## **Comics Scanlation and Publishing Houses Translation**

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**Abstract :** Comics is a multimodal text wherein meaning is created by taking in all modes of expression at once. It uses two different semiotic modes, the verbal and the visual modes, together to make meaning and these different semiotic modes can be socially and culturally shaped to give meaning. Therefore, comics translation cannot treat comics as a monomodal text by translating only the verbal mode inside or outside the speech balloons as the cultural differences are encoded in the visual mode as well. Due to the development of the internet and editing software, comics translation is not anymore confined to the publishing houses and official translation as scanlation, or the fan translation took the initiative in translating comics for being emotionally attracted to the culture and genre. Scanlation is carried out by volunteering fans who translate out of passion. However, quality is one of the debatable issues relating to scanlation and fan translation. This study will investigate how the dynamic multimodal relationship in comics is exploited and interpreted in the translation by exploring the translation strategies and procedures adopted by the publishing houses and scanlation in interpreting comics into Arabic using three analytical frameworks; cultural references model, multimodal relation model and translation strategies and procedures models. **Keywords :** comics, multimodality, translation, scanlation

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