). This is precisely the purpose of translating commercial advertisements. However, translators should also consider the cultural constraints derived from the differences between the cultures of the source text and the target text. This may create a cultural gap between nations if not appropriately addressed ((Al-Sofi & Abouabdulqader, 2020; Baños & Díaz-Cintas, 2017).

During the last decades, few studies have examined the challenges that may arise from translating advertisements from one language into another. For example, Tatilon (1990) discussed the relationship between "translation" and "adaptation" of advertising texts, taking into account that investigating this phenomenon has become necessary with the advent of the internet and various means of communication, such as television and social media platforms (Andriūnaitė & Liubinienė, 2006; Tarabieh, 2022).

Translating English advertisements into Arabic is a challenging activity that is relatively different from translating or conveying other materials. Translating operative text, including ads, aims to convince text receivers to act in a particular way, for example, buy a product. English and Arab cultures are incongruent, so translators need to be aware of such differences to overcome any cultural differences that may hinder the primary purpose of the translated text. This study investigates how the audience reacted to the Arabic translation of English advertisements. It addresses the following question:

How did the respondents react to the dubbed versions of English advertisements?

2. Review of Related Literature

This section reviews the theoretical background relevant to audiovisual translation in general and translating advertisements in particular.

2.1. Audiovisual Translation

One of the aims of audiovisual translation is to facilitate product distribution in the global market (Eshretch, 2019). The most significant modes of audiovisual translation are subtitling, dubbing, and voiceover, just to mention a few (Jorge Díaz-Cintas & Remael, 2014). Each of these modes relies on various characteristics and challenges. People now live in a digital world, and the translation industry has flourished (Doherty, 2016; Fois, 2012).

Under the umbrella of AVT, subtitling and dubbing are the most widespread modes of translating audiovisual content (Baños & Díaz-Cintas, 2017; Chaume, 2018). Dubbing replaces the original soundtrack in the target language, considering the lip synchronization of characters on screen (Şahin, 2012).

In subtitling and dubbing, audiovisual translators face several challenges and constraints. These include technical and cultural issues due to the interaction

between different codes (Al Abwaini & Hussein, 2013; Baños & Díaz-Cintas, 2017). These challenges shape the translation process. Mayoral et al. (1988) argued that AVT translators' task is challenging, because their work is constrained by tremendous communication elements, like image, dialogue, and music. Besides, AVT constraints are related to the audiovisual genre being translated and the AVT mode being used. Technical constraints are divided into spatial (related to space available for translation) and temporal (governed by the limitation of time) (Chaume, 2018). However, the golden rule in the dubbing process is synchronizing the original dialogue with the translation (Baños & Díaz-Cintas, 2017; Fois, 2012).

Maluf (2005) argued that dubbing in the Arab world is not as popular as subtitling due to its high cost and long production time, but it might be the preferable choice for translating children's programs. Dubbing is characterized by its high cost and complex process, which requires a multidisciplinary team, including translators, dialogue writers, editors, sound engineers, voice talents, and directors (Jorge Díaz-Cintas & Orero, 2010).

In Arabic-speaking countries, dubbing foreign feature films and TV programs was not welcomed enough, as subtitling was the preferred option despite the large market and the high illiteracy rate (Maluf, 2005). Al Ittihad al Fanni was one of the pioneering production houses in the Arab region for dubbed Arabic media, which was developed as a radio production house in 1963. Its first attempt was a voiceover adaptation of the BBC radio series *June Eyre*, followed by video dubbing of the children's cartoon *Sindbad* in late 1974. This apparent success was followed by dubbing "*Zena Wa Nahhoul*" in 1975 and later by a set of memorable children's cartoons. The iconic period of this industry in the Arabic region dates back to 1991 when Filmali dubbed the first series of Mexican soaps into MSA, which was broadcast by "LBC," a private Lebanese channel, and was a success (Maluf, 2005). The dubbing industry has recently created a lucrative market. The trend started with dubbing some Turkish series, followed by Indian, East Asian, and Eastern

European programs, especially with the increasing number of private and state broadcasting TV channels in the Arab world.

2.2. Synchronization in Dubbing

According to Fodor (1976), there are three main requirements for the success of the dubbing process, which are related to synchronizing the target content with the original one, synchronizing the characters' sounds with lip movements, and creating a kind of harmony in the target version (Alkadi, 2010). Furthermore, it is suggested that successful dubbing is based on allowing the target viewers to live and experience the original production in their languages and by observing the original's cultural, linguistic, and national characteristics. It is an illusion delivered by dubbing stars (Asaala, 2014).

Content synchrony and its role in dubbing are based on the dubbers' and translators' skills and qualifications in translating the source text or dialogue into the target language. In more detail, synchronizing dubbed content into the target language is a creative work. It needs an artist who can transmit this content in a manner capable of stimulating the target community and, at the same time, without violating the characteristics of the original content to suit the target culture. Yahiaou (2016) highlighted the translator's ideological motivation in translating or Arabizing the foreign content of *The Simpsons* by filtering the controversial elements and reproducing them to comply with the Arab culture. As a result, the dialogue and plot of the dubbed text were poor and many vital aspects of the original version were lost (Yahiaoui, 2016).

During the dubbing process, dubbers' and adaptors' main goals are to communicate with the target audience in their language by achieving lip synchronization and maintaining the main ideas and plot of the story. Lip synchronization is a mission that

requires creativity and high skills from the dubbers. Also, Luyken et al. (1991) stressed that dubbing should be well-synchronized.

Body synchrony, or character synchrony, is related to the translation synchronization with the actors' body movements and is known as kinetic synchrony (Whitman-Linsen, 1992). This is referred to by Fodor (1976) as character synchrony. The translation also must agree with the movements of the screen characters; i.e., a nodding head indicating affirmation cannot be accompanied by a negative "no."

2.3. Translation, Globalization, and Culture

One essential means of globalization that significantly affects the transmission of ideas and values worldwide is advertising (Hassi & Storti, 2012). The power of advertisements appears around us on the streets, on TV, and in magazines. Undoubtedly, the main goal of such a social act is to promote products, images, and services that companies worldwide adopted to seek profit. Therefore, advertising is a marketing tool and paid communication form designed to pursue the consumer. The essential function of advertising is to persuade consumers to buy the product of a particular brand (Majid, 2013).

Each culture has characteristics, values, and beliefs which distinguish it from others. For example, Western societies have some values and ideas that differ from those associated with Arab culture (Haider & Hussein, 2022). So, culture has a solid tie with marketing behavior that each company adopts to enhance its sales globally through advertisements (Majid, 2013).

Globalization has a fundamental tie with the translation industry, which has witnessed significant vital growth over the last decade (El-Dali, 2011). Furthermore, technological progress such as the internet and the industrial revolution facilitated and enhanced the concept of globalization in various contexts, such as trade, media, culture, and language, which are defined differently based on the main aims of globalization in these contexts (van Elteren, 2011).

Language barriers should not be an obstacle to crossing

knowledge and acceptance of all that is new (Sakellariou, 2011). On the contrary, the world-scope need is always open to every possible insight, although language as language can be contrasted with every other act of communication (Striphas, 2006). In brief, globalization is the key feature of this era, where a specific action taking place in one part of the world may have consequences in other parts of the globe (Hassi & Storti, 2012).

Culture is essential in advertising, because advertisements are produced and mapped in a specific style and seek international distribution for the product (Dwivedi et al., 2021). Companies devise advertisements to communicate with the target viewers who share a common culture in this context. In other words, they share the same lifestyle and similar consumer habits. As a result, advertising works like glue, holding the culture together in a comprehensive platform of various brands, images, and logos, considering its clear positive and negative impacts on the viewers' cultural values and beliefs (Abokhoza et al., 2019). It is imperative to note that cultural dimensions such as social life, education, the healthcare system, and economic and political fields are essential.

2.4. Translation of Advertisements

With the growing interest in trade, advertising might be the most effective way to enhance products globally (Laurie et al., 2019). Moreover, advertising is a means of communication between producers and consumers to persuade the latter to consume certain products. Therefore, advertising is a fundamental communication tool for producers (Chidiac & Saliba, 2016). However, advertisements should be glamorous and attractive to catch consumers' attention (Chidiac & Saliba, 2016).

Concerning the advertising industry in the Arab world, it must be highlighted that Arab societies

mainly consume advertising (Cimendag & Yalcin, 2012). Therefore, most advertising materials broadcast on Arab TV stations are imported from abroad. As a result, they have been subjected to a content translation process using dubbing, subtitling, and voiceover. In some cases, a creative translation is used to localize Western advertising in line with the values, customs, and traditions that are shaping the culture in Arab societies (Chidiac & Saliba, 2016).

Accordingly, translation has a vital role in filling the gap due to transferring the advertising content and its message in the source language and image to the target language and audience to suit the Arab culture (Zohre, 2013). Globalization has turned the world into a small village, where English is the official language used in different fields, such as business. On the other hand, countries worldwide are trying to preserve their mother tongues in the face of the dominance of the English language on the scene (Hassi & Storti, 2012). Therefore, some governments, institutions, and individuals are trying to impose policies regarding commercial advertisements translated into their mother tongue using dubbing or translation (Cruz García, 2018).

This contributes to reaching the product to the largest possible target audience, who may not speak English. Seemingly, translation is a vital key player in the marketing industry. Al Agha (2006) stated that the past few decades witnessed an increased demand for translating advertisements from English into Arabic, because most products and services are imported from America and countries that use English as their language.

No specific policies restrict what should be shown or not in these advertisements. Western societies are liberal compared to conservative Arab communities, which determines whether something is to be screened or not on TV channels. So, translators should adopt strategies to transfer advertisements' audio and visual content to fit the target language and culture, such as trans-editing, localization, adaptation, or trans-creation in this sensitive process. It is believed that commercial advertisement

translation depends on different taxonomies of translation, which have a close relationship with the concept of translation and its development in line with the changes that occur in the world as a whole. Accordingly, the classification falls into two groups: small textual operations (that deal with word or sentence level) and large textual operations (that deal with the text as a complete unit. Newmark (1981) distinguished two general translation methods: semantic and communicative. Communicative translation attempts to produce an effect as close as possible to that obtained by the viewers of the original. Semantic translation attempts to render the exact original's contextual meaning.

3. Research Methodology

In this section, the researchers describe the methods and sample of the study and the data collection procedure. The researchers shared links of some advertisements with their colleagues, students, and friends *via* e-mail and WhatsApp. Also, the link was posted to Facebook groups. The participants were asked to fill in a questionnaire.

First, a survey questionnaire was administered to one hundred and fifty-three participants to elicit their reactions to the English and Arabic versions of the advertisement. Then, the participants' responses were statistically analyzed.

The questionnaire consists of two sections. The first section seeks to obtain demographic information about the participants, while the second examines linguistic and technical issues, attitudes, and cultural aspects. The questionnaire can also be found at <https://forms.office.com/r/7kWj1WWVHG>.

The researchers developed the questionnaire for the current study after thoroughly reviewing some questionnaires prepared by other researchers. The questionnaire used in this study consists of 16 items and four constructs. The four constructs are linguistic

issues, technical issues, cultural aspects, and attitudes, each consisting of four items. To ensure face validity of the questionnaire, the researchers consulted a jury of four experts in the field to review the questionnaire. The experts commented on the wording, clarity, and comprehensiveness of the questionnaire items and whether each item was relevant to the study's aims and objectives. The researchers

used the experts' feedback to refine the questionnaire.

Construct validity is analyzed using the correlation coefficient between items of the questionnaire variables and their total. The results are presented in Table 1.

Table 1
Correlation coefficients between the item and its total for each variable

	Linguistic Issues	Technical Issues	Cultural Aspects	Attitude
1	0.725**	0.646**	0.827**	0.829**
2	0.627**	0.774**	0.688**	0.783**
3	0.661**	0.777**	0.759**	0.676**
4	0.576**	0.734**	0.627**	0.676**

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

Table 1 shows the correlation that expresses the construct validity among the questionnaire items and their total. The highest value of correlation that could be reached is (1), so a minimum value of 0.40 is considered an acceptable correlation value (Laher, 2010). Table 1 shows that all the mentioned correlation values are > 0.40 , suggesting good

construct validity for each variable expressed by its related items.

Discriminant validity refers to the extent to which factors are distinct and uncorrelated. Before assessing the discriminant validity, KMO and Bartlett's tests were performed. The results are presented in Table 2.

Table 2
KMO and Bartlett's tests

Kaiser-Meyer-Olkin Measure of Adequacy		0.802
Bartlett's Test of Sphericity	Approx. Chi-Square	840.470
	Degree of Freedom	120
	Sig.	0.000

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

As shown in Table 2, sampling adequacy was verified by an overall KMO of 0.802 (with all KMO values for the individual items being > 0.59). In addition, the value of Bartlett's test of sphericity χ^2 (120) was = 840.470, $p < 0.001$, indicating that correlations between the items were

sufficiently significant for the completion of the analysis and that the correlation matrix is not an identity matrix. This suggests that the data is suitable for analysis (Cerny & Kaiser, 1977).

To ensure that the 16 statements were clear, the

researchers distributed the questionnaire for piloting purposes to 20 participants who did not participate in this study. The participants are professionals in both English and Arabic. Reliability analysis through Cronbach's alpha was

calculated. Table 3 shows the results for the 16 items of the questionnaire and how closely they are related to the four constructs.

Table 3
Reliability analysis through Cronbach's alpha results (Cronbach, 1951)

Construct	No. of Items	Cronbach's Alpha
Linguistic Issues	4	0.732
Technical Issues	4	0.713
Cultural Aspects	4	0.701
Attitudes	4	0.729
All Variables	16	0.843

Table 3 shows that Cronbach's alpha coefficient for all variables is equal to 0.843, indicating a high level of reliability of the questionnaire and reflecting a relatively high internal consistency. Concerning the results of each construct; i.e., linguistic issues, technical issues, cultural aspects, and attitudes, Cronbach's alpha values are consistent and equal to 0.732, 0.713, 0.701, and 0.729, respectively. A reliability coefficient of 0.70 or higher is considered "acceptable" in social science research (Nunnally, 1978).

The above validity and reliability tests showed that the questionnaire items are stable and accurate and can be disseminated as a standard questionnaire for a larger population sample.

The procedures in the quantitative part are:

- The researchers reviewed the relevant questionnaires used in previous studies to develop the questionnaire items.
- The researchers developed a questionnaire consisting of two main sections. The first section collected demographic information about participants' gender, age, and English proficiency. The second section investigated the audience reactions to the different versions of the advertisements.
- A questionnaire was designed using Microsoft Forms.
- To test the validity of the questionnaire, the questionnaire

was sent to four experts in the field for their feedback.

- To test the reliability of the questionnaire, the responses of 20 participants were analyzed statistically using Cronbach's alpha reliability test.
- Sample advertisements were prepared to be sent along with the questionnaire links to the participants.
- The responses of the participants were statistically analyzed.

4. Analysis and Findings

In the quantitative part, a survey questionnaire was administered to one hundred and fifty-three participants to elicit their reactions to the English and Arabic versions of the advertisement. In this part, the participants' responses were statistically analyzed.

4.1. Sample Characteristics (Demographic Data)

In this sub-section, the researchers analyzed the responses of the participants who took part in the study. First, descriptive statistics for the demographic variables are discussed (Table 4), and then the percentages for the 16 items are reported.

Table 4
Descriptive statistics for the demographic variables

Variable	Category	Counts	Percent (%)
Gender	Male	77	50.3
	Female	76	49.7
	Total	153	100
Age (Years)	18-24	49	32
	25-30	59	38.6
	30+	45	29.4
	Total	153	100
Education	High school or less	30	19.6
	BA/BSc	72	47.1
	MA or above	51	33.3
	Total	153	100
English Proficiency	Advanced	65	42.4
	Upper-intermediate	44	28.8
	Intermediate	44	28.8
	Total	153	100
Nationality	Levant (Jordan, Palestine, Syria, Lebanon, and Iraq)	104	68
	The Arab Gulf	41	26.8
	North Africa	8	5.2
	Total	153	100

During the data collection period, 153 participants agreed to participate in this study. More than a third of the participants were aged between 25-30 ($n=59$, 38.6%). Male ($n=77$, 50.3%) and female ($n=76$, 49.7%) sample representations are nearly the same. Participants' education ranged as follows: high school or less ($n = 30$, 19.6%), Bachelor degree ($n = 72$, 47.1%), while the others had postgraduate degrees (Master or a PhD) ($n = 51$, 33.3%). More than a half of the participants have advanced English proficiency ($n = 65$, 42.4%), with the remaining having upper-intermediate ($n = 44$, 28.8%) and intermediate English proficiency ($n = 44$, 28.8%). Most of the participants have Levant ($n=104$, 68%) nationality (i.e., Jordan, Palestine, Syria, Lebanon, and Iraq), with the remaining from the Arab Gulf ($n=41$, 26.8%) and North Africa ($n=8$, 5.2%). For

details about participants' demographic characteristics, refer to Table 4.

4.2. Analysis of the Questionnaire Items

To analyze the items of the four constructs (linguistic issues, technical issues, cultural aspects, and attitudes), means, standard deviations, and mean indices (MI) were calculated for each item in each construct. The results are presented in the following sub-sections.

4.2.1. Analyzing the Items of Linguistic Issues

Table 5 shows the means, standard deviations, and MI values for the 'Linguistic Issues' construct.

Table 5
Means, SD, and MI for linguistic issues arranged in a descending order

No.	Items	M	SD	MI	Level	Rank
1	Language used in the Arabic advertisements was a direct translation of the English version.	3.73	0.786	74.6%	High	1
4	The language level in Arabic was accessible and easily comprehensible.	3.63	0.901	72.6%	High	2
3	The rhyming senses of the English ads were rendered in the Arabic version.	3.60	0.838	72%	High	3
2	Some of the lexicon terms used in the Arabic advertisements were borrowed from the English ads.	3.54	1.141	70.8%	High	4
	Overall	3.67	0.61	73.4%	High	

Mean description (1 – 1.80 v. low, 1.81 – 2.6 low, 2.61 – 3.40 moderate, 3.41 – 4.20 high, and 4.21 – 5 v. high).

All statements recorded a high level of agreement by the participants. Statement (1) "Language used in the Arabic advertisements was a direct translation of the English version" recorded the highest mean among the sample's rated items, and it ranked first with a mean of (3.73). Statement (4) "The language level in Arabic was accessible and easily comprehensible" ranked second with a mean of (3.63). Statement (3), which asks whether "the rhyming senses of the English ads were rendered in the Arabic version," ranked third with a mean of (3.60). Finally, statement (2), which asks whether "some of the lexicon terms used in the Arabic

advertisements were borrowed from the English advertisements," ranked last with a mean (of 3.54). The overall assessment degree of the 'Linguistic Issues' dimension recorded a mean of (3.67). This value expresses a high level of agreement among the study sample.

4.2.2. Analyzing the Items of Technical Issues

Table 6 shows the means, standard deviations, and MI values for the 'Technical Issues' construct.

Table 6
Means, SD, and MI for technical issues arranged in a descending order

No.	Items	M	SD	MI	Level	Rank
5	The tone used in the Arabic advertisement was appropriate.	3.84	0.77	76.8%	High	1
8	The English and Arabic scripts are of similar length, and I had enough time to process the information.	3.64	0.893	72.8%	High	2
6	Dubbers' selection in the Arabic version was appropriate.	3.63	0.834	72.6%	High	3
7	Lip synchronization was acceptable in the Arabic advertisement.	3.58	0.809	71.6%	High	4
	Overall	3.67	0.61	73.4%	High	

Mean description (1 – 1.80 v. low, 1.81 – 2.6 low, 2.61 – 3.40 moderate, 3.41 – 4.20 high, and 4.21 – 5 v. high).

All statements recorded a high level of agreement by the participants. Statement (5) "The tone used in the Arabic advertisement was appropriate," recorded the highest mean among the items being rated by the study sample with a mean of (3.84). Statement (8) "The English and Arabic script are of similar length, and I had enough time to process the information," ranked second with a mean of (3.64). Statement (6) "Dubbers' selection in the Arabic version was appropriate," came third with a mean of (3.63). Finally, statement (7) which asks whether "lip synchronization was

acceptable in the Arabic advertisement," recorded the least mean with a value of (3.58). The value of the overall mean of this construct was (3.67). This value expresses a high level of agreement among the study sample.

4.2.3. Analyzing the Items of Cultural Aspects

Table 7 shows the means, standard deviations, and MI values for the 'Cultural Aspects' construct.

Table 7
Means, SD, and MI for cultural aspects arranged in a descending order

No.	Items	M	SD	MI	Level	Rank
10	The scenario of the advertisement suits the Arab culture.	3.78	0.813	75.6%	High	1
11	Compared to the English version, the expressions used in the Arabic translation were more conservative.	3.63	0.916	72.6%	High	2
9	Translating English culture-bound expressions into Arabic was suitable.	3.61	0.94	72.2%	High	3
12	Arab communities need a totally different advertisement that suits the Arab culture.	3.51	0.911	70.2%	High	4
	Overall	3.63	0.65	72.7%	High	

Mean description (1 – 1.80 v. low, 1.81 – 2.6 low, 2.61 – 3.40 moderate, 3.41 – 4.20 high, and 4.21 – 5 v. high).

All statements recorded a high level of agreement by the participants. Statement (10) "The scenario of the advertisement suits the Arab culture" recorded the highest mean among the items being rated by the study sample. It ranked first with a mean of (3.78) expressing a high level of agreement. Statement (11) " Compared to the English version, the expressions used in the Arabic translation were more conservative," ranked second with a mean of (3.63), expressing a high level of agreement. Statement (9), "Translating English culture-bound expressions into Arabic was suitable," ranked third with a mean of (3.61), expressing a high level of agreement. Finally, statement (12) which asks

whether "Arab communities need a totally different advertisement that suits the Arab culture," ranked fourth with a mean of (3.51) which is also expressing a high level of agreement. The overall assessment degree of the 'Cultural Aspects' dimension recorded a mean of (3.63). This value expresses a high level of agreement among the study sample.

4.2.4. Analyzing the Items of Attitudes

Table 8 shows the means, standard deviations, and MI values for the 'Attitudes' construct.

Table 8
Means, SD, and MI for attitudes arranged in a descending order

No.	Items	M	SD	MI	Level	Rank
16	I prefer the use of vernacular Arabic to MSA in the translated ads.	3.79	0.871	75.8%	High	1
15	The Arabic advertisements made goods more appealing.	3.64	0.95	72.8%	High	2
14	I like to watch Arabic advertisements more than English ones.	3.44	0.924	68.8%	High	3
13	The experience of watching the Arabic advertisement is more engaging.	3.4	1.035	68%	High	4
	Overall	3.57	0.70	71.3%	High	

Mean description (1-1.80 v. low, 1.81-2.6 low, 2.61-3.40 moderate, 3.41-4.20 high, and 4.21-5 v. high).

All statements recorded a high level of agreement by the participants. Statement (16) "I prefer the use of vernacular Arabic to MSA in the translated advertisements," recorded the highest mean among the items being rated by the study sample and ranked first with a mean of (3.79). Statement (15) "The Arabic advertisements made goods more appealing," ranked second with a mean of (3.64), expressing a high level of agreement. Statement (14) "I like to watch Arabic advertisements more than English ones," ranked third with a mean of (3.44). Finally, statement (13) "The experience of watching the Arabic advertisement is more engaging," ranked last with a mean of (3.40). The overall assessment degree of the 'Attitudes' dimension recorded a mean of (3.57). This value expresses a high level of agreement among the study sample.

4.3. Testing the Research Hypotheses

In this study, the researchers test the following five hypotheses developed based on the literature review

described in Section two.

- H1:** Linguistic issues affected the respondents' attitudes toward the dubbed version of the advertisement.
- H2:** Technical Issues affected the respondents' attitudes toward the dubbed version of the advertisement.
- H3:** Cultural Aspects affected the respondents' attitudes toward the dubbed version of the advertisement.
- H4:** Gender, age, and nationality significantly affect the respondents' attitudes toward the dubbed version of the advertisement.
- H5:** Education and English proficiency significantly affected the respondents' attitudes toward the dubbed version of the advertisement.

The researchers have calculated the sub-scale means for each construct and run a simple linear regression test, as shown in Table 9.

Table 9
Linear regression results (linguistic issues/attitudes) (technical issues/attitudes) (cultural aspects/attitudes)

Factor	R	β (SE)	t-value	Sig. t	F-value	Sig. F
Linguistic Issues	0.379	0.452 (0.09)	5.035	0.000	25.347	0.000
Adjusted R ² =0.138						
Technical Issues	0.502	0.582 (0.08)	7.136	0.000	50.925	0.000
Adjusted R ² =0.247						
Cultural Aspects	0.517	0.558 (0.08)	7.417	0.000	55.019	0.000
Adjusted R ² =0.262						

(SE) standard error of beta coefficient.

Table 9 shows that the relationship between linguistic issues and attitudes is a medium positive direct one, as the value of the Pearson correlation coefficient equals (0.379) (Evans, 1996). The value of the determination coefficient (adjusted R^2) equals (0.138). This means that (13.8%) of the changes in the attitudes towards the advertisement dubbed version can be explained by the changes in linguistic issues. The sig. F value equals 0.000 (less than 0.001). This means that Linguistic Issues have a statistically significant positive impact on the respondents' attitudes towards the dubbed version of the advertisement as a whole model. The t-value shows that a significant linear relationship exists between linguistic issues and attitudes, as the t-value is significant (sig. t (0.000) is less than 0.001). The total effect of the linguistic issues on the audience's attitudes equals (45.2%), as the Beta value is equal to (0.452). This is in line with the results of Scarpi et al. (2020), who conducted a comparative study to examine the impact of dubbed and subtitled English commercials in German and Italian. The results showed that the dubbing approach excelled over subtitling in achieving a positive attitude towards the investigated advertisements, reflecting the viewers' recognition of the brand.

Table 9 also shows that the relationship between Technical Issues and the (respondents' attitudes towards the dubbed version of the advertisement) is a medium positive direct one, as the value of the Pearson correlation coefficient equals (0.502) (Evans, 1996). The value of the determination coefficient (adjusted R^2) equals (0.247), which means that (24.7%) of the changes in the attitudes towards the dubbed version of the advertisement can be explained by the changes in Technical Issues. The sig. F value equals 0.000 (less than 0.001). This means that Technical Issues affected the respondents' attitudes towards the dubbed version of the advertisement as a whole model. Alkadi (2010) maintained that the success of lip synchronization within the dubbing process is based on translating or rewriting the original content to be acceptable and readable to the target audience. It is an art that requires skillful, creative, and qualified

translators, bearing in mind that the target audience is the judge in the success of this process. In the end, lipsynchronization is a restriction, but the dubbing process might have succeeded by preserving the plot. It is important to mention that Arabic audiences are intolerant when dealing with the gap between lip synchrony and dubbed dialogue and consider it as an unprofessional work. The t-test shows a significant linear relationship between Technical Issues and attitudes, as the t-value is significant (sig. t (0.000) is less than 0.001). The total effect of the Technical Issues on the audience's attitudes equals (58.2%), as the Beta value is equal to (0.582).

Table 9 also shows that the relationship between Cultural Aspects and the (respondents' attitudes towards the dubbed version of the advertisement) is a medium positive direct one, as the value of the Pearson correlation coefficient equals (0.517) (Evans, 1996). The value of the determination coefficient (adjusted R^2) equals (0.262), which means that (26.2%) of the changes in the attitudes towards the dubbed version of the advertisement can be explained by the changes in Cultural Aspects. The sig. F value equals 0.000 (less than 0.001). This means that Cultural Aspects affected the respondents' attitudes towards the dubbed version of the advertisement as a whole model. In this vein, Yahiaoui and Al-Adwan (2020) investigated how the extralinguistic elements of *The Simpsons* have been rendered into Arabic. The study revealed that translating these elements faced various syntactic and linguistic constraints, and even the choice of translation strategy caused a loss of some of the original text elements. The t-statistic shows a significant linear relationship between Cultural Aspects and attitudes, as the t-value is significant (sig. t (0.000) is less than 0.001). The total effect of the Cultural Aspects on the audience's attitudes equals (55.8%), as the Beta value equals (0.558).

To test whether gender, age, nationality, education, and English proficiency significantly affect the respondents' attitudes toward the dubbed version of the advertisement, the

researchers have calculated the sub-scale means for each construct and run a simple linear-regression test, as shown in Table 10.

Table 10
Linear-regression results (gender, age, nationality, education, and English proficiency/attitudes)

Factor	β (SE)	t-value	Sig. t	F-value	Sig. F
Gender	-0.43 (0.12)	-1.205	0.230	0.513	0.674
Age	-0.013 (0.07)	-0.179	0.858		
Nationality	-0.011 (0.10)	-0.109	0.913		
Adjusted R ² =0.010					
Education	-0.033 (0.08)	-0.410	0.682	1.068	0.346
English proficiency	0.093 (0.07)	-1.355	0.177		
Adjusted R ² =0.001					

(SE) standard error of beta coefficient.

Table 10 shows that the value of the determination coefficient (adjusted R²) equals (0.010), which means that (1%) of the changes in the attitudes towards the dubbed version of the advertisement can be explained by the changes in (gender, age, and nationality) and this is a very low percentage. The sig. F value equals 0.674 (greater than 0.05). This means that gender, age, and nationality do not significantly affect the respondents' attitudes toward the dubbed version of the advertisement as a whole model. The t-statistic shows that there is no significant linear relationship between (gender, age, and nationality) and the respondents' attitudes toward the dubbed version of the advertisement, as the t-value for each demographic variable is insignificant (sig. t is greater than 0.05), as shown in Table 10.

Table (10) also shows that the value of the determination coefficient (adjusted R²) equals (0.001), which means that (0.1%) of the changes in the attitudes towards the dubbed version of the advertisement can be explained by the changes in (education and English proficiency) and this is a very low percentage. The sig. F value equals 0.346 (greater than 0.05). This means that Education and English proficiency do not

significantly affect the respondents' attitudes toward the dubbed version of the advertisement as a whole. The t-test shows that there is no significant linear relationship between (education and English proficiency) and the respondents' attitudes toward the dubbed version of the advertisement, as the t-value for each of (education and English proficiency) is insignificant (sig. t is greater than 0.05).

5. Conclusion

In this study, the researchers analyzed the responses of 153 participants who filled out the questionnaire, which consisted of 16 items and four constructs. The constructs are linguistic issues, technical issues, cultural aspects, and attitudes. The participants' responses were analyzed to elicit their reactions to the English and Arabic versions of the advertisement. The findings showed that the linguistic issues affected the respondents' attitudes toward the dubbed version of the ad. The researchers examined whether the technical issues related to the tone used in the dubbed version and the length of the script in both

versions, the dubber's selection, and the lip synchronization have positively affected the audience's attitudes. The results showed that all the previously mentioned elements positively impacted the attitudes of the participants. The results showed a significant relationship between the cultural aspects and the attitudes of the respondents toward the dubbed version of the advertisement. The findings also showed that gender, age, and nationality did not significantly affect the respondents' attitudes toward the dubbed version of the ad. The results also indicated that education and English proficiency did not significantly affect the respondents' attitudes toward the dubbed version of the advertisement.

Several researchers have examined the translation strategies of advertisements by adopting various translation

theories and a number of approaches. As a result, advertising translation has become a medium of cross-cultural communication worldwide. This study bridges a literature gap by quantitatively eliciting Arab viewers' reactions to dubbing English advertisements into Arabic using a valid and reliable questionnaire. Obviously, there are limitations in the current research. However, with the urgent need for further investigation in this field, future researchers can investigate various dubbed English advertisements into Arabic in different domains, such as sports, medicine, and furniture. Also, other researchers can investigate subtitled English commercials.

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