

GROUP D

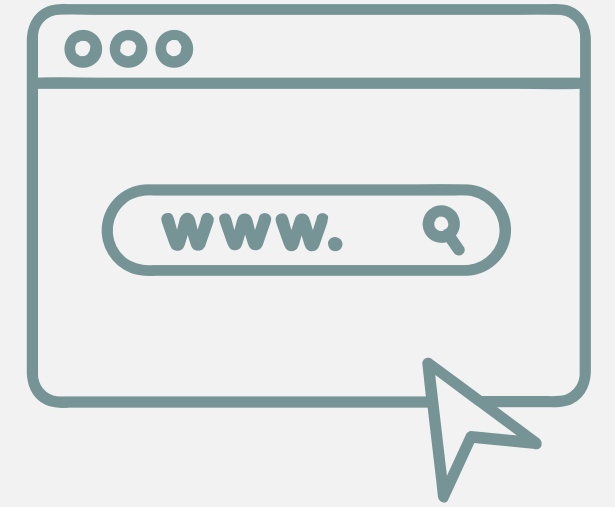
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WEBSITE LOCALIZATION AND TRANSLATION

Sandrini Peter, 2005

Terminology of localization

- Website
- Locale
- Internationalization
- Globalization



Is translation a part of localization?

Translation involves linguistic and cultural adaptation and therefore may be seen as the broader concept that includes **localization**.

CHOOSE LANGUAGE

 English ▾

Hello, How are you?



 Spanish ▾

Hola ¿Como estas?



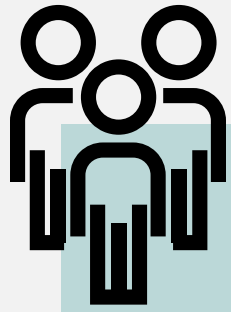
A website is made of:

- an address
- a domain name
- text
- pictures
- multimedia files
- transactional assets
- community assests

Hypertext

- no sequential entrance to a linear text
- limited size of a webpage
- short-lived texts

Functional Perspective



User demands

- information in their own language
- clarity, usability and culturally appropriate content
- no confusion or discomfort

Client goals

- strategic objectives
- differences between languages

NEW DEFINITION

the process of modifying a website for a specific locale according to the goals outlined by the client.

SKOPOS THEORY

TT must fulfill its intended purpose
=
achievement of communicative and marketing goals

SUCCESSFULL LOCALIZATION

- Client's purpose
- Cooperation between: management, marketing specialists, web authors, localizers

Three approaches:

1

Monarchist approach

content is centrally controlled and simply translated

2

Anarchist approach

local sites are created independently

3

Federalist approach

combines global, regional and local content

Economic and business aspects of website localization

- Localization is not only a linguistic process
- Translating and adapting a website requires money, time and technology
- Companies use tools such as translation memories, terminology databases, and content management systems
→ they reduce costs and make the localization process more efficient

Return on Investment (ROI)

- Will the localization bring economic benefits?
- Localization can help companies enter new markets, increase online sales, or improve customer support



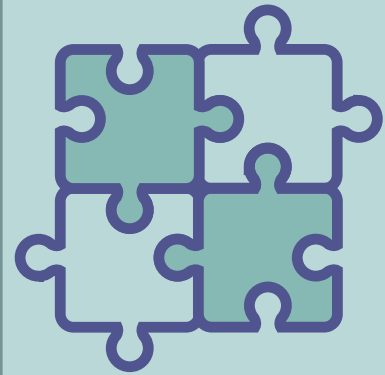
Strategic questions

- Does the target market needs their products?
- Can the customers afford them?
- How will the products be delivered?
- How much the localization will cost?

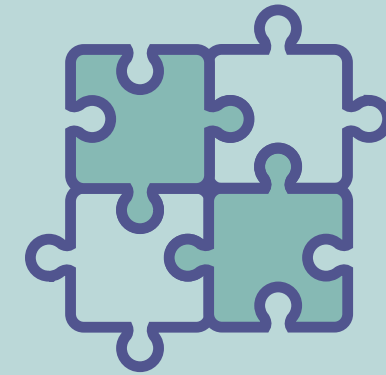
Translators

Translators are also service providers who help companies achieve their communication and business goals.

For this reason, translators should also have some knowledge of international marketing, localization business models, and translation technologies.



IN CONCLUSION...



Localization and translation should work together.

Their interaction could create a new research paradigm that combines linguistic, technological, and economic perspectives.

Thank You for listening!