

Specialised Translation and Conference Interpretation - 2025-26

Scientific-Technical Translation from Italian into English II

Lesson 2: 24 February 2026

- Some Examples of Localization

Localization (Localisation)

- 'Standardized' (one website for all countries)
- 'Semi-localized' (one site gives information for some countries)
- 'Localized' (a whole translated site for different countries)
- 'Highly localized' (translations plus country-specific adaptations)
- 'Culturally customized' (a new site completely immersed in the target culture)

Singh, Nitish & Arun Pereira, The Culturally Customized Web Site: Customizing Web Sites for the Global Marketplace, 2005

UK Parliament: Standardized

The screenshot displays the UK Parliament website's navigation and content for the House of Commons. At the top, a dark blue header contains the UK Parliament logo and a menu with items: Business, MPs, Lords & offices, About, Get involved, Visit, and More. A search icon is also present. Below this, a green banner features the text 'UK Parliament' and a button for 'House of Commons'. A breadcrumb trail reads 'UK Parliament > Parliamentary business > House of Commons'. The main content area is titled 'House of Commons' and includes a paragraph: 'The UK public elects 650 Members of Parliament (MPs) to represent their interests and concerns in the House of Commons. MPs consider and propose new laws, and can scrutinise government policies by asking ministers questions about current issues either in the Commons Chamber or in Committees.' Below the text are two card-style links: 'Latest House of Commons business papers' and 'Governance of the House of Commons'. To the right, a 'Find your MP' section contains a search form with a 'Find' button and a 'View all MPs' link. At the bottom right, a 'Latest tweets' section is partially visible.

<https://www.parliament.uk/business/commons/>

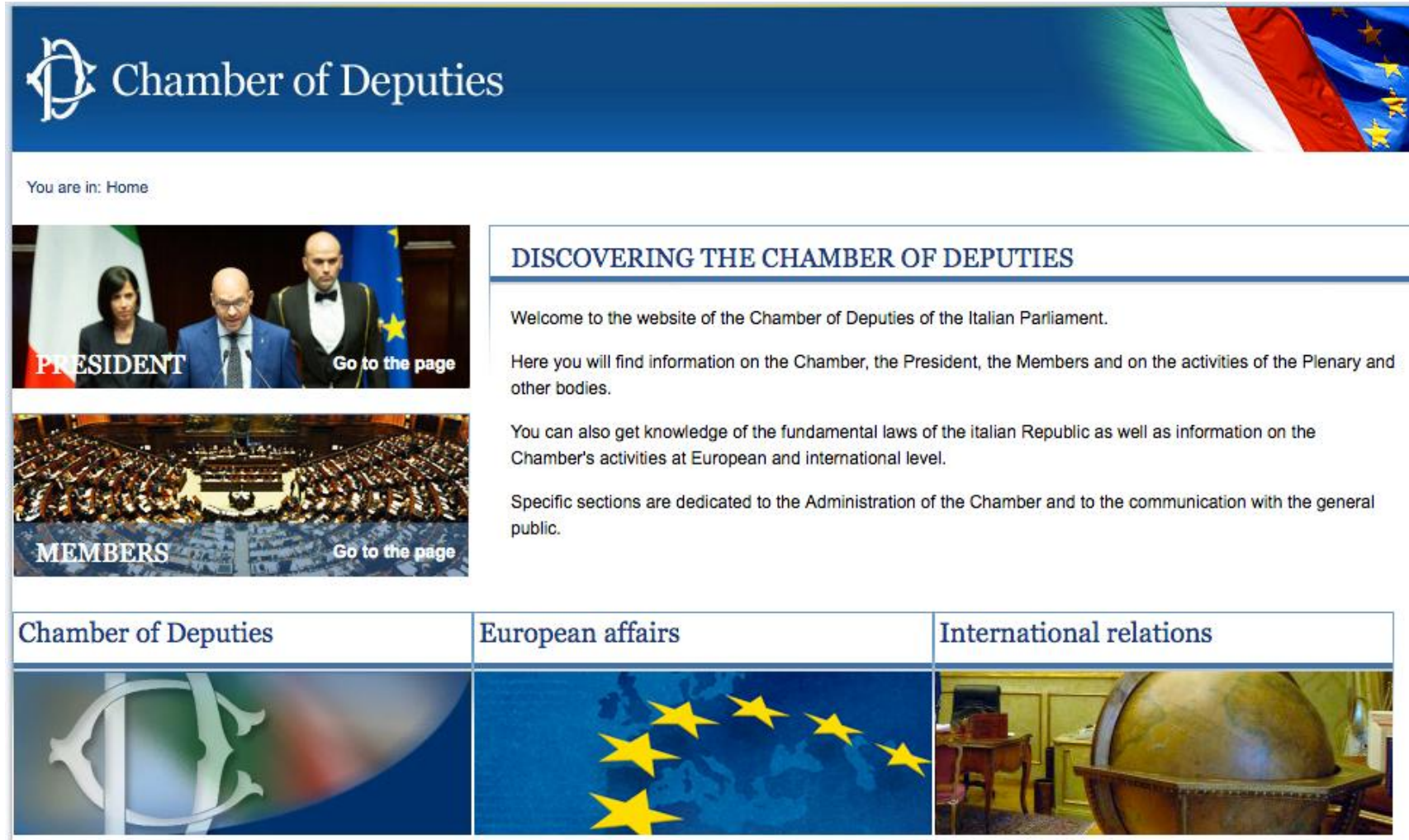
Italian Parliament



The screenshot shows the homepage of the Italian Parliament website. At the top, there is a navigation bar with the logo of the Camera dei deputati, the European Union flag, the Italian Parliament logo, and links for 'Scrivi', 'Sito mobile', 'EN FR', and 'dati.camera.it'. Social media icons for LinkedIn, X, Facebook, Instagram, YouTube, and a mobile app icon are also present. Below the navigation bar is a large banner image of the Chamber of Deputies in session. Underneath the banner is a horizontal menu with links: 'Deputati e Organi', 'Lavori', 'Documenti', 'Comunicazione', 'Conoscere la Camera', 'Europa', 'Internazionale', and a red 'Accesso rapido' button with a search icon. The main content area features three featured sections: 'Il Presidente' with a photo of the President and a link to his homepage; 'I Deputati' with a photo of the Chamber and a link to biographical and social data; and 'Visita la Camera' with a photo of the Chamber and a link to locations and images. Below these sections is a link to 'comunicazione.camera.it'. The bottom section features a large photo of the Chamber and a news article titled 'Approvato decreto Milleproroghe' with a sub-headline 'I lavori dell'Assemblea dal 19 al 21 febbraio'. The article text mentions a motion on freedom of information, a law proposal on National Unity Day, and a historical text on revocation of protest. A 'Diretta' (Live) button is also visible.

<https://www.camera.it/leg19/1>

Italian Parliament: Semi-Localized



The screenshot shows the homepage of the Chamber of Deputies website. At the top, there is a blue header with the Chamber of Deputies logo and the text "Chamber of Deputies". To the right of the header is a banner image of the Italian flag and the European Union flag. Below the header, there is a navigation bar with the text "You are in: Home". The main content area is divided into two columns. The left column features two large images: the top one shows the President of the Chamber of Deputies with the text "PRESIDENT" and "Go to the page"; the bottom one shows the Chamber of Deputies in session with the text "MEMBERS" and "Go to the page". The right column has a section titled "DISCOVERING THE CHAMBER OF DEPUTIES" with a blue underline. Below this title, there is a welcome message: "Welcome to the website of the Chamber of Deputies of the Italian Parliament. Here you will find information on the Chamber, the President, the Members and on the activities of the Plenary and other bodies. You can also get knowledge of the fundamental laws of the Italian Republic as well as information on the Chamber's activities at European and international level. Specific sections are dedicated to the Administration of the Chamber and to the communication with the general public." Below the text, there is a table with three columns: "Chamber of Deputies", "European affairs", and "International relations". Each column has a corresponding image below it: the Chamber of Deputies logo for "Chamber of Deputies", the European Union flag for "European affairs", and a globe for "International relations".

Chamber of Deputies

European affairs

International relations

<http://en.camera.it/>

Canterbury Cathedral: Standardized

Safeguarding Accessibility Latest news Donate now

Canterbury Cathedral

Our story Visit Worship & Music What's on Get involved Learning & Collections Shop

Welcome to Canterbury Cathedral

Discover a day out 1,400 years in the making.

Multi-day tickets from £18.00. [Book today](#)

Kids Go Free (T&Cs apply). [Book now](#)

Daily worship - [All welcome](#)

Watch our pre-visit film

Visit Worship What's on

<https://www.canterbury-cathedral.org>

Milan Cathedral



VARIAZIONE DUOMO


VISUALIZZA TUTTE LE NOTIFICHE X

Variation Duomo, Area Archeologica, Scurolo di San Carlo e scale per le terrazze - sospensione biglietto fino alle 12.30.



<https://www.duomomilano.it>

Milan Cathedral: Semi-Localized



The screenshot shows the website for Duomo di Milano. The top navigation bar includes the logo, 'DUOMO DI MILANO', and menu items: 'LITURGIC LIFE', 'CULTURE AND ART', 'VISIT', 'DONATE', 'SHOP', and a 'BUY TICKETS' button. There are also search and language options. The main content area features a notice titled 'DUOMO VARIATION' with a 'VIEW ALL NOTICE' link. The notice text states: 'Cathedral, Archaeological Area, St Charles Crypt and stairs to rooftop variations - Visitors admission and ticketing are interrupted to 12.30pm.' Below the notice is a large photograph of an art gallery with white walls, a central statue on a pedestal, and framed photographs. Overlaid on the photograph is the text 'Duomo d'Autore. Contemporary photographs of Milan Cathedral'. A chat icon is visible in the bottom right corner of the image area.

DUOMO DI MILANO

LITURGIC LIFE CULTURE AND ART VISIT DONATE SHOP BUY TICKETS

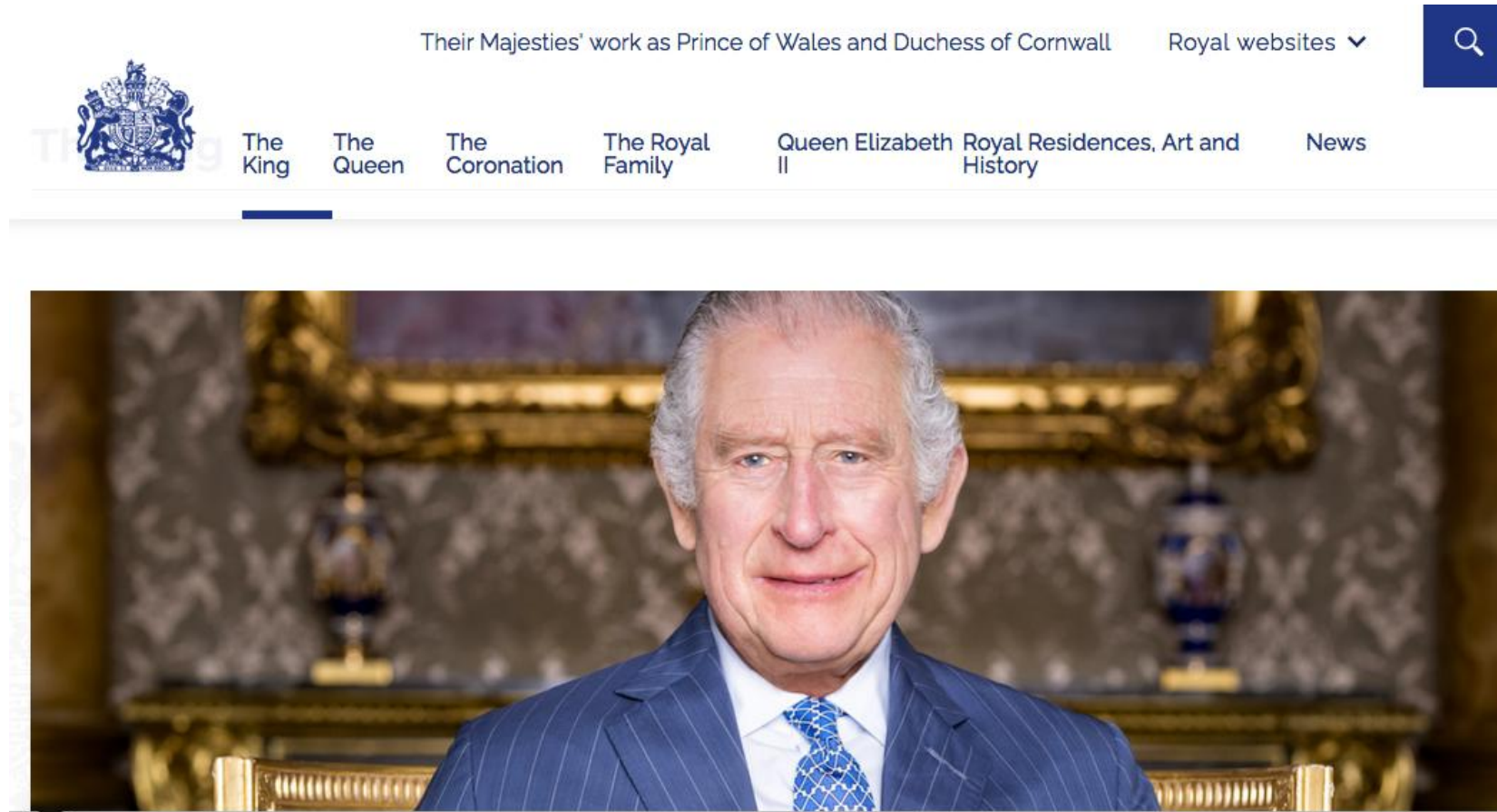
DUOMO VARIATION VIEW ALL NOTICE

Cathedral, Archaeological Area, St Charles Crypt and stairs to rooftop variations - Visitors admission and ticketing are interrupted to 12.30pm.

Duomo d'Autore. Contemporary photographs of Milan Cathedral

<https://www.duomomilano.it/en/>

Head of State: Semi-Localized



<https://www.royal.uk/the-king>

Head of State: Semi-Localized



Diolch am ymweld â gwefan swyddogol y Teulu Brenhinol.



<https://www.royal.uk/cymraeg-0>

Head of State: Semi-Localized



The King

The Queen

The Coronation

The Royal Family

Queen Elizabeth II

Royal Residences, Art and History

News

Gàidhlig

Tapadh leibh airson tadhal air làrach-lìn oifigeil an Teaghlaich Rìoghail



<https://www.royal.uk/gaidhlig>

Head of State

MENU

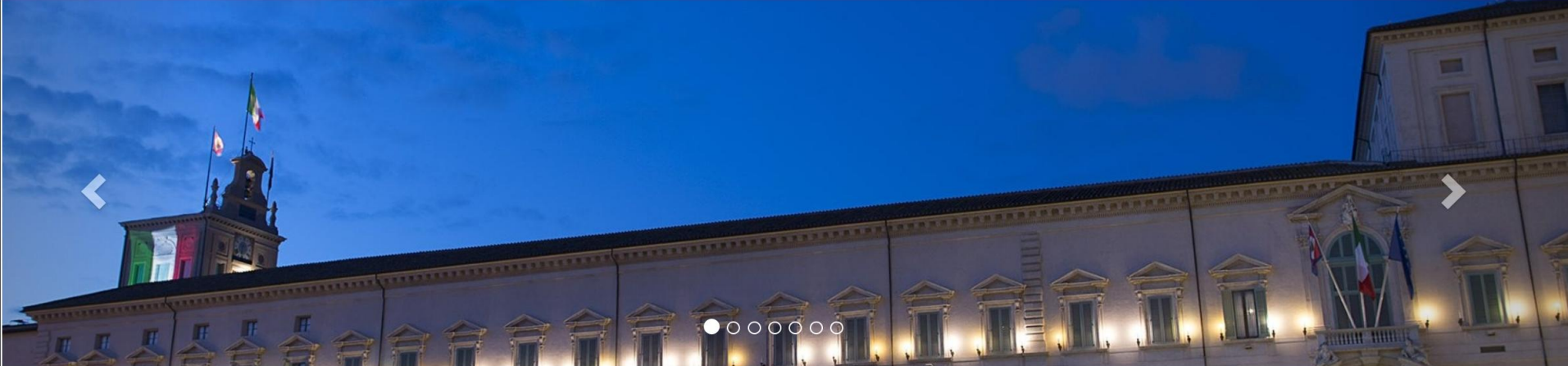
PR Presidenza DELLA REPUBBLICA

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visite - mostre - concerti
al Quirinale

QUIRINALE
CONTEMPORANEO

Visita
Castelporziano



LA VISITA



IL PRESIDENTE MATTARELLA A NISCEMI

Il Presidente della Repubblica, Sergio Mattarella, si è recato a Niscemi, accolto dal Sindaco Massimiliano Conti. Dopo una visita del centro della cittadina, il Capo dello Stato ha incontrato gli alunni e la comunità scolastica dell'Istituto comprensivo G. Verga, che attualmente ospita alcune classi dell'Istituto comprensivo ad indirizzo musicale M.L. Salerno, sgomberate dopo la frana che ha colpito Niscemi.

▶ Video
📷 Foto

[continua ▶](#)

<http://www.quirinale.it/>

Head of State: Semi-Localized



ENGLISH

BIOGRAPHY



The President Sergio Mattarella

SPEECHES AND COMMUNIQUÉES

- Speeches and documents
- Communiquées

THE FUNCTIONS OF THE PRESIDENT

- The Supreme Council of Defence

- ❖ Biography
- ❖ Speeches and Communiquées
- ❖ The functions of the President
- ❖ The Symbols

sections:

- ❖ The Constitution (En)
- ❖ La Constitution (Fr)

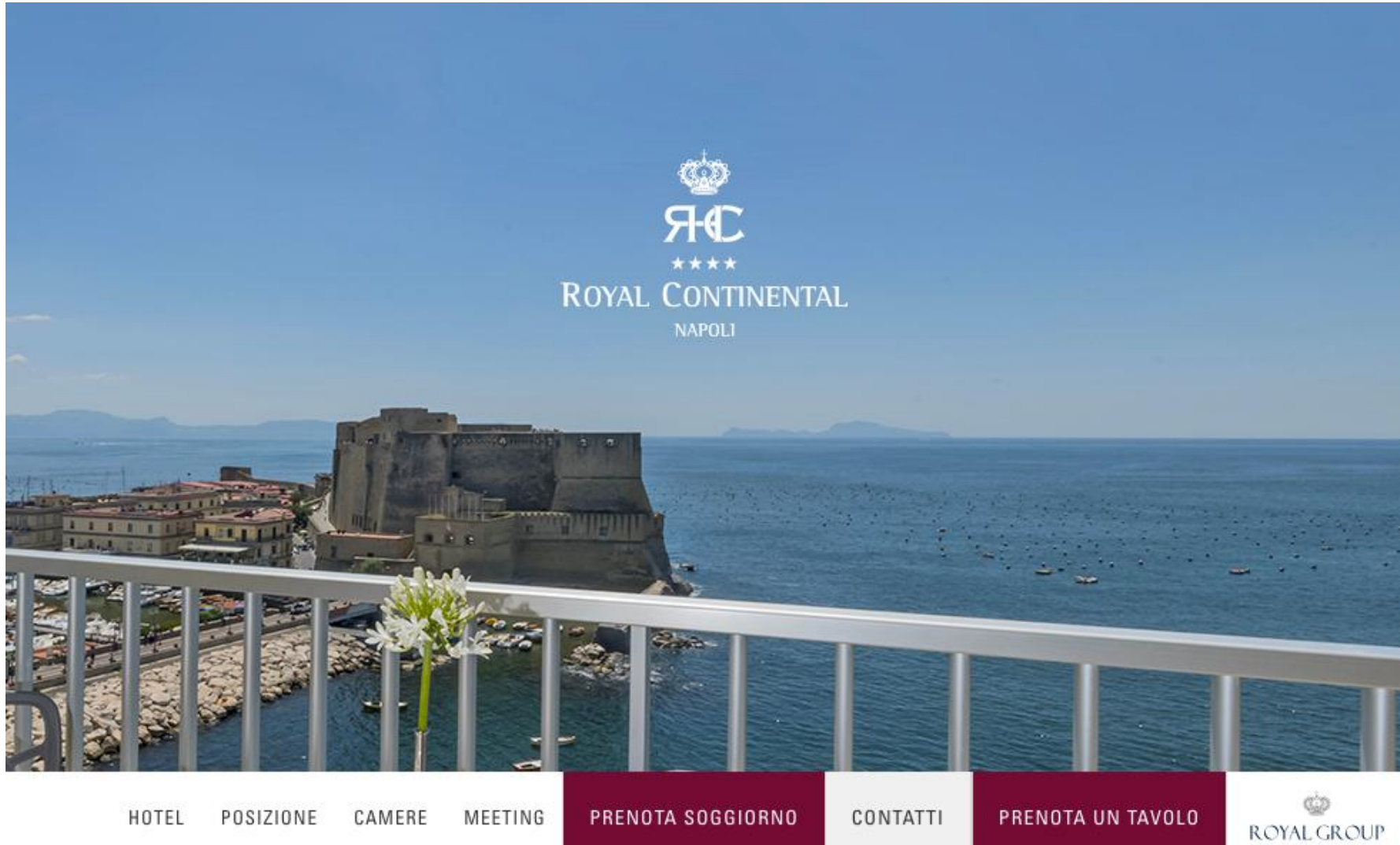
<http://www.quirinale.it/qrnw/presidente/lingue/en/en.html/>

Luxury Hotel: Standardized



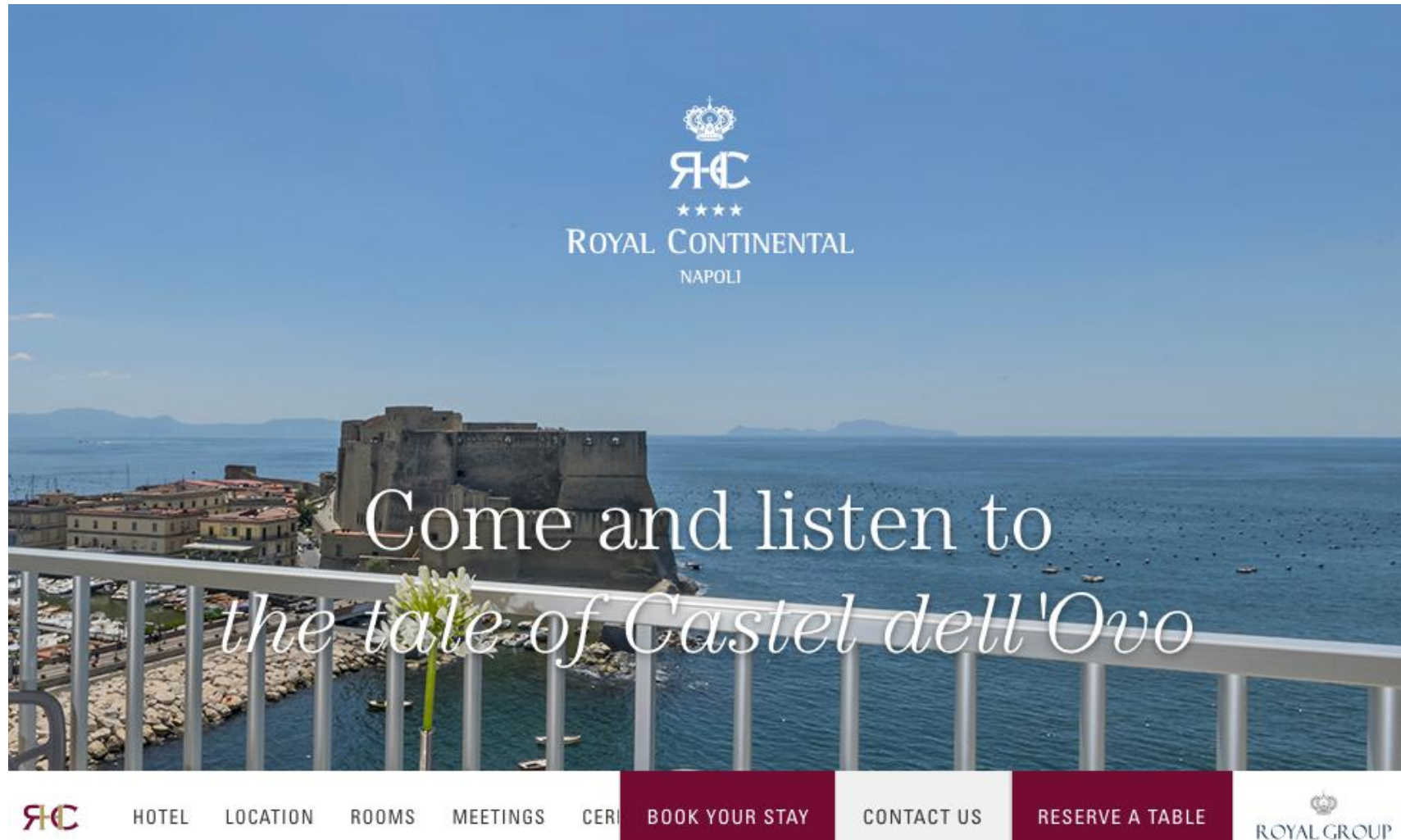
<https://www.theritzlondon.com/>

Luxury Hotel



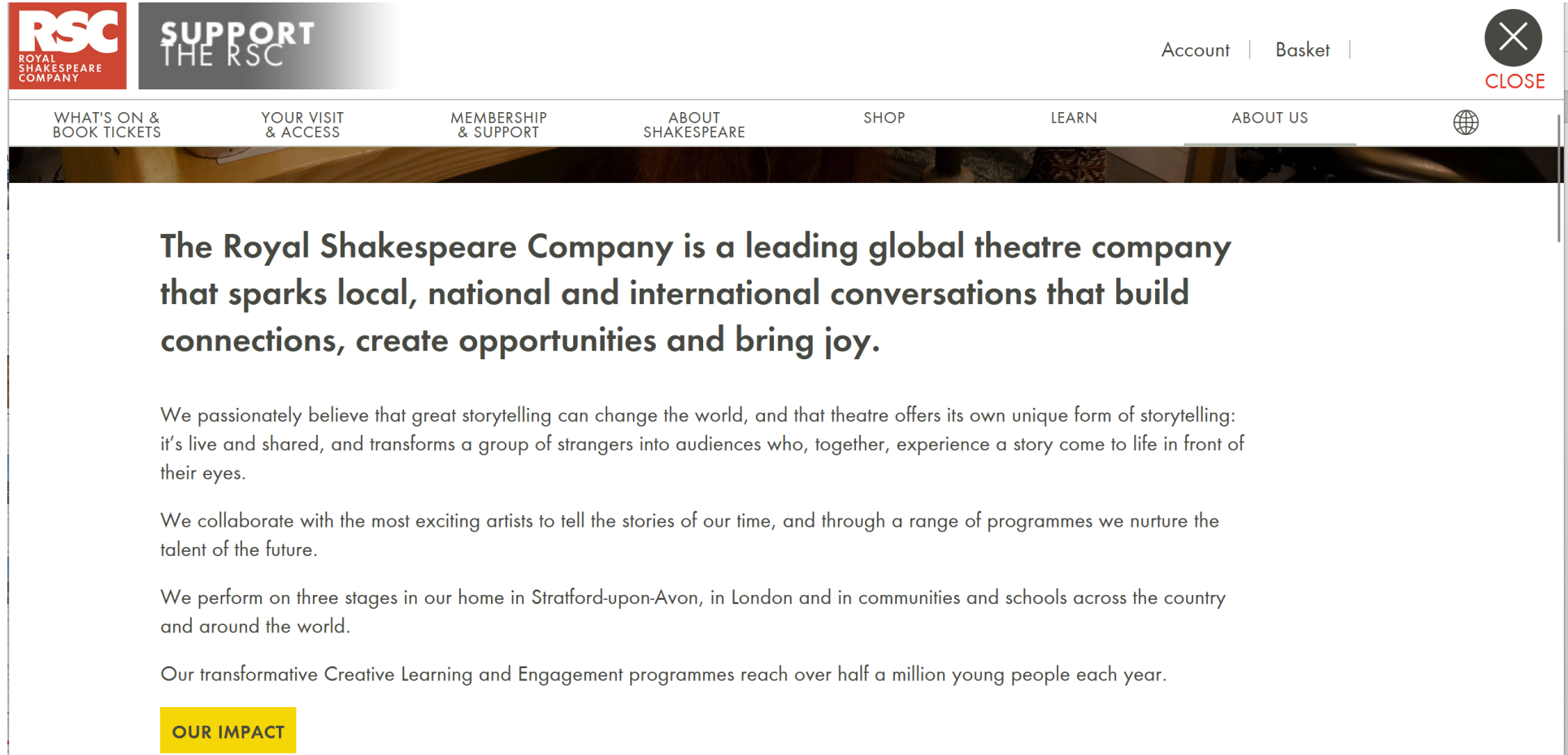
<https://www.royalgroup.it/royalcontinental/it>

Luxury Hotel: Semi-Localized




<https://www.royalgroup.it/royalcontinental/en>


Culture



RSC
ROYAL SHAKESPEARE COMPANY

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The Royal Shakespeare Company is a leading global theatre company that sparks local, national and international conversations that build connections, create opportunities and bring joy.

We passionately believe that great storytelling can change the world, and that theatre offers its own unique form of storytelling: it's live and shared, and transforms a group of strangers into audiences who, together, experience a story come to life in front of their eyes.

We collaborate with the most exciting artists to tell the stories of our time, and through a range of programmes we nurture the talent of the future.

We perform on three stages in our home in Stratford-upon-Avon, in London and in communities and schools across the country and around the world.

Our transformative Creative Learning and Engagement programmes reach over half a million young people each year.

OUR IMPACT

<https://www.rsc.org.uk/about-us>

Culture: Semi-Localized



SUPPORT
THE RSC

Account | Basket |



Benvenuti alla Royal Shakespeare Company, la più famosa compagnia di teatro del mondo. La nostra sede si trova a Stratford-upon-Avon, la città in cui nacque ed è sepolto il drammaturgo William Shakespeare. Siamo aperti tutti i giorni e saremo lieti di ricevervi e mostrarvi la nostra sede.

Durante la visita potrete:

- Assistere a una rappresentazione (Di solito, recitiamo in lingua inglese e le opere di Shakespeare vengono recitate nella lingua inglese del periodo elisabettiano)
- Visitare gratuitamente le nostre esposizioni.
- Servirvi dei nostri servizi di caffetteria, bar o del ristorante situato sulla terrazza all'ultimo piano dell'edificio.
- Godervi i panorami dalla nostra torre di Stratford-upon-Avon e della campagna antistante.
- Partecipare alla visita guidata del teatro

Se desiderate che il vostro interprete conduca la visita del teatro, è necessario effettuare prima la prenotazione.

Il nostro edificio dispone di accesso facilitato ed è perfettamente adatto ai bambini. È dotato infatti di spazi adibiti al cambio dei più piccoli e a rampe di accesso per sedie a rotelle e passeggini.

Per prenotare o avere maggiori informazioni inviate un'email a info@rsc.org.uk.

Si noti che gran parte del nostro sito Web è in Inglese.

Per ulteriori dettagli relativi alle altre attrazioni presenti nell'area, [Shakespeare's England](#)

<https://www.rsc.org.uk/welcome/italian>

Stagione

Stagione 25/26

[Il Ring alla Scala 2026](#)

Biglietteria

Acquista online

Biglietti

Abbonamenti e Carnet

Giovani e promozioni

Regolamento di biglietteria

Nibelungen di Richard Wagner, con la direzione affidata a due maestri di fama internazionale: **Simone Young** e **Alexander Soddy**.

La regia è di **David McVicar**, uno dei nomi più autorevoli del panorama registico internazionale, che alla Scala è stato applaudito in un vasto repertorio, da Cavalli a Berlioz, Cilea e Verdi.

Nel prestigioso cast spiccano **Michael Volle**, che sarà Wotan nell'intero ciclo, **Camilla Nylund** come Brünnhilde e **Klaus Florian Vogt** come Siegfried.

Le quattro nuove produzioni vengono dapprima presentate – una alla volta – nel corso di tre stagioni: *Das Rheingold* a ottobre-novembre 2024, *Die Walküre* a febbraio 2025, *Siegfried* a giugno 2025 e *Götterdämmerung* a febbraio 2026.

(L'ANELLO DEL NIBELUNGO)

Richard Wagner

Nuova produzione

Simone Young / **Alexander Soddy**, direttori

David McVicar, regia

David McVicar e **Hannah Postlethwaite**, scene

Emma Kingsbury, costumi

<https://www.teatroallascala.org/it/ring-des-nibelungen.html>

Culture: Semi-Localized



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DER RING DES NIBELUNGEN

[SUBSCRIBE](#)

After ten years, Teatro alla Scala presents a new production of Richard Wagner's *Der Ring des Nibelungen*, under the baton of **Simone Young** and **Alexander Soddy**.

The direction is entrusted to **David McVicar**, internationally acknowledged among the most appreciated opera directors of our time and who has already staged a broad repertoire of titles at La Scala, ranging from Cavalli to Berlioz, Cilea, and Verdi.

The vocal cast offers important Wagnerian voices such as **Michael Volle**, performing as Wotan in the whole cycle, **Camilla Nylund** as Brünnhilde and **Klaus Florian Vogt** as Siegfried.

DER RING DES NIBELUNGEN

Richard Wagner

New production

Simone Young / **Alexander Soddy**, conductors

David McVicar, staging

David McVicar and **Hannah Postlethwaite**, sets

Emma Kingsbury, costumes

<https://www.teatroallascala.org/en/ring-des-nibelungen.html>

Travel

The screenshot shows the easyJet website interface. At the top, there is a navigation bar with links for 'Holidays', 'Manage Bookings', 'Check In', 'Help', and 'English'. Below this is the 'easyJet' logo and a secondary navigation bar with 'Flight Info', 'Holidays', 'Cars/Extras', 'Business', and 'Booking.com'. A 'Sign In' button is located on the right. A promotional banner reads 'BOOK NOW • SPRING FLIGHTS FROM £19.99 & UP TO £500 OFF HOLIDAYS'. The main content area features a search bar with fields for 'From' (Verona (VRN)), 'To' (Country, city, airport), 'When' (Choose your dates), and 'Who' (1 adult), followed by a 'Show flights' button. Below the search bar is a large banner for 'SPAIN: SUN, FUN, SORTED!' with two promotional boxes. The first box offers 'THOUSANDS OF SEATS UNDER £28' and lists destinations like Alicante, Malaga, Palma, Tenerife, Barcelona, and Madrid. The second box offers 'UP TO £500 OFF PACKAGE HOLIDAYS' and includes the code 'BIGSALE'.

Holidays | Manage Bookings | Check In | Help | English

easyJet | Flight Info | Holidays | Cars/Extras | Business | Booking.com | Sign In

BOOK NOW • SPRING FLIGHTS FROM £19.99 & UP TO £500 OFF HOLIDAYS

Flights | Package Holidays | Cars

From: Verona (VRN) | To: Country, city, airport | When: Choose your dates | Who: 1 adult | Show flights

SPAIN: SUN, FUN, SORTED!

THOUSANDS OF SEATS UNDER £28
Discover sun-soaked Alicante, vibrant Malaga, stunning Palma, lively Tenerife, buzzing Barcelona and majestic Madrid—all just a flight away!
Book flights

UP TO £500 OFF PACKAGE HOLIDAYS
Don't miss out on holidays savings. Holidays are selling fast! Use code BIGSALE to save on your next break.
Book package holidays

<https://www.easyjet.com/en>

Travel: Localized

Gestisci le tue prenotazioni | Check-in | Guida | Italiano

easyJet | Informazioni sui voli | Auto/extra | Affari | Hotel | [Accedi](#)

Voli | Hotel | Auto

Da Quando Passeggeri [Mostra voli](#)

LA PRIMAVERA COMINCIA AL VOLO

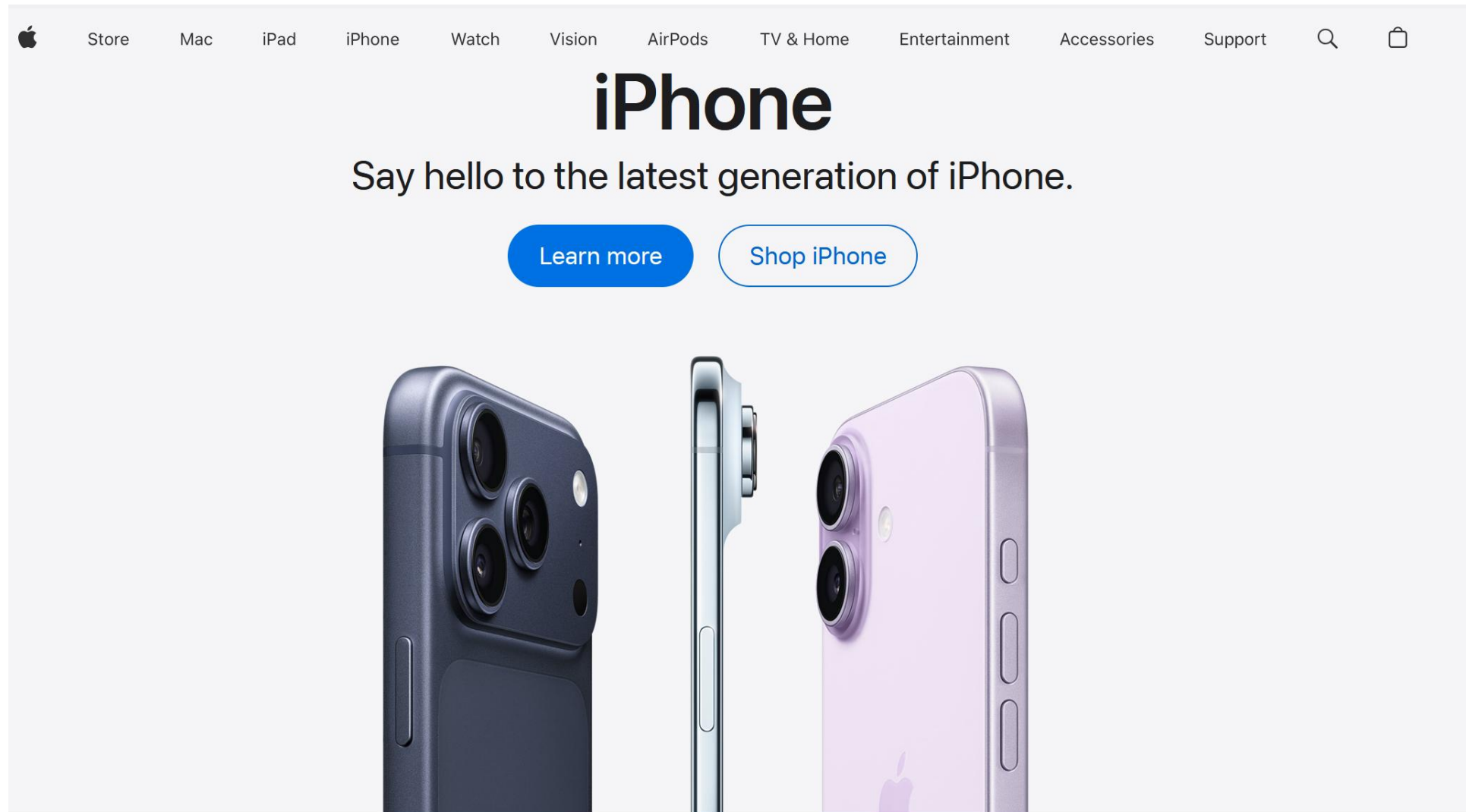
LE MIGLIORI CITTÀ EUROPEE DA €25*

Parigi, Barcellona, Francoforte, Monaco, Dusseldorf, Zurigo e molte altre: scegli la tua e cambia stagione al volo.

[Offerte da marzo a maggio](#)

<https://www.easyjet.com/it>

Hi-Tech: Highly-Localized



<https://www.apple.com/uk/>

Hi-Tech: Highly-Localized



Store

Mac

iPad

iPhone

Watch

AirPods

TV & Casa

Intrattenimento

Accessori

Supporto



iPhone

Vieni a conoscere la nuova generazione di iPhone.

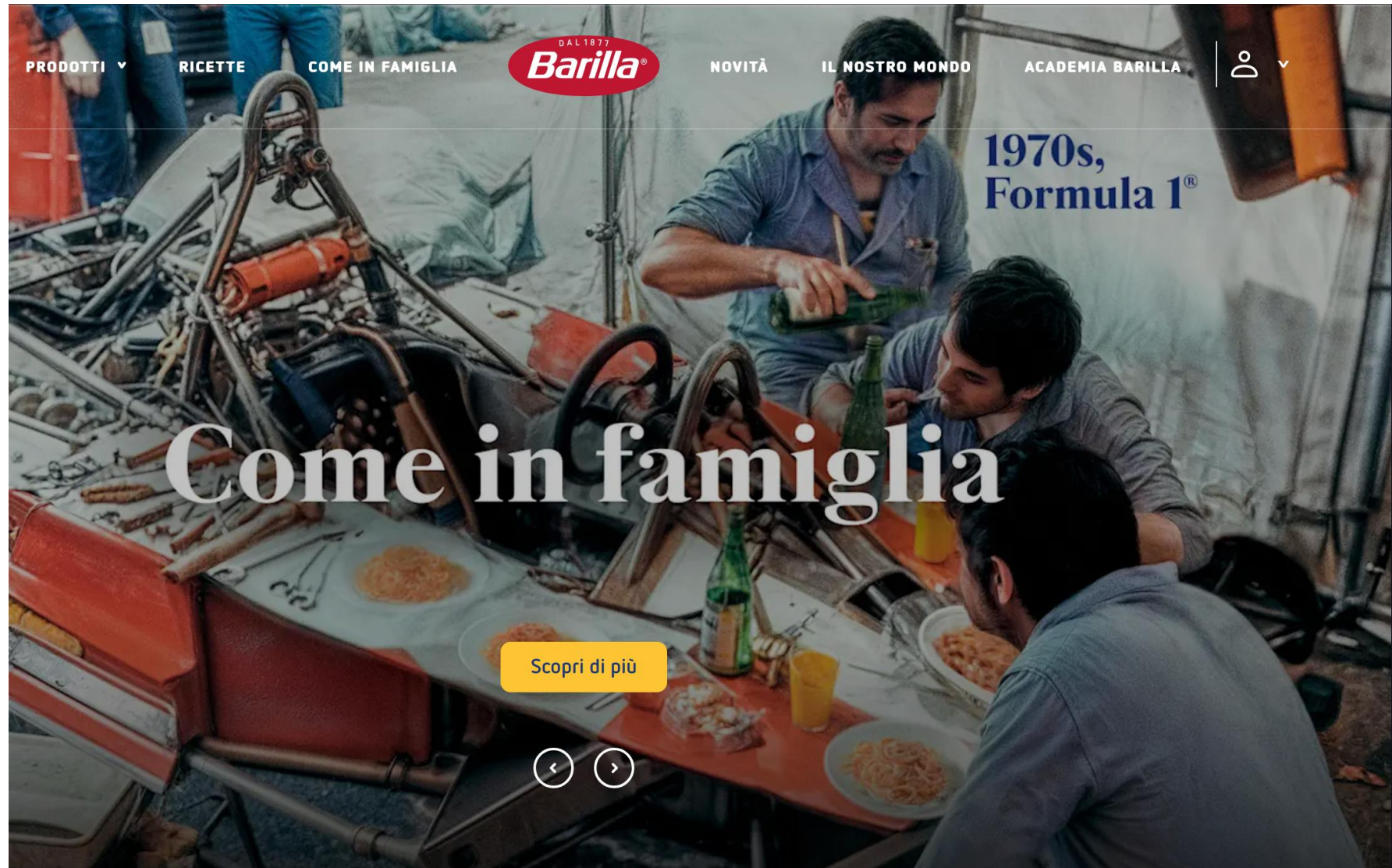
Scopri di più

Acquista iPhone

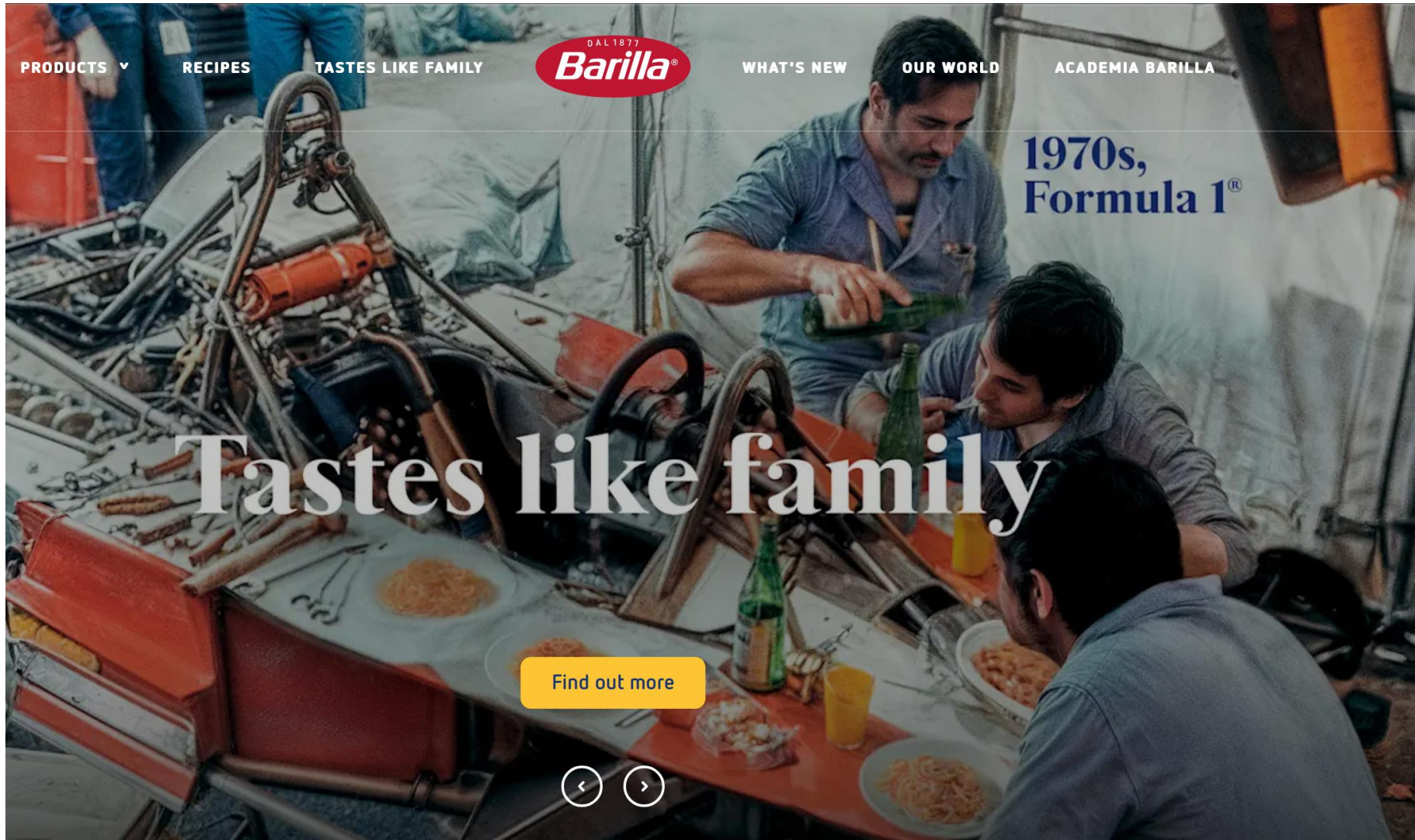


<https://www.apple.com/it/>

Food



Food



Food: Culturally Customized

The screenshot shows the Barilla website's navigation menu at the top with links for PRODUCTS, RECIPES, BARILLA PASTA TASTES LIKE FAMILY, NEWS & ARTICLES, and HOW TO. The Barilla logo is centered in the navigation bar. Below the navigation, a breadcrumb trail reads '← Help and Support'. The main content area features a large image of a lasagna on a white plate with a blue rim. Overlaid on this image is the title 'How to: Make Lasagna with Your Air Fryer' in large white text. Below the image, a dark blue banner contains the text 'LASAGNE TIPS' and 'Discover the best lasagna hacks for easy, fast, and delicious Italian-inspired lasagna.' In the bottom right corner of the page, there is a white chat bubble with a close button (X) and the text 'Looking for Recipes?' next to a circular icon of a pot.

Culturally Customized

RECIPES BARILLA PASTA TASTES LIKE FAMILY **Barilla** DAL 1877 NEWS & ARTICLES HOW TO

Ready Pasta

Perfect Pasta In 60 Seconds

[View shapes](#)

FULLY COOKED PASTA. TOTALLY DELICIOUS.

3 Ingredients. Zero Preservatives. Non-GMO.

Barilla® Ready Pasta is a delicious, fully cooked pasta that's ready in the microwave in just 60 seconds. Made with 3 simple ingredients - a dash of extra virgin olive oil, a pinch

Localization Problems 1: KFC

When KFC entered the Chinese market the translation of the famous slogan “Finger lickin’ good!” into Chinese became “Eat your fingers off.”

Localization Problems 2: Electrolux

The vacuum cleaner manufacturer Electrolux had a successful advertising campaign in Britain with the slogan “Nothing sucks like Electrolux.”

However, in the United States, the slogan was less successful: in American English, “sucks” is a slang term applied to something awful or useless.

Localization Problems 3: Perdue

Perdue Farms' CEO Frank Perdue was one of the first CEOs to appear in advertisements promoting products. Perdue's famous slogan was "It takes a tough man to make a tender chicken," which commonly featured on advertising billboards with an accompanying photo of Frank Perdue himself clutching a rooster. The Spanish 'translation' of the slogan could be interpreted as "It takes a hard man to make a chicken aroused."