

Localizing Heritage Commission's Website in Saudi Arabia (Arabic – English) Between Domestication and Foreignization

Atheer Abdullah Almanjumi

Foreign Language Department (FLD), Taif University

How to cite:

Almanjumi, A.A. (2025). Localizing Heritage Commission's Website in Saudi Arabia (Arabic –English) Between Domestication and Foreignization . *International Journal of Linguistics and Translation Studies* 6(1).105-124. <https://doi.org/10.36892/ijlts.v6i1.543>

ARTICLE HISTORY

Received:
22/11/2024

Accepted:
25/01/2025

Keywords:

Localization,
Heritage
Commission,
Domestication,
Foreignization,
strategies.

Abstract

The current paper discusses the localization of the Heritage Commission's website in Saudi Arabia concerning Venuti's foreignization and domestication strategies. The study examines the translation strategies involved in localizing the Heritage Commission's website in Saudi Arabia from Arabic to English. In addition, to investigate the most common strategy used in localizing the website. Therefore, the comparative qualitative and quantitative methods will analyze the data collected. Observations while studying indicate that the procedure for literal translation, transliteration, and descriptive equivalence is closely related to foreignization. It is noted that transposition, omission, addition and adaptation will be included in domesticating procedures. The study revealed that the website can be localized by domestication or foreignization depending upon the factors affecting the text, such as culture. Foreignization is the most frequently used method of localizing the Heritage Commission website in Saudi Arabia.

1. INTRODUCTION

In the modern digital era, one can hardly overestimate the role of internet platforms in promoting and preserving cultural heritage. Websites are significant for sharing knowledge, interacting with communities, and showing a country's rich heritage of culture. It does so by investigating the intricateness of the localization of the Heritage Commission website in Saudi Arabia, focusing on translation and adjustment between Arabic and English and relating these to the notions of domestication and foreignization.

Having its historical and cultural heritage deeply rooted in Saudi Arabia, it realized the importance of digital platforms for conserving and celebrating its rich cultural assets. Being one of the major institutions committed to the upkeep and promotion of heritage in the Kingdom, the *Heritage Commission* has an informative, easily accessible website (<https://heritage.moc.gov.sa/>). The *Heritage*

Commission was established in 2020, and its mission is to develop and maintain the heritage sector, including developing systems for preserving and protecting heritage in Saudi Arabia. However, the challenge lies in effectively translating and localizing the content to cater to a broad audience, including Arabic-speaking locals and English-speaking international visitors.

Web localization adds a new dimension to translation processes, merging translation and technology through digital communication. Among the different tasks involved in the localization of websites, primarily cultural and heritage websites, translators have to handle several challenges due to the varied genres, interactive features, and multilingual types that form the bulk of these sites, which need adaptation for accessibility to users (DePalma, 2006). The localization industry states that for products and services to be successful in target markets, they must be culturally adapted. Conversely, poor localization manifests its effects when the outcome is unexpected. Translators must possess the appropriate skills and resources to produce quality localization. In real life, translators may face obstacles such as a lack of time, unclear instructions, and limited resources. Alonso (2016) comments that much conflict and mistrust abound in professional translation settings, especially with computer-mediated translation networks (Abdallah and Koskinen 2007). Website translators must follow through with appropriate adaptation strategies, such as foreignization and domestication, to ensure such strategies meet the targeted audience and website goals.

1.1. Background Of The Heritage Commission

The Heritage Commission realizes that to realize its mandate in the promotion of culture and preservation of heritage of the nation, there was a great need to develop an Arabic website targeting Saudis. The reason for this translation from Arabic, last updated in 1431 H. (2010 AD), into English is quite simple: a high percentage of the English-speaking population in Saudi Arabia, and Saudi heritage attracts interest from people worldwide. This move not only aids in retaining the Saudi Arabian language but also underlines that language is part and parcel of heritage. The decision was concluded in the meeting of the Higher Committee for the National Heritage Localization Project dated 27/1/1435. Further, the commitment of the Kingdom towards the preservation of cultures was upheld when it agreed to the UNESCO agreement in the 21st session of the General Conference held in Belgrade. In keeping with this, part of the oil revenues has been allocated to a fund under the National Guard.

Establishing the Supreme Commission for Tourism and Antiquities (SCTA) in 1399 H (1979 G) formed a milestone in the history of heritage conservation in Saudi Arabia. It was a brave step in the struggle to save the quickly disappearing national heritage. Highly applauded by conservators and development experts alike, establishing this commission was a symbolic gesture of serious commitment towards preserving Saudi Arabia's cultural heritage and developing its tourism industry. The commission protected many historical treasures from archaeological sites, architectural landmarks, and traditional customs. In 1402H (1982G), an architectural heritage department was established under the General Directorate for Antiquities and Museums, further strengthening these efforts. This progress culminated in 1416H (1995G), demonstrating the SCTA under royal decree No. M/4, marking the beginning of a new era in national heritage conservation. King Abdul Aziz, the founder of Saudi Arabia, impressed the country with a firm belief in the importance of heritage- a baton passed on to his successors. The Saudi administration has shown firm commitment to preserving its cultural assets by turning the passion into fruitful actions to protect the Kingdom's traditional culture. These below-the-surface initiatives, such as website localization, signing international conventions, and setting aside preservation funds, indicate a deep commitment to national identity and global cultural consciousness that cements Saudi Arabia's status as a leading protector of culture.

1.2.Importance of Arabic-English Translation

When the internet is about to become an imperative source of information, it must be guaranteed that the Saudi Heritage Commission's web page effectively serves all audiences. In the era of globalization, mere native language-oriented content is not enough since it may limit the catchment area of the website and its objectives. An Arabic-English bilingual website will be imperative for the commission because it is essential in raising awareness of Saudi heritage for every citizen and foreigner. As a result, this website would attract foreign tourists, researchers, journalists, and residents, who could see Saudi cultural information easily. It also provides opportunities for locals to study English by navigating through the site with heritage-related content. For non-Arabic speakers, the English version of the website becomes the primary resource for understanding Saudi heritage. Localization improves public perception and signals the commission's commitment to preserving national heritage for a global audience.

1.3.Statement of the Problem

Translators face new hurdles when it comes to website localization. According to Esselink (2000), translation entails a few processes, including page layout, editing, proofreading, and terminology research. However, localization involves various methods, including testing, software and online support, document conversion to alternative formats, and multilingual product support. Thus, for translators to be successful localizers, they should acquire skills outside the language.

1.4.Research Questions

This study aims to answer the following questions:

- 1- What translation strategies involve localizing the Heritage Commission's website from Arabic to English in Saudi Arabia?
- 2- What is the most prominent strategy for localizing the *Heritage Commission's* website in Saudi Arabia?

1.5.Objectives of the Study

This study aims to provide a comparative analysis of the Saudi Arabian Heritage Commission's English and Arabic website versions, discussing how foreignization and domestication have been used to attract international English-speaking visitors. Contributing to website localization for better cultural heritage preservation by increasing access and building global appreciation for Saudi Arabian cultural heritage.

2. LITERATURE REVIEW

Although the amount of Arabic content on the internet that has been translated is relatively small compared to other languages, there has been growing scholarly attention on the issue, with various studies exploring it from different angles. However, much Arabic content still overlooks the international dimension due to the complex relationship between translation and technology. Although much research has focused on the translation challenges posed by children's health and commercial websites, and although cultural organizations worldwide are currently embarking on translating their websites into English, very little research has been conducted on localizing websites for Arabic

speakers. This study discusses the localization of the Heritage Commission website in Saudi Arabia, which has never been addressed in previous research.

2.1.Localization

The term "localization" is broad and encompasses several elements that should be adjusted to suit a particular target market. According to Hsieh and Hong (2013, p. 405), authentic localization involves more than mere translation; it considers the target culture's language, customs, culture, and other specific characteristics. This also includes adapting graphics, colours, symbols, terminology, and technical aspects such as date, time, and currency formats. Although there is some debate among scholars on how to define localization, all agree that it is a concept that surpasses simple translation. According to Aykin (2004), "Localization is the process of modifying a product to fit the requirements of a target market, either in a country or region". It is often used with "internationalization," which readies a product for successful localization, and "globalization," which involves making a product appropriate for the global marketplace. Yunker (2002, p. 17) defines website localization as adapting a website for a specific locale. Translators translate the content during this process, but the localization specialist leads the adaptation (Esselink 2000).

2.2.Website Localization

Web localization represents a complicated process involving cognitive, literary, communicative, and technological changes to enable interactive web content to resonate across diverse sociolinguistic contexts. It is not like the translation of a pure translation, but rather the adaptation of the product or contents for targeting specific needs at some geographical location or particular market (De la Cova, 2016). This will include translating text, editing images, and compliance with local laws and customs (Swisher, 2014). According to Folaron, 2019, localization is one key way to make information relevant and accessible to clients and users in real-world markets. Although the definition of localization may vary, Pym (2011), for instance, defines it as a translation of features to suit the local factor, such as language, currency, or social demographics (p.3).

Website localization covers adapting a website for linguistically and culturally specific target markets: translating content, changing its look and feel and incorporating local culture (O'Hagan & Ashworth, 2002). Jiménez-Crespo (2013) expands this definition by offering that web localization is

the cognitive, textual, communicative, and technological process of adapting interactive web texts to different sociolinguistic contexts. The interplay of translation and technology has brought new challenges for translators and translation studies. As Sandrini (2005) mentioned, the translation of web material represents a new kind of multilingual service due to the multimedia character of the Web. This service has become indispensable in promotion- a fundamental concept in Sitohang (2019) or internationalization processes (Gutierrez-Artacho & Olvera-Lobo, 2017). The scope of translation and adaptation may vary according to the level of localization and the features of the website's audience. Thus, translators must prioritize translation and adaptation to ensure content comprehension in the target language (TL). Translators face two primary challenges: handling specific details in the source text (ST) and applying the most effective strategy to convey these details accurately in the TL. Vyncke and Brengman (2010) assert that website localization cannot be a process on its own; it must reflect the products to be offered and how the website adapts to the diverse linguistic and cultural backgrounds of the audience to whom it is directed.

More recently, research into the complications of website localization in the Arab world has pointed out the important role of cultural and linguistic adaptation. For instance, Kassawat (2020) discussed how transcreation, as a translation strategy, has been resorted to in corporate websites localized into Arabic, creative and persuasive to adapt to the preferences and expectations of the target audience. Findings that reinforce the need for considering those with cultural and linguistic elements when planning for efficient and effective communication to achieve high levels of engagement among end users in an Arab context.

2.3.Foreignization and Domestication

As Feng (2019) states, cultural difference is the foundation of domestication and foreignization. Foreignization is a strategy that keeps the foreignness of the original text; it gives the cultural nuance from the SL that makes the reader feel unfamiliar and aware of the cultural difference. On the other hand, domestication operates in the opposite direction to minimize the source text's otherness using a smooth, transparent style, optimizing its accessibility for the audience targeted by the TL. According to Huang (2020), domestication undermines the transcendent privilege of fluent translators to further the translator's prominence and eliminate the aura of mystery which transparency harbours. According to

Venuti (1995), these are fundamentally incommensurate strategies because domestication favours cultural assimilation. In contrast, foreignization resists such assimilation by maintaining cultural identity in source texts and introducing differences (Venuti, 1995).

Translation strategies may be grouped mainly into two classes, namely, domestication and foreignization. Domestication would include techniques such as transposition, omission, addition, and adaptation, while foreignization would consist of literal translation, transliteration, descriptive equivalence, and transference (Venuti, 2008). Each of these is dependent upon several factors. For instance, both domestication and foreignization techniques extend the debate between free translation and literal translation (Wang, 2014). Translators always face the dilemma of maintaining the source text's form and structure, which puts them in a dilemma with their choices. Therefore, some consider domestication more acceptable, while others consider foreignization beneficial. According to a preliminary literature review, some studies analyze the application of these tools in website localization. For instance, Mehassouel (2021) considered localization in marketing websites and highlighted strategies such as omission, addition-domestication, transference, and literal translation. Along this line, Nasution, Iskandar, and Iskandar (2019) also studied the translation strategies while localizing the Indonesian Ministry of Health website, identifying the dominant one as literal translation and observing how all eight strategies balance one another. These are the essential points for properly localizing the Heritage Commission website and making its content accurate and culturally relevant.

In a study by Gull et al. (2022) consumer perceptions of Saudi Amazon's Arabic version were analyzed. Despite the functional localization effort, incomplete translations, misleading promotional content, inconsistent headings, foreignization tendencies, text boundary gaps, and discrepancies between the English and Arabic versions contributed to negative user sentiment. Yang (2014) recommended combining foreignization and domestication strategies to achieve an effective translation that will promote better comprehension and acceptance among readers. Weber et al. (2017) showed how the need for the localization of digital platforms, such as websites, for the linguistic and cultural needs of the target audience is increasingly rising in GCC countries, with good relation to the website of the issue by the Heritage Commission. In a related development, Albarak, Aboalsamh, and Abouzahra (2010) emphasized that it is essential that a design centred on the user allows for the localization of interfaces of educational platforms. Their findings suggest that, for the Heritage

Commission website to be both culturally relevant and user-friendly, the best strategy would be one that balances domestication and foreignization.

Bahaddad, Houghton, and Drew (2013) analyzed Saudi online shoppers, emphasizing the importance of cultural factors in shaping consumer behaviour. Their findings suggest website localization should take up language and cultural factors for more effective clientele communication. Samuel-Azran and Pecht (2014) focussed on al-jazeera's online reporting of the Qatari-saudi conflict to show how language and cultural sensitivity were involved in digital posting distribution within the Gulf region. These findings may indicate that the Heritage Commission's website should be culturally oriented. However, the literature lacks studies regarding the localization of governmental or heritage websites in Saudi Arabia; therefore, case studies and user testing will be needed to explore effective localization strategies such as domestication and foreignization.

3. DATA AND METHODOLOGY

This study offers a comparative analysis of the strategies used to localize the English version of the Heritage Commission's website in Saudi Arabia, identify the most dominant strategy, and examine how localization contributes to attracting visitors from outside Saudi Arabia to such a localized website. This study combines qualitative analysis of data with quantitative analysis of data frequency. The research employed targeted sampling, as Creswell and Poth (2016) advocated selecting websites, focusing on the Heritage Commission's website in Saudi Arabia (<https://heritage.moc.gov.sa/>). The website comprises 14 main pages and 18 sub-pages. The data was selected based on its relevance to Saudi Arabia's culture and heritage. This aligns with the research's overarching objective of examining strategies to translate cultural information on the website.

Data collection was conducted in two distinct phases. It was initially necessary to identify websites associated with heritage and cultural organizations, leading to the selection of the Heritage Commission's website in Saudi Arabia. Subsequently, the study concentrated on analyzing five distinct pages of this website - namely, the homepage, the heritage commission, heritage locations, and heritage sectors - utilizing Venuti's (2008) foreignization and domestication classifications. This analytical framework was applied to address the research questions comprehensively and ensure that the analysis was impartial and precise. The study will examine the most dominant translation strategy used in localizing the website, comparing translated texts using the dominant strategy with other strategies. The results will be displayed in a table, showing the percentages of the most dominant to the most minor strategies used in localizing the website by counting the frequency of occurrence.

4. FINDINGS

The translator employed seven procedures in translating Arabic phrases into English: domestication strategies, such as transposition, omission, addition, and adaptation, and foreignization strategies, such as literal translation, transliteration, and descriptive equivalence. Categorizing these involves the assessment of equivalence between the source and target language, cultural reflection of the source or target text, and consistency of localization. The table below categorizes these procedures as either foreignization or domestication strategies, reflecting their linguistic and cultural impact:

Table 1

Frequency of Domestication and Foreignization Procedures

Foreignization	Frequency	Percentage	Domestication	Frequency	Percentage
Literal Translation	198	73%	Transposition	44	42%
Transliteration	65	23%	Omission	32	30%
Descriptive Equivalence	10	4%	Addition	21	20%
			Adaptation	9	8%
Total	273	100%		106	100%

According to Table 1 above, all procedures are analyzed based on their frequency of occurrence. Among the samples examined, domestication and foreignization strategies were employed 379 times. Nevertheless, the foreignization strategy is used more frequently and is the dominant strategy 273 times (72%). While domestication is the least used and minor strategy, it accounts for 106 frequencies (28%) out of the total number of the addressed translations. In localizing the website, the higher percentage of foreignization strategy refers to the high use of literal translation, which is used 198 times (73%). Alternatively, the lowest rate of domestication strategy indicates that adaptation is the least used procedure, as it was used only nine times (8%). An analysis of the extent to which domestication and foreignization strategies occur, along with their percentages, is presented in the following table:

Table 2

Translation Strategy	Number of occurrences	Percentage
Domestication	106	28%
Foreignization	273	72%
Total	379	100%

Based on the above figures and analysis, both strategies capture the translator's attention when localizing the website. Nevertheless, Venuti's preferred foreignization strategy is among the most frequently used procedures in localizing the website. Furthermore, the translation analysis reveals that the translator used eight techniques to translate the website: transposition, omission, addition, adaptation, literal translation, lateralization, and descriptive equivalence. Here is a brief discussion of these procedures illustrated with examples.

5. DISCUSSION

5.1. Domestication Procedures

5.1.1. Transposition

According to Vinay and Darbelnet (1995), transposition refers to replacing one word class with another without altering the message's meaning. Vinay and Darbelnet (1995: 94) consider transposition 'the most common structural change undertaken by translators.' There are two distinct types of transposition in translation: obligatory and optional. The following table will explain how translators use transposition in translating the ST phrases on the website:

Table 3: Examples of some translations of the transposition procedure

	ST	TT	Back Translation
(1)	واشتهرت القرية بزرعة أنواع من الفواكه والريحان	Thee Ain is famous for growing diverse types of fruits and basil	"قرية ذي عين مشهورة بزراعة أنواع متعددة من الفواكه والريحان."
(2)	تعتبر بيوت الرفاعي من البيوت الفرسانية القديمة	The houses of Al-Rifai are considered one of the oldest houses in Farasan	"تعتبر بيوت الرفاعي من أقدم البيوت في فرسان."

Based on the examples in Table 3, the translator encountered some challenges translating the phrases while maintaining the ST's speech class. In example (1), the ST verb "اشهرت" (became famous) was changed optionally into an adjective as "is famous", to convey a stylistic characteristic of the TT. Another transposition observed in example (2) is the obligatory change of the adjective "الفرسانية" *alfursania* into the noun "Farasan" to preserve the absence of the ST's grammatical structure in the TT. Therefore, instead of rendering the adjective of Farasan in Arabic through transliteration, the translator translated this word into Farasan to indicate that this is the city where these houses are located.

5.1.2. Omission

Omission is a procedure where translators delete a word or words from the ST when translating into the TT. As Baker (1992) points out, it is common for translators to use the omission procedure to avoid translating words or expressions that are not essential to the development of the text. It is also applicable to deal with vulgar words and phrases that do not have equivalence in the TT. In terms of its domestication status, it is considered to be "Strongly Domesticating; because no trace of the original is left in the target text" (Van Poucke, 2012, p. 147). In the translation of the Heritage Commission website, there are many cases where omissions have occurred, as shown in the following table:

Table 4: Examples of exact translations of the omission procedure

	ST	TT	Back Translation
(3)	"التي تم بناؤها من الحجارة المربوطة بمونة الجير "النورة"..."	"...built of stones tied with lime mortar."	"مبنية من الحجارة المربوطة بمونة الجير".
(4)	<u>قصر</u> الملك عبد العزيز التاريخي.	King Abdul Aziz's Historic	"الملك عبد العزيز التاريخي".
(5)	"تتكون من عدد حارات.. وكل حارة تحتوي عدداً من المنازل الحجرية..، وفي المجمل تضم القرية حوالي 400 بيت بُنيت جدرانها من الحجارة."	It consists of around 400 houses disseminated throughout its alleys.	"وتكون من حوالي 400 منزلًّا منتشرة في أزقتها".

5.1.3. Addition

According to Newmark (1988), addition refers to adding information to enhance the context of the meaning. Addition refers to adding something to the TT that does not appear in the ST (Dickins, Hervey & Higgins, 2002). The translator may include this information within the text or between two parentheses to clarify and explain the meaning in the TL. The following table will explain how translators use addition in translating ST phrases on the website:

Table 5: Examples of the same translations of the addition procedure

	ST	TT	Back Translation
(6)	قلعة تبوك	Tabuk Heritage Castle	قلعة تبوك التراثية
(7)	صيد الحريد	The Hareed (parrotfish) fishing	صيد سمك الحريد (السمكة الببغائية)
(8)	أشيقر التراثية	Ushaiger Heritage Village	قرية أشيقر التراثية
(9)	حصن	Military fortress	حصن عسكري

The given examples illustrate how translators face challenges when localizing the website. The translator employed this procedure by adding additional words to convey the meaning intended by the words of cultural significance in the ST. To illustrate this point, in Table 5, example (6), "Tabuk Castle" has been supplemented with information as "Tabuk Heritage Castle" in the TT to indicate that this castle is historically significant to the target audience. A further addition was made in example (7), where the translator added between two parentheses the literal meaning of Hareed (parrotfish) along with the transliteration of "الحريد" to elaborate, clarify and explain the meaning of this word to the target audience. Adding "Village" to the translation of "أشيقر التراثية" (Ushaiger Heritage) in example (8) signifies that Ushaiger is a village. Lastly, the translator added the word Military with the word fortress in example (9) to emphasize that the historic fortress was built in Saudi Arabia for military purposes.

5.1.4. Adaptation

Under the domestication procedures, this is the last procedure. This is the least used procedure in this study, representing only (8%) of all samples. Alternatively, it is described as the “freest form of translation” (Newmark, 1988, p. 46). Bastin (1988) describes the adaptation procedure as a form of oblique translation “which can be used whenever the context referred to in the original text does not exist in the culture of the target language” (p. 6). Moreover, translators can replace SL cultural elements with TL cultural elements by adapting them. This procedure can be applied if the SL terms have equivalents in the TL. The following table shows how cultural phrases of the SL on the website can be translated according to this procedure.

Table 6: Examples of exact translations of the adaptation procedure

	ST	TT	Back Translation
(10)	رحمه الله	May his soul rest in peace	لتقدر روحه في سلام
(11)	مجلس شتوي	Winter Salon	صاله الشتاء

According to the previously listed examples of adaptation procedure, it was found that this procedure is primarily used for cultural factors. It aims to capture the reader's attention by substituting culturally specific phrases for commonly understood ones in the TL. In most cases, translators favor this approach to prevent literal translations that could lead to confusion or misinterpretation in the TL context. For example, in Table 6 example (12), the translator adapted the Salon as a translation of "المجلس", which is a sitting room provided for guests in Saudi houses. The word salon can be considered the cultural equivalent of the majlis for the target audience, and it refers to the large house's guest room.

5.2. Foreignization Procedures

5.2.1. Literal Translation

In foreignization, literal translation is an essential procedure where the “denotative meaning of words is taken as if it straight from the dictionary, but the grammar is respected” (Dickins, Hervey & Higgins, 2016, p. 16). According to Wang (2014), literal translation and foreignization strategy are related as the emphasis is placed on the original text's linguistic and stylistic features. In contrast, literal translation may result in misinterpretation or meaning loss. According to Newmark (1988), literal

translation should be avoided only when it leads to referential and pragmatic errors or is unnatural or ineffective.

Table 7: Examples of the same translations of literal translation procedure

	ST	TT	Back Translation
(12)	البيت البحري	Marine House	البيت البحري
(13)	مبني مجلس الحكم	Ruling council building	مبني مجلس الحكم
(14)	جدة التاريخية	Historic Jeddah	جدة التاريخية
(15)	التراث المخطوط	Manuscriptal heritage	التراث المخطوط
(16)	الآثار	Antiquities	آثار

According to Table 6, the literal translation indicates that the translator is concerned with maintaining the meaning of words in the SL when translating the website. Since the original message does not deviate from normal usage, this translation strategy is considered adequate in the examples. Moreover, the meanings of ST and TT are comparable. The target equivalence of each word avoids any ambiguity or perplexity. Therefore, the results of this study indicate that literal translation is preferred as a method of translating websites, and it seems like a logical approach since other strategies may not effectively convey the intended message.

5.2.2. Transliteration

Transliteration is another translation approach under the foreignization classification and is considered a source-based method. According to Tiedemann and Nabende, 2009, this involves translating from one language to another using approximate phonetic and spelling equivalents. Moreover, transliteration facilitates the target audience's pronunciation of culturally foreign words and names. The following table will show how the translator uses this particular procedure in their translation of the cultural items:

Table 8: Examples of some translations of the transliteration procedure

	ST	TT	Back Translation
(17)	الروشن	Rawashen	-

(18)	مجالس كبيرة	Large majlises (sitting room)	-
(19)	بيت المال	Bait Al-Mal	-
(20)	الحج والعمرة	Hajj and Umrah	-
(21)	رمضان	Ramadan	-
(22)	شجر الدوم	Doum palm	-

The examples of transliteration strategy given in Table 8 are problematic as an example

(19) ”مجالس كبيرة“ (majlises), which is transliterated as (large majlises). The transliteration of the source word, *majlises*, was chosen to convey the cultural significance of the word: the sitting rooms for guests in Saudi houses. Since "majlises" does not have an equivalent in the TL, the translator added a similar expression to convey it: sitting room between two parentheses.

Throughout this study, it has been shown that cultural connotations and labels play a significant role in defining any culture around the world. Therefore, the use of this strategy contributed to the successful transfer of cultural connotations to the target audience.

5.2.3. Descriptive Equivalence

A descriptive equivalence is identified by Newmark (1988) as a translation procedure for describing the meaning of an SL word. In most cases, this procedure is used when the source word or expression is closely related to the distinctive culture of the SL, and the use of cultural equivalents will not provide the necessary accuracy in the translation. Following is a table that illustrates how translators use this procedure when translating phrases on the website:

Table 9: Examples of the same translations of descriptive equivalence procedure

	ST	TT	Back Translation
(23)	تم تصميم درابزينات السلالم من الحجر والرخام	“.... with splendid stone and marble stairs on both sides ”	مع سلام حجرية ورخامية رائعة على كلا الجانبين
(24)	غرف لإقامة الأخوة	Rooms for accommodation for companions	غرف لسكن الرفاق
(25)	الحزم والكتبان الرملية	Dunes and small rocky hills	الكتبان الرملية والتلل الصخرية الصغيرة

The table illustrates how translators use descriptive equivalence to translate well-known cultural phrases in the SL. In table 9 example (24), the translator substituted "درابزينات" (Handrail) with "on both sides" to make it more familiar to the target audience. As illustrated in example (25), the translator translated "الأخويا", which is a word commonly used by Saudi

men to describe their friends as companions, to give the translation a more familiar meaning.

As shown in the last example (26), the word "الحزوم", which means a cluster of small stones that makes the ground high, was translated as "small rocky hills" in the TT, which is considered an appropriate alternative to describe this cultural term used by Saudis frequently.

6. SUGGESTIONS AND RECOMMENDATIONS

An optimal localization of the Saudi Heritage Commission's website requires a balanced integration of domestication and foreignization strategies. Although foreignization was found to be the dominant approach, a greater focus on domestication will facilitate relatability among diverse audiences by adapting culturally specific elements without sacrificing authenticity. There is a need for translators to receive specialized training to address both linguistic nuances as well as technical challenges, ensuring culturally sensitive and accurate translations. It would also be important to conduct periodic user testing among Arabic- and English-speaking audiences to validate other localization opportunities. Also, other multimedia aspects, such as images and design, must be culturally appropriate to complement and enhance the textual content.

Dynamic localization approaches and intelligence-based tools are to be endorsed to ensure the continuing relevance of the contents as languages and cultures evolve. The website, therefore, needs to revisit the process through periodic updates to maintain its effectiveness for both local and international users. Further research could be expanded, especially through more comparative studies, to gain valuable insight and establish best practices relating to localization in cultural heritage Websites. Additionally, following international standards for accessibility will ensure that the website is accessible to all types of users, including those living with disabilities, thus widening access and enhancing its usefulness globally. It is hoped this will contribute to the mission of the Heritage Commission, which is to preserve and promote Saudi Arabia's cultural heritage internationally.

7. CONCLUSION

This study has identified domestication and foreignization as two efficient website localization strategies of the Saudi Heritage Commission for diversified purposes. Domestication uses transposition, omission, addition, and adaptation to enhance the audience's comprehensibility by domesticating cultural terms. On the other hand, foreignization keeps Saudi Arabia's cultural aspects with literal translation, transliteration, and descriptive equivalence to advance progressive knowledge of the source culture. It follows from the findings that foreignization, especially literal translation, is the overarching strategy for presenting Saudi heritage to an international audience. Further research on users' usability and engagement with localized websites should be conducted to corroborate these strategies in various contexts. Comparative studies between heritage and commercial websites could offer more insights into audiences' preferences and refine cultural adaptation practices.

REFERENCES

Abdallah, K., & Koskinen, K. (2007). *Translating and interpreting conflict*. Continuum International Publishing Group.

Albarak, A., Aboalsamh, H., & Abouzahra, M. (2010). Evaluating learning management systems for university medical education. In *2010 International Conference on Education and Management Technology* (pp. 672-677). <http://doi.org/10.1109/ICEMT.2010.5657569>

Alonso, C. M. (2016). *Bilingual education in the 21st century: A global perspective*. John Wiley & Sons.

Aykin, N. (2004). *Usability and Internationalization of Information Technology* (N. Aykin, Ed.). CRC Press. <https://doi.org/10.1201/b12471>

Bahaddad, A. A., Houghton, L., & Drew, S. (2013). Attracting customer in saudi arabia to buy from your business online. *International Journal of Biometrics*, 8, 65-81. <http://doi.org/10.5539/IJBM.V8N7P65>

Baker, M.. (1992) In Other Words: A Course book on translation. London and New York Routledge. <https://doi.org/10.4324/9780203327579>

Bastin, G. L. (1988). *A bibliography of translation studies*. John Benjamins Publishing.

Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage Publications.

De la Cova, E. (2016). Translation challenges in the localization of web applications. *Sendebar*, 27,

235-266.

DePalma, D. A. (2006). *Translation and localization project management: The Art of the Possible*. John Benjamins Publishing Company.

Dickins, J., Hervey, S., & Higgins, I. (2016). *Thinking Arabic translation: A course in translation method: Arabic to English*. Routledge. <https://doi.org/10.4324/9781315471570>

Esselink, B. (2000). A practical guide to localization (Vol. 4). John Benjamins Publishing.

Feng, Y. (2019). *Machine Learning Algorithms for Natural Language Processing: A Comprehensive Guide*. Springer.

Folaron, D. (2019). *The Translation of Advertising Texts: A Study of Polish and English Language Strategies*. Multilingual Matters.

Gull, H., Saeed, S., Iqbal, S. Z., Bamarouf, Y. A., Alqahtani, M. A., Alabbad, D. A., Saqib, M., Al Qahtani, S. H., & Alamer, A. (2022). An empirical study of mobile commerce and customers security perception in Saudi Arabia. *Electronics*, 11(3), 293.

<https://doi.org/10.3390/electronics11030293>

Gutiérrez-Artacho, J., & Olvera-Lobo, M. D. (2017). Web localization as an essential factor in the internationalization of companies: An approximation of Spanish SMEs. *Advances in intelligent systems and computing*, 569, 511–520. <https://doi.org/10.1007/978-3-319-56535-4>

Hsieh, H. C. L., & Hong, S. D. (2013). Localization of web design: An investigation of culturally preferred web attributes in taiwan and the uk. *Cross-Cultural Design. Cultural Differences in Everyday Life*, 404–413. https://doi.org/10.1007/978-3-642-39137-8_45

Huang, Z. (2020). *Advances in deep learning for natural language processing: Theory and Practice*. Springer.

Jiménez-Crespo, M. A. (2013). *Translation and web localization*. Routledge.

Kassawat, M. (2020). Transcreation as a translation strategy in corporate websites localized into Arabic: A case study. *Journal of Internationalization and Localization*, 7(1), 57–79.

Mehassouel, E. (2021). *Exploring website translation techniques*. Cahiers de Traduction. 24.504-514.

Nasution, E. H., Silalahi, R., & Nasution, V. A. (2019, August 5). *Foreignization and domestication in the ministerial website localization*. JOALL (Journal of Applied Linguistics & Literature), 4(2), 136–145. <https://doi.org/10.33369/joall.v4i2.7759>

Newmark, P. (1988). A Textbook of translation. London: Prentice Hall.

O'Hagan, M., & Ashworth, D. (2002). *Translation-Mediated Communication in a Digital World: Facing the Challenges of Globalization and Localization*. Clevedon, UK: Multilingual Matters.

Pym, A. (2011). *Website localization*. The Oxford handbook of translation studies, 410-424.

Samuel-Azran, T., & Pecht, N. (2014). Is there an Al-Jazeera–Qatari nexus? A study of Al-Jazeera's online reporting throughout the Qatari–Saudi conflict. *Media, War & Conflict*, 7, 218-232. <http://doi.org/10.1177/1750635214530207>

Sandrini, P. (2005). Website localization and translation. In H. Gerzymisch-Arbogast & S. Nauert (Eds.), Challenges of multidimensional translation (EU High Le, pp. 131–138). Retrieved from http://www.translationconcepts.org/pdf/MuTra_2005_Proceedings.pdf#page=5

Sitohang, H. P. (2019). Translation techniques in official Australian tourism website.

Swisher, Val. (2014). *Global Content Strategy: A Primer*. XML Press. John Benjamins Publishing.

Tiedemann, J., & Nabende, P. (2009). Translating transliterations. *International Journal of Computing and ICT Research*, 3, 33-41.

Van Poucke, P. (2012). Measuring foreignization in literary translation: An attempt to operationalize the concepts of foreignization. In H. Kemppanen, M. Janis, & A. Belikova (Eds.), *Domestication and foreignization in translation studies* (pp. 139-157). Berlin, Germany: Frank & Timme GmbH.

Venuti, L. (1995). *The translator's invisibility. A history of translation*. Routledge, London. <http://dx.doi.org/10.4324/9780203360064>

Vinay, J.-P., & Darbelnet, J. (1995). *Comparative stylistics of french and english: A Methodology for Translation*.

Vyncke, P., & Brengman, M. (2010). *Brand management and theories of the brand*. In R. Clift & R. A. Simmons (Eds.), *The Routledge Companion to Brand Management* (pp. 35-54). Routledge.

Localizing Heritage Commission's Website in Saudi Arabia (Arabic –English) Between Domestication and Foreignization

Wang, F. (2014). *An approach to domestication and foreignization from the angle of cultural factors*

translation. Theory and Practice in Language Studies, 4(11).

<https://doi.org/10.4304/tpls.4.11.2423-2427>

Weber, A., Turjoman, R., Shaheen, Y., Sayyed, F. A., Hwang, M. J., & Malick, F. (2017). Systematic thematic review of e-health research in the Gulf Cooperation Council (Arabian Gulf): Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates. *Journal of Telemedicine and Telecare*, 23, 452-459. <http://doi.org/10.1177/1357633X16647894>

Yang, L. (2014). *The application of foreignization and domestication in translation.*

<https://doi.org/10.2991/icelaic-14.2014.81>

Yang, W. (2010, January 1). *Brief Study on Domestication and Foreignization in Translation. Journal of Language Teaching and Research*, 1(1). <https://doi.org/10.4304/jltr.1.1.77-80>

Yunker, J. (2002). *Beyond borders: Web Globalization Strategies*. New Riders Publishing.