LOCALIZING THE FILM POSTERS: *SPIDER-MAN: FAR FROM HOME*

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INTRODUCTION

In this research we aim to study the role of cultural factors in designing the film posters. For the case study, *SPIDER-MAN: FAR FROM HOME* is chosen, and 6 different translated posters will be comparatively analyzed. We try to reveal differences between the posters presented to viewers in 5 different countries and understand the reasons behind different preferences. Referring to the role of images in media and TV, "target culture" elements used in the posters of the film *SPIDER-MAN: FAR FROM HOME* will be analysed and data will be collected from literature researches and visual analyses. Following these researches and analysis, the subject will be examined in line with some methods and strategies.

LITERATURE REVIEW

Previous research has shown that the purpose of the film posters is to attract attention of the target viewers and make them watch the movie, thus this kind of text is "operative text" (Reiss 1971). In fact, at this point it is also possible to mention advertising translation in a sense. In this study, it is aimed to investigate this missing point in the field of film translation and to present the relationship between poster and target culture. The concept of localization means the process of making something local in character or restricting it to a particular place. This concept has an important role in our investigation, since film posters harbor various culture specific elements, such as visual materials including pictures of local places, colors peculiar to local culture etc. Viewers' first thoughts about the film are formed after they look at the poster. In that, our research has proven that cultural elements, especially visual ones, are of great importance in poster design.

METHODOLOGY

Data will be collected from literature researches and visual analyses. Following these researches and analysis, the subject will be examined in line with some methods and strategies. This will be the main focus of this article. Poster designs were created for the target viewer of that country. By featuring these designs, the article will examine the cause of these changes and from which cultural elements they originate.
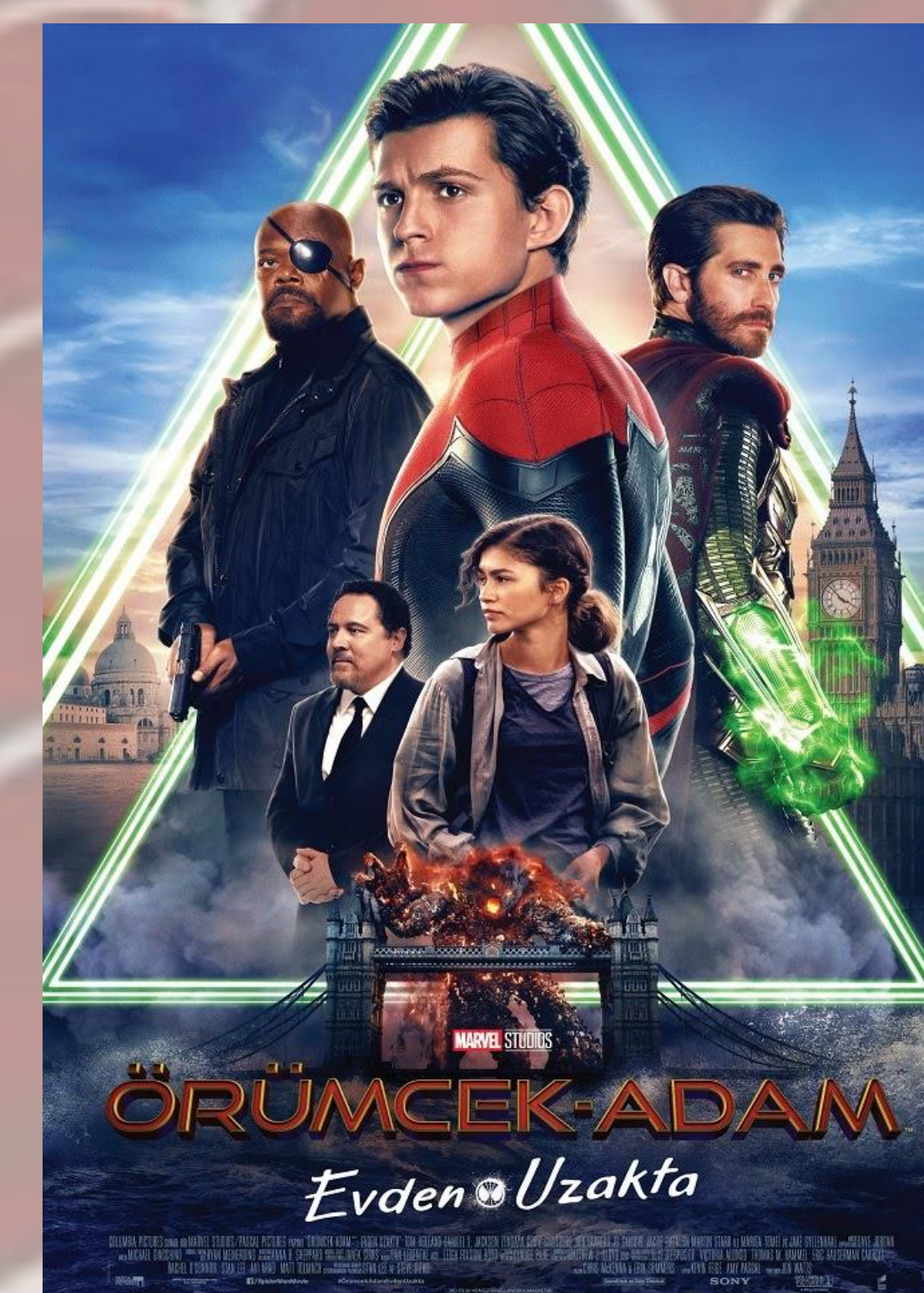
USA

ITALY

CHINA

UK

TURKEY

LIMITATIONS

- Examination of posters belonging to five countries only.
- Considering only visual elements in comparison
- Consultation with only a few experts.

EVALUATION AND CONCLUSION

USA: We see the symbols of the famous structures of the countries that take place in the film. The stickers give us an idea that this film will take place in different countries.

Italy: On this poster, Spider-Man is dangling from a bridge in the Great Canal. This reflects the lively and free spirit of the Italians. We see that colors and tones are in harmony. It is possible to associate this feature with Italy's being an art city.

China: The first poster features the fish "Koi" that evoke luck and prosperity in Far East culture. This special fish functions as a description and it represents patience, power and tenacity. In the second poster, we see that fans have been designed as Spiderman's wings. These fans actually have been designed to highlight "Chinese traditional fan dance". It is also possible to say that the dominant color of the poster is red. In Chinese culture, red means dignity, luck, dignity and happiness.

UK: The famous clock tower is featured. Spider-Man looks around through the famous London Bridge. This evokes "the sense of ownership" in the target culture. In addition, in this poster a bird's eye-view technique is used. This technique represents Spider-Man's physical strength and observation skills.

Turkey: Unlike other posters, in the poster designed for Turkish viewers, actresses and actors are featured. The main aim here is to highlight the famous people that the target culture appreciates and follows and make the target culture curious. Green color is used as light. The color green emphasizes prosperity, confidence, vitality and positivity. We can relate green with Spider-Man's success.

We have proven that culture has great impact in poster designs. As a result of our analysis, we learned that the culture is reflected in the poster of the film as well as in the overall film.

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