

## The Impact of Culture in Translating English Idioms into Arabic

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### Abstract

This study sought to understand how critical cultural awareness was in translating English idioms into Arabic, particularly in political news where clarity and precision are paramount. The challenges that arise from the linguistic and cultural disparities between the two languages include differences in metaphor, image, and cultural reference. The study demonstrates, through the lens of Skopos Theory, how efficient translation relies on the function and intent of the text taking precedence over word-for-word equivalence and cultural context. Overall, the study establishes the need to transform idioms so that they better align with what is appropriate given the expectations of the audience. The results highlight the importance of innovative, context-driven approaches toward idiomatic translation while laying a groundwork for future exploration of innovative technologies, such as artificial intelligence, for satisfying culturally appropriate translations. This research thus advances theoretical and practical understanding of the challenges of idiomatic translation in politically charged environments and contributes to the field of translation studies.

**Keywords:** Culture, English idioms, idioms, political news, Skopos Theory, translation into Arabic

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## Introduction

In our world, cross-cultural communication is rapidly increasing, and the process of translation is considered a primary means of achieving this interaction and cultural exchange. It plays an essential role in cross-cultural communication and contributes to mutual understanding among individuals from diverse cultural backgrounds (Zayed et al., 2021) as well it is considered a crucial process for transferring meanings and concepts from one language to another, that because it enables communication and interaction between diverse cultures in various languages.

Translation is not merely the conversion of words from one language to another, but it involves understanding and analysing the original text and grasping the concepts and culture it expresses. Culture becomes a fundamental element, and it plays a significant role in the translation process. Indeed, cultural and linguistic knowledge is employed to accurately understand and convey the original concepts into the target language. Therefore, effective translation requires a profound understanding of the culture associated with both languages involved in the translation process (Shmasnh, 2022).

The translation process, especially from English to Arabic, is considered a prominent issue in modern times because it contributes to the dissemination of cultures and the expansion of knowledge between countries. In this context, translation is considered a vital tool for critique that enhances to enhancing cultural communication and understanding among different peoples (Al-Hamzi, 2024). It poses unique challenges for translators, especially when working between linguistically and culturally distant languages such as English and Arabic. Idioms are deeply rooted in cultural contexts, customs, histories, and ideological structures that do not correspond directly to languages (Mabrook, 2021). Translating idioms effectively, therefore, requires more than word-word variation - it involves navigating complex differences in idiomatic meanings and lexical usage patterns between source and target cultures (Chomsky, 1975).

The translation process relies primarily on the translator's extensive knowledge of the cultural structures, conventions and contextual nuances behind idiomatic translation in both languages. Not only must they understand the meaning of surface idioms, but they must also understand the differences between broader social norms, histories, and worldviews encoded in figurative language (Guessabi, 2021). Only if translators fully understand this deeper cultural implication can they produce translated idioms equivalents that sound natural in the target language, rather than literal, non-metaphorical translation. This complexity of cultural idiomatic translation. Stimulates in-depth analysis (Almahasees et al., 2021). However, little academic investigation has focused on understanding how cultural factors affect into translation of idiomatic expressions from English to Arabic, even though cultural awareness is becoming increasingly relevant to translation. However, this is quite limited, therefore the current study relies on the use of cultural significance in the translation, especially in the political environments.

This study broadly aims to investigate the role of culture in rendering English idioms into Arabic specifically in political news. Through this research, we attempt to illuminate the role that cultural awareness and sensitivity play in producing a more effective expression that will promote correct communication to linguistically dissimilar readerships in idiomatic adaptation.

Overall, through the analysis of linguistic and cultural dimensions in idiomatic translation, this study contributes to the field of translation studies. It provides underpinning theory through detailed examples of what translators are challenged, with and aids in acting within the framework of a political context, which will inform practice as well as contribute to theory against the backdrop of cross-cultural communication.

Investigation into translating cultural idiomatic expressions from English into Arabic has not received sufficient consideration among scholars, which can be seen through its limited number of theoretical and empirical studies on this area of study. To fill this void in knowledge, this paper intends to investigate this field with a particular focus on providing insights into these objects:

1. Investigate the importance of cultural awareness in the translation process, particularly focusing on idiomatic expressions.
2. Analyse how cultural differences between English and Arabic influence the translation of idioms.
3. Assess the impact of cultural awareness and sensitivity on the accuracy of translated idioms.

### **The questions of study**

- 1) How much does cultural awareness influence the translation process, particularly when dealing with idiomatic expressions?
- 2) In what ways do disparities, between English and Arabic impact the translation of idioms?
- 3) How does being culturally aware and sensitive affect the precision of translating idiomatic expressions?

### **Literature Review**

First, the following are the concepts of the study, which are comprised of three primary concepts:

#### ***Translation***

The concept of translation, in its different categories, Translation Strategy, Translation Procedure, Translation Method, Translation Technique, Translation Transformation" this concept focuses on translation as a means of cross-language communication. It is described as a process of linguistic mediation where the content of a foreign language text (the original) is transferred into

another language, creating an information and communication equivalent text in the target language. This definition emphasizes the importance of keeping the meaning and communicative intent of the original text in the translated version (Smirkou, 2021).

### ***Culture***

Culture refers to the shared values, beliefs, behaviors, customs, and symbols that define a group or social identity. It includes both material factors like language, art, and customs, as well as immaterial ones, such as norms, attitudes, and cognition. Culture gives people a shared context for reading the world and relating to other people, and it also changes over time in response to historical, social, and technological forces. Therefore, culture determines the meaning of every single linguistic expression and the situation in which it can be used and translators need to enter the scene of the culture to the point of no return and adapt every cultural element into another language which natively represents the linguistic aspect of it (Al Salem,2022).

### ***The Relationship Between Culture & Translation***

Translation involves the transfer process from one language or culture to another. Many scholars recognize that language is deeply rooted in cultural context, making it challenging, if not impossible, to separate the two. Language and culture are essentially two sides of the same coin, and this is especially true in translation, where both the source and target languages rely on their respective cultural contexts. Almaaytah (2022) explained that culture, being the sum of a society's beliefs and practices, is crucially expressed and perpetuated through language, which is the primary means of interaction among its members. In communicative contexts, language is intricately intertwined with culture.

From this perspective, translation is not just about converting words from one language to another; it also involves a transition between two distinct cultures. Abuisaac et al. (2023) pointed out that translation encompasses the transfer of not only the message but also the style and culture from the source to the target language. Moreover, effective translation should convey the same meaning to the target language audience as the source language does to its native readers. The translator's role is pivotal in carrying over both the linguistic system and the cultural nuances from the source text to the target text. Therefore, it is challenging to disentangle translation from culture, as they are intricately linked and overlapping. This relationship underscores the need for a deeper understanding of both source and target cultures to achieve proficient translation.

### ***Idioms***

Idioms are linguistic expressions that encompass a broad spectrum of cultural elements, including culture-specific items, religious beliefs, varied ideologies, and superstitions prevalent in different nations and societies, as noted by Yahiaoui et al. (2021). They play a crucial role in maintaining the cultural and local essence of a language. All languages feature certain sentences

and phrases whose meanings cannot be deciphered literally, even if the meanings of the individual words are known, as highlighted by Salih et al. (2021) described idioms as fixed phrases comprising multiple words, with meanings that cannot be inferred from the meanings of the individual words.

Al-Jarf (2023) expressed that idioms are unique combinations with restricted forms and meanings, which cannot be understood from the literal meanings of their constituent words. In conclusion, most idioms convey a figurative meaning and possess a fixed structure, and they do not permit any linguistic variations such as modification, addition, or omission of words.

### ***Identifying the Study Gap***

Idioms present problems for translators, as they are often cultural or precluded by the languages involved – and English and Arabic are very different languages. Idiomatic expressions are rooted in the social, historical, and ideological fabric of a society, and their translation often demands an understanding that goes beyond linguistic equivalence. This becomes even more complex, which makes Translation an art. Numerous studies have highlighted the importance of understanding idiomatic translation, especially in politically charged environments, yet the existing research has primarily focused on theoretical concepts and general linguistic difficulties. However, the intersection between cultural awareness and sensitivity and idioms translation in political news is under-explored. Moreover, recent developments in technology, like Artificial Intelligence (AI), have yet to be utilized to their full extent in this domain. This is a qualitative study that complements existing research by linking empirical data to cultural analysis, providing insights into the strategies and methods used to idiomatically convey political messages.

### ***Cultural Challenges in Idiomatic Translation***

Abuisaac et al. (2023) focused specifically on the transfer of culturally bound utterances and expressions from Arabic to English contexts of use, Al-Jarf (2023) explored barriers to successful intercultural communication where Qur'anic translations are concerned. Their work emphasizes cultural sensitivity and strategic adaptation as critical to meeting translation challenges. This substantiates how idiomatic nuances in culture have a broader perspective when available for idiomatic translation. Likewise, Salih and Dweik (2021) investigated the effectiveness of translation processes in political and cultural expressions from the English source language to the Arabic target code. The title of their paper “Translating Culturally Loaded Environmental Messages: Contextual Analysis and Implications for Community Interventions in Political Settings” highlights the lessons learned about translation and strategies for community engagement.

Guessabi (2021) studied the translation of culture-loaded words in journalistic texts, exploring the tension between linguistic choices and cultural fidelity. The study underscores the importance of cultural adaptation to confirm that translated idiomatic expressions hit home with the target audience.

### ***Idiomatic Translation Techniques and Challenges***

An example of a relevant study is a study by Aziz and Mokarram (2024); the study was exploratory in its nature and focused on a context-based approach to analysing peace-operational idiomatic expressions from English to Arabic. In this regard, their outcomes highlight the necessity of context adaptation in translation to ensure the idiomatic correctness and coherency of written outputs relative to different languages, thus being in strong concurrence with the aims of the herein research.

Guessabi (2021) highlighted the difficulties in translating English idiomatic phrases into Arabic and mentioned the challenges, including loss of meaning and cultural disconnect. In translation, linguistically accurate idioms may not always convey the same meaning, so idiomatic translations need to be both linguistically accurate and culturally appropriate to produce an idiomatic translation.

Alnusairat (2022) added to this literature by analyzing the translation into Arabic of culture-bound expressions in English and the difficulties associated with retaining the authenticity of a given culture. For political idioms and similar challenges, the study provides practical strategies and approaches that contribute to a foundation for the exploration of similar issues.

### ***Skopos Theory***

Skopos theory, a branch of functionalist translation theory developed by Hans J. Vermeer in the 1970s, revolutionizes translation studies by focusing on the purpose ('Skopos') of a translation. It contends that every translation action has an aim, and this aim dictates the translation process. This theory departs from traditional source-text-oriented perspectives, allowing more flexibility in translation strategies. It emphasizes the target text's function in its cultural and situational context, thereby expanding the scope of translation beyond literal equivalence. Vermeer's Skopos theory, complemented by Katharina Reiss's functional category of translation criticism and further developed by Christiane Nord, highlights the importance of the translator's role in deciding the purpose of the translation. Nord introduces the 'loyalty principle', balancing the source text's intent with the target audience's needs. This theory underscores that translations are not just linguistic conversions but involve cultural and contextual considerations, fundamentally shifting how translation is perceived and practiced.

## Methodology

The current study deals with a qualitative method, that is translating and analyzing English idiomatic expressions terms to Arabic. The data were 35 English idiomatic terms, collected and analyzed based on the theoretical framework of the current study, from various political news channels, with their 35 translated Arabic idiom terms which are often used in Arabic political news channels, and have been translated by professional translators. The authors provided an elaborate exposition of the analysis of five idioms out of the 35 political and news idioms. This was done to guarantee that the findings are effectively conveyed to audiences in a lucid and comprehensible approach while also considering the magnitude and extent of the existing scientific study.

## Analysis Framework

### *Skopos Theory*

The process of Arabic translations was considered upon their intended function and the cultural environment in which they are utilized. This theory developed by Hans Vermeer, works based on the intentional objectivity of translated text, as well as argues that the target text is affected by the intended situation rather than aiming to provide an exact corpus. When translating idioms, the Skopos Theory would prioritize conveying the idiomatic meaning in a way that is culturally and contextually relevant to the target audience (Arabic speakers in this case), even if it means moving away from a word-for-word translation.

#### *2. Comparative Analysis*

1. Examine how idiomatic expressions are translated into Arabic.
2. Assess the cultural adaptation and suitability for the target audience.

## Data Analysis

Scholars have not adequately addressed the issue of translating cultural idiomatic terms from English to Arabic. The scarcity of theoretical and empirical investigations on this topic area is indicative of this scenario. To fill this study void, the primary objective of this study is to examine the real examples of English idioms from several political news channels, to assess The Impact of Culture in Translating English Idioms into Arabic. Thus, there is an elaborate exposition of the analysis of five idioms out of the total of 35 political and news idioms, to effectively convey the findings to readers in a lucid and comprehensible manner.

### *First Idiom*

*" Show your true colors (reveal your true intentions)*

*Under pressure, the presidential candidate began to show his true colors on social issues."*

*(Fox News, Jan 8, 2024)*

The first table analyzes an idiom that is often used in Arabic political commentary, and analysis to refer to politicians and parties revealing their real intentions and positions on issues, especially after initially obscuring or misrepresenting them. Some examples of usage in Arabic political news:

*"أظهرت الانتخابات المقاصد الحقيقية للأحزاب وكشفت عن نواياهم الحقيقية"*

*"Elections revealed the parties' true intentions and showed their true colors."*

Table 1. *First idiom analyzing*

<p><i>Skopos Theory Analysis</i></p>	<p><i>Translation Purpose: In a news context, the purpose is to convey the idea of revealing one's genuine intentions or nature, particularly after a period of deception.</i></p> <p><i>Cultural Adaptation: The English idiom uses a metaphor about displaying one's real character. The Arabic version focuses explicitly on conveying "revealing true intentions," aligning with the direct communication style often preferred in political news.</i></p> <p><i>Functional Suitability: Arabic translation effectively communicates the intended message in a media context, ensuring clarity and comprehension among Arabic-speaking audiences.</i></p>
<p><i>Cultural Analysis</i></p>	<p><i>Cultural Sensitivity: The translation adapts the original idiom to fit the cultural and linguistic context of Arabic-speaking audiences. It ensures that the intended meaning is clear without relying on the English metaphor.</i></p> <p><i>Contextual Relevance: In news reporting, clarity and relevance are key. The Arabic translation meets these requirements, ensuring the audience can understand the message without cultural or linguistic confusion.</i></p>

**Second Idiom**

*"Sit on the fence (avoid taking an opinion or decision)*

*While some politicians take clear stands, others sit on the fence regarding controversial policies."*

*(BBC, Jan 7, 2024)*

Table Two analyzes the second idiom which is often used in Arabic political commentary, and analysis to refer to politicians and parties that avoid taking an opinion or decision, in a specific political case. Some examples of usage in Arabic political news:

*"اتهم النقاد الحكومة بعد اتخاذهم لموقف واضح فيما يتعلق بالصراع الدائر"*

*"Critics accused the government of sitting on the fence regarding the ongoing conflict."*



Table 2. *Second idiom analyzing*

<b>Skopos Theory Analysis</b>	<p><b>Translation Purpose:</b> The purpose is to convey the idea of indecision or neutrality, where someone avoids taking a clear stance on an issue.</p> <p><b>Cultural Adaptation:</b> The English idiom uses the metaphor of "sitting on a fence" to indicate neutrality or indecisiveness. In Arabic, this metaphor is replaced with a more direct statement about "not taking a clear stance," ensuring better comprehension among Arabic audiences.</p> <p><b>Functional Suitability:</b> The Arabic translation effectively conveys the intended meaning in a manner that resonates with Arabic-speaking audiences. It emphasizes clarity over retaining the original metaphor, which may not be culturally relevant.</p>
<b>Cultural Analysis</b>	<p><b>Cultural Sensitivity:</b> The translation reflects an understanding of the need for straightforward and clear expression in Arabic news texts, where the metaphor of "sitting on a fence" might not be universally understood.</p> <p><b>Contextual Relevance:</b> The translation aligns well with the clarity and accuracy required in news reporting. It avoids the cultural nuances of the English metaphor, ensuring the message is universally understood in the target context.</p>

**Third Idiom**

*"Work across the aisle (cooperate with other parties)*

*More politicians need to work across the aisle to break legislative gridlock."*

*(Fox News, Jan 8, 2024)*

Table Three analyzes the idiom "work across the aisle" - "التعاون مع خصوم سياسيين" can also be applicable in Arabic political news, though probably not as frequently used as "beat around the bush". This idiom refers to political opponents or rivals cooperating despite their differences. In contexts where commentary is being made on politicians attempting bipartisanship or overcoming divisions, this idiom would be relevant. Some examples of potential usage in Arabic Language :

*"أثنى المراقبون على استعداد أعضاء اللجنة من جانبي الطيف السياسي للتعاون مع خصومهم من أجل سن مشروع القانون"*

"Observers praised the willingness of committee members from both sides of the political spectrum to work across the aisle to enact the bill."

Table 3. *Third idiom analyzing*

Skopos Theory Analysis	<p>Cultural Adaptation: The phrase "across the aisle" relates to the physical layout of Western legislatures, which may not resonate in Arabic-speaking contexts. The Arabic translation focuses on the broader concept of "cooperation with political opponents," ensuring universality while dropping the specific metaphor.</p> <p>Functional Suitability: The translation successfully communicates the intended message without relying on the culturally specific metaphor of "the aisle," ensuring clarity for the target audience.</p>
Cultural Analysis	<p>Cultural Sensitivity: The Arabic version omits the specific metaphor and focuses on the general concept of cooperation, making it culturally adaptable and relevant.</p> <p>Contextual Relevance: The translation ensures the message is clear and applicable across various political systems, aligning with the diverse political contexts of Arabic-speaking regions.</p>

**Fourth Idiom**

*"Meeting of the minds (general agreement)*

*There was a meeting of the minds between parties on addressing climate change."*

*(CNN, Jan 9, 2024)*

Analysing the idiom "Meeting of the minds" and its Arabic translation "توافق في وجهات النظر" in Table Four, through the Skopos Theory and the LISA QA Model, particularly in the context of translating and culturally analyzing a text, involves a detailed examination of both the translation's purpose and its quality. This idiom refers to political opponents or rivals cooperating despite their differences. In contexts where commentary is being made on politicians attempting bipartisanship or overcoming divisions, this idiom refers to *general agreement*. Some examples of potential usage in Arabic Language :

*"كان هناك توافق في وجهات النظر بين أطراف النزاع حول آلية التفاوض"*

*"There was a meeting of the minds between both sides of the conflict regarding negotiating mechanisms."*

Table 4. *Fourth idiom analyzing*

Skopos Theory Analysis	<p>Cultural Adaptation: The English idiom "meeting of the minds" emphasizes a metaphorical "meeting," which is replaced in Arabic with a straightforward phrase meaning "agreement in points of view." This ensures clarity and directness in communication.</p> <p>Functional Suitability: The Arabic translation fulfills the functional requirement by emphasizing agreement without relying on the metaphor, making it more accessible in the target culture.</p>
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Cultural Analysis	<p>Cultural Sensitivity: The Arabic translation eliminates potential ambiguity and aligns with the cultural expectation of clear and direct communication.</p> <p>Contextual Relevance: The translation is contextually appropriate for legal, business, and political discussions, ensuring clarity and precision for Arabic-speaking audiences.</p>
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### ***Fifth Idiom***

*"Beat around the bush (avoid coming to the point)*

*The presidential candidate beat around the bush when asked about his policy on immigration reform."*

*(Fox News, Jan 8, 2024)*

Table Five explains the idiom that conveys the meaning of evasiveness or avoiding directly answering a question. It is very applicable in Arabic political news coverage and commentary when referring to politicians rhetorically dodging issues or refusing to give clear stances. Some examples of potential usage in Arabic political news:

"اتهم المحللون السياسيون الوزير بالتملص وعدم الوضوح حول خطط الإصلاح الاقتصادي"

"Political analysts accused the minister of beating around the bush regarding economic reform plans."

Table 5. *Fifth idiom analyzing*

Skopos Theory Analysis	<p>Cultural Adaptation: The English idiom "beat around the bush," originating from hunting terminology, does not resonate culturally in Arabic. The Arabic translation focuses on "evasion and lack of clarity," which better captures the intended meaning in a culturally relevant way.</p> <p>Functional Suitability: The translation effectively communicates the idiomatic meaning, prioritizing functional equivalence over a literal rendition of the original metaphor.</p>
Cultural Analysis	<p>Cultural Sensitivity: The translation adapts the idiom to the target audience's cultural and linguistic expectations, ensuring the concept of evasiveness is understood.</p> <p>Contextual Relevance: The Arabic version aligns with the cultural and linguistic norms of political discourse, ensuring the message is relevant and comprehensible in news and media contexts.</p>

### **Discussion**

Translation plays an essential role in communication between cultures, especially when dealing with idiomatic expressions that are intricately tied to cultural and linguistic customs.

Idioms possess such a strong reliance on the meanings that do not constitute the literal interpretation of said expression that direct linguistic equivalence is not enough. This paper explores the significance of cultural awareness in the English–Arabic translation of idioms, especially in politically sensitive discourses and interlingual contexts where precision and contextual relevance of translation are critical. This study explained how cultural differences impact idiomatic translation and the role of cultural sensitivity in the nuances of these expressions. Through answering several research questions:

**Q1: How much does cultural awareness influence the translation process, particularly when dealing with idiomatic expressions?**

The study highlights that the differences in idioms between English and Arabic, such as linguistic apposition, metaphor imagery, and cultural allusion, make idioms challenging to translate. Some English idioms use terms or idioms that may be only related to a Western context and may not have a congruent Arabic equivalent. It also highlights areas for moving away from metaphors from one culture to the next that may not make sense in a local context, it's not another culture, it's really metaphors that make sense based on the context of the people.

**Q2: In what ways do disparities between English and Arabic impact the translation of idioms?**

The differences in linguistic structures, metaphorical imagery, and cultural references between English and Arabic make translating idioms difficult. Furthermore, English idioms are often metaphorical, relying on idiomatic expressions based on the experience of the Western world, and do not necessarily correlate with Arab cultural norms. Data supporting the use of a metaphor that is not culturally relevant to the target group, other than the accuracy of the participants' metaphors, implies that more culturally sensitive metaphors should be used to avoid misunderstandings.

**Q3: How does being culturally aware and sensitive affect the precision of translating idiomatic expressions?**

Considering cultural sensitivity: Ensure that idiomatic expressions not only are linguistically correct but also have sense in the real context. Translators have to also consider the social norms, traditions, and expectations of the audience in the culture of the target language. Culturally sensitive translations improve accuracy by preventing word-for-word misinterpretations that can lead to miscommunication or meaning loss, the study shows.

**Finally the study findings are arranged as follows**

**Cultural Awareness:** Cultural nuances play a crucial role in idiomatic translation, as idioms are often tied to specific cultural contexts. Accurate translations require adapting the source idioms to align with the cultural framework of the target language.

**Translation Challenges:** Linguistic and cultural disparities between English and Arabic necessitate creative solutions, such as substituting idioms with equivalent expressions that convey similar meanings.

**Skopos Theory Application:** The study shows the importance of prioritizing the function and purpose of the translation over literal equivalence, ensuring idioms are culturally and contextually relevant.

**Idiomatic Adaptation in Political News:** Translating idioms in political news requires precision and clarity, as misinterpretations can alter the political tone or message. Cultural adaptation is essential for effective communication in this context.

**Comparative Analysis:** The study analyzed 35 idioms, demonstrating that Arabic translations effectively convey the intended meanings by focusing on cultural relevance and audience comprehension.

**Relevance Compared to Previous Review Papers****Advancing Understanding of Cultural Factors in Translation**

The study builds on prior research, such as Abuisaac et al. (2023) and Salih and Dweik (2021), by emphasizing the impact of cultural awareness on idiomatic translation in politically sensitive contexts. While earlier works addressed general cultural challenges, this study provides a focused analysis of political idioms, expanding the scope of cultural translation studies.

**Bridging Theoretical and Practical Perspectives**

Unlike theoretical studies like Al-Jarf (2023), which analyzed cultural metaphors and formulaic expressions, this paper integrates empirical data to illustrate practical challenges and solutions in idiomatic translation. It applies Skopos Theory to real-world examples, offering actionable insights for translators.

**Innovating Through Comparative Analysis**

The study's detailed analysis of idiomatic expressions aligns with works like Aziz and Mokarram (2024), which highlighted the necessity of contextual adaptation in idiom translation. However, this paper goes further by addressing the political and journalistic implications of idiomatic translation, making it uniquely relevant to the field of media and political studies.

### Highlighting Technological Gaps

While studies such as Almaaytah (2022) explored the use of AI in idiomatic translation, this paper identifies the underutilization of AI tools for culturally nuanced idiomatic expressions, particularly in political contexts. This presents a potential area for further research and application.

### Conclusion

The purpose of this study was to examine the role of cultural awareness in the translation of English idioms into Arabic in political news, where clarity and precision are highly important. What these findings suggest, in turn, is that idiomatic translation does not just require any kind of linguistic equivalence; it is ultimately better achieved when the expressions match the norms and expectations of the target audience. In a similar vein, the study highlights the difficulties associated with linguistic and cultural diversity between English and Arabic — varying metaphorical imagery and cultural references — and emphasizes the necessity for creative, context-aware approaches. The study applies Skopos Theory to illustrate how focusing on the purpose and function of the translation improves its cultural and contextual resonance in the target milieu. The analysis of 35 idioms in highly politically oriented texts shows the necessity of cultural adaptation as an important aspect of effective communication. They also contribute to the field of translation studies by pursuing an underexplored avenue and offering blocks for future work integrating technological resources like artificial intelligence into idiomatic translation.

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