

**An Annotated Translation to Makeup Industry  
Case Study: “Christen Dominique’s 2023 New Makeup  
Routine Techniques You  
Need!” Subtitled into Arabic**

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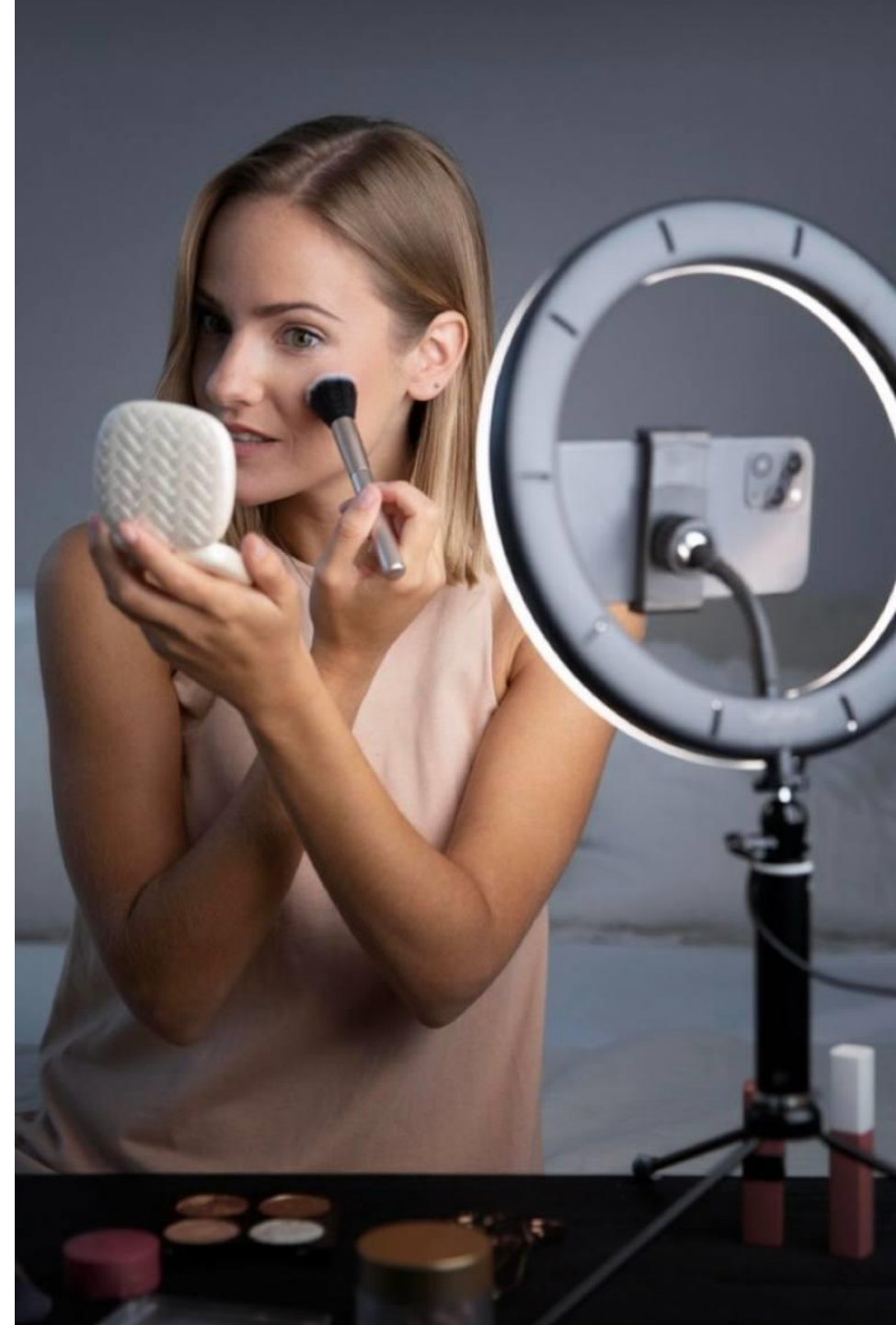
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# Introduction

With the rise of social media and the increasing trend of makeup in the Western world, a noticeable gap in makeup terminology within the Arab glossary has come to light. However, different opinions exist on the importance of developing Arab makeup terms, with cultural norms and diverse dialects adding complexity. Yet, filling this gap in makeup vocabulary is crucial, as makeup holds significant importance in the lives of many.



## Chapter One

- Makeup Terminology
- Audiovisual Translation
- Subtitling
- Technical Constraints of Subtitling

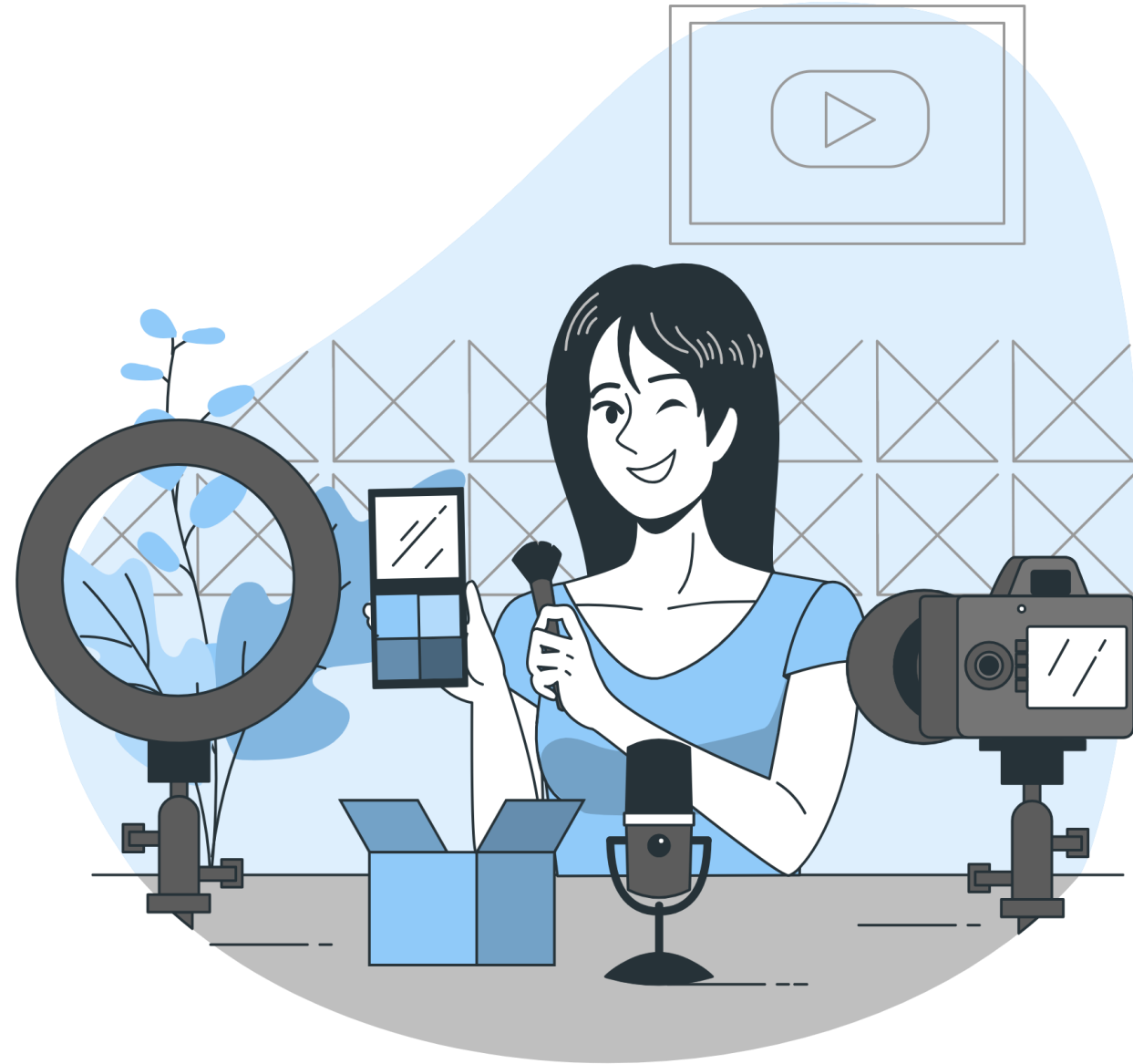
## Chapter Two

- Corpus Identification
- Methodology
- Annotations
- The Process of Subtitling



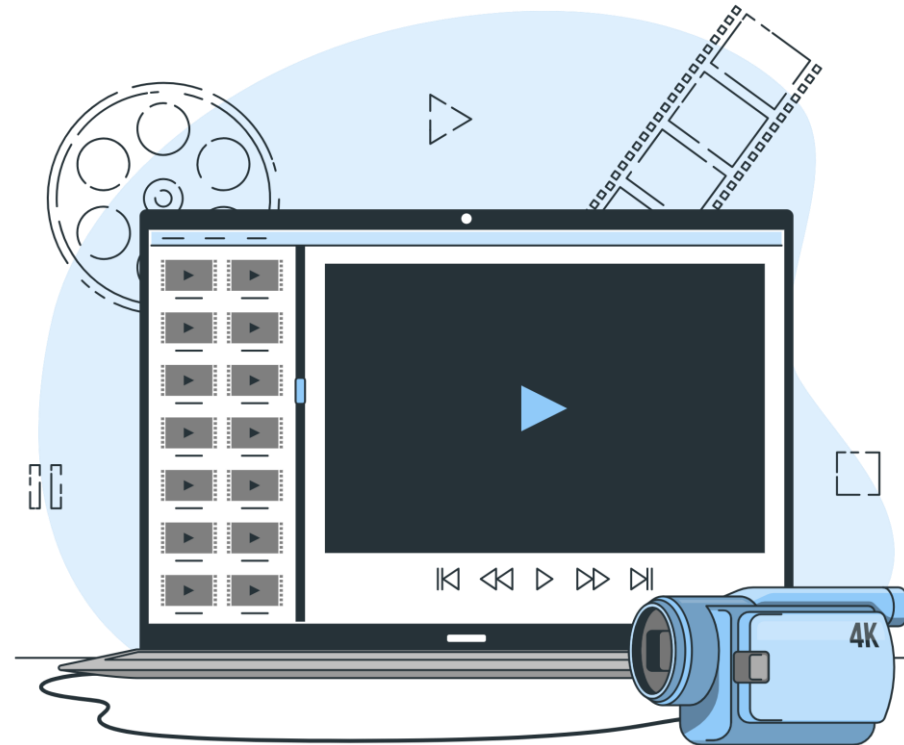
# Corpus Identification

The corpus of this study consists of beauty audiovisual text that comprises of a single video titled "2023 New Makeup Routine Techniques You Need!" from YouTube, created by the beauty influencer Christen Dominique. The video was uploaded on January 13, 2023 and showcases different modern makeup techniques and tips.



# The Rationale

By subtitling this makeup video, we aim to underline the significant role of accurate translation and the necessity of creating a rich Arabic makeup glossary. This effort enhances accessibility and inclusivity in the beauty community, ensuring that valuable makeup products, techniques and tips shared by Christine are comprehensible to a wider Arabic-speaking viewers.



# Methodology

Our methodology for subtitling a YouTube makeup video involves several steps. Firstly, we extracted the English transcript from the video. Next, we corrected any errors found in the transcript to ensure accuracy. Following this, we translated the corrected transcript into Arabic. We then annotated between the original and our translation at different levels to analyze the strategies and challenges in subtitling. Finally, we explained our translation process, techniques utilized, and our commitment to quality norms in creating seamless Arabic subtitles that enhance the viewer experience.



# Examples

## 1st example:

ST: Blush

TT: مورد الخدود

To achieve a more natural translation, we opted for the functional equivalent technique and translated "blush" into "مورد الخدود" in the TL instead of the most common one, which is "أحمر الخدود". This term, derived from the root "و-ر-د," follows the مُفَعِّل pattern indicating the doer of an action. Therefore, "مورد الخدود" signifies that the product is what gives the cheeks a rosy color, effectively capturing the essence of blush in makeup.

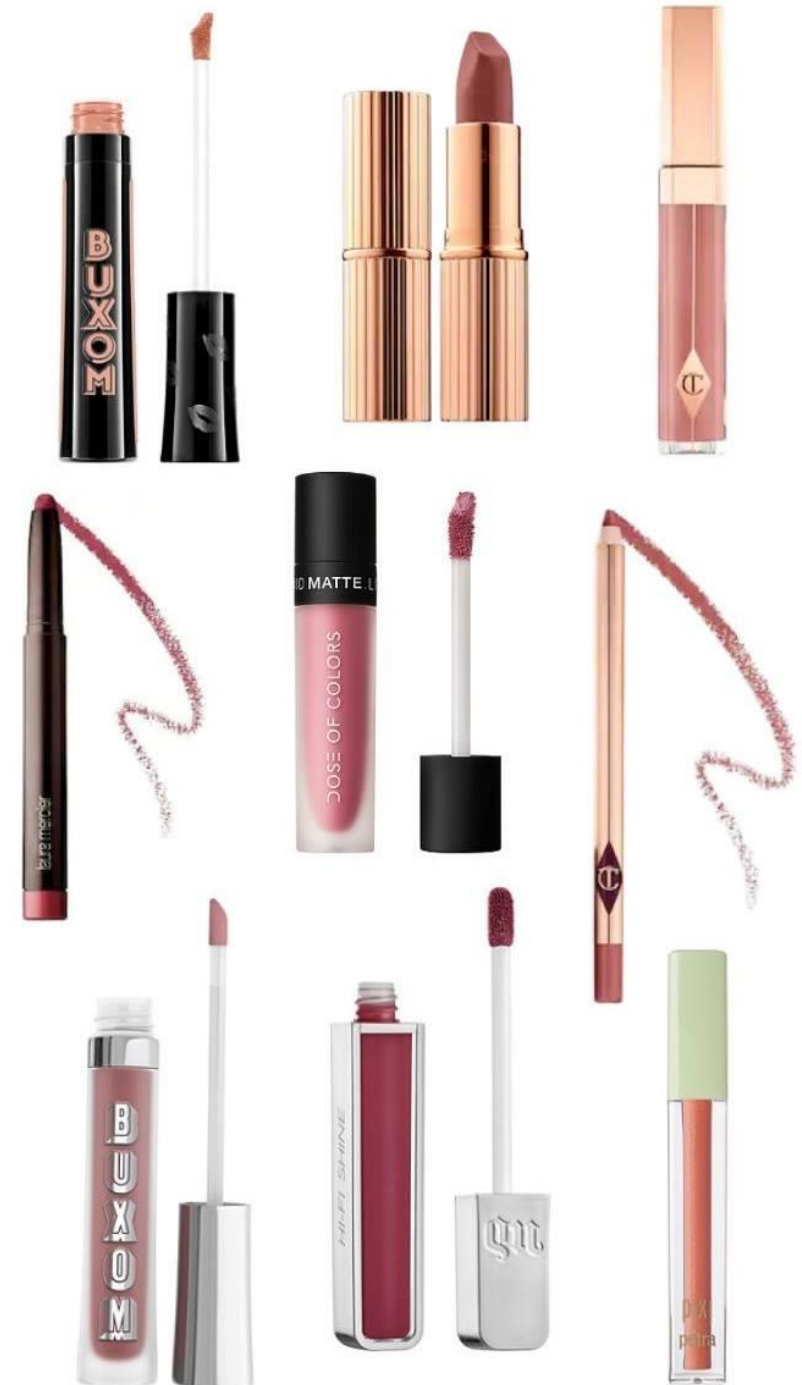


## 2nd example:

ST: Lipstick

TT: قلم الشفاه

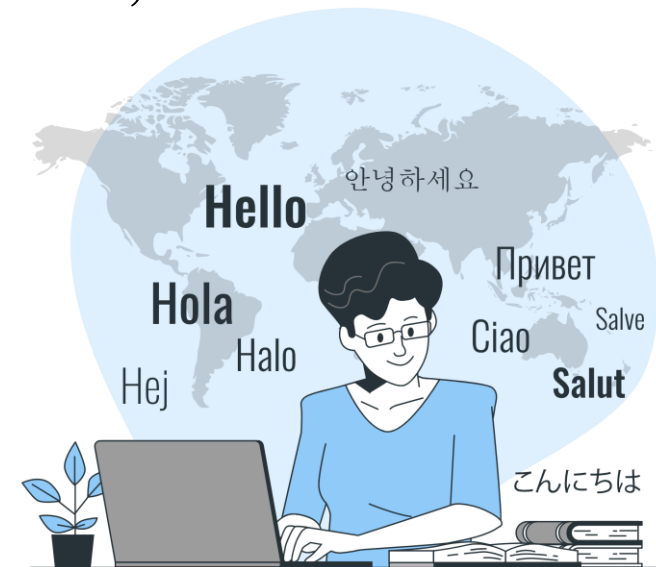
We translated the word “lipstick” into Arabic as “قلم الشفاه,” using the calque technique, in order to describe the shape and color of the lipstick more accurately. The term “قلم الشفاه” can encompass all lipstick shades, whereas the common term “أحمر الشفاه” only refers to red lipstick. Overall, the aim was to provide an exact and illustrative description in Arabic that encompasses all possible lipstick colors.





## 3rd example: Rest in peace

Translating condolences from Arabic to non-Muslims presents a unique challenge due to Islamic restrictions. Common Arabic phrases for condolences, such as "رحمها الله," hold strong religious connotations that contradict Islamic fatawah prohibiting prayers or requesting mercy for the deceased if they were not Muslim. Even similar neutral phrases like "لترقد بسلام" might be problematic as implying a lack of faith in Islam. To respect these differences, we avoided using these phrases and opted for the omission technique.



## 4th example: Colors

In our case, the colors mentioned in the video lacked accurate descriptions, focusing more on attracting customers with appealing names. For instance, when Christen Dominique used an eye-shadow in the shade "Sweet willow," we checked the online store linked in the video description and discovered that the shade was described as a "Shimmer light green." Therefore, we opted to translate it into "أخضر فاتح براق"



# Technical constraints:

During the subtitling process, we encountered various technical constraints, including:

- Synchronizing subtitles with the audio content.
- Ensuring readability and clarity on screen.
- Limited space for text placement within the video frame.
- Balancing accurate translation with visual aesthetics.



# Findings

## Challenges of subtitling

Subtitling the makeup tutorial video into Arabic was quite challenging due to many levels, such as terminological, lexical, cultural, grammatical, and technical. Additionally, the lack of comprehensive resources in this field makes it challenging to accurately translate makeup products and terms.

## Translation Procedures

To overcome these challenges, we employed various translation Techniques and strategies such as functional equivalence, direct equivalence, dynamic equivalence, descriptive translation, transposition, expansion, borrowing, paraphrasing, transliteration, and calque.

# Recommendations

Based on the findings and analysis conducted in this study, we recommend the followings:

- Prioritize natural Arabic translations over borrowing techniques.
- Use transliteration only when it is necessary.
- Include glosses for specialized terms or new products to aid viewers understanding.

These recommendations aim to enhance subtitling quality in makeup videos and promote knowledge sharing in the makeup industry across linguistic communities.

