

## IV. PUBLIC RELATIONS AND ADVERTISING IV. PR И РЕКЛАМНЫЕ ПРОЕКТЫ

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### THE ISSUE AND METHODOLOGY OF LANGUAGE LOCALIZATION OF THE PRODUCT

**Abstract:** This article is devoted to reviewing important components of globalization such as localization and internationalization. The article presents the main concepts of these processes and establishes the basic differences between language localization and translation. The text also concerns the systematization of problems in the process of working on the localization of a product, methods of performing localization, theoretical methods of internationalization and localization.

**Keywords:** localization, internationalization, language localization, translation, methods of localization, methodology of internationalization and localization of the product.

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## **ПРОБЛЕМАТИКА И МЕТОДОЛОГИЯ ЯЗЫКОВОЙ ЛОКАЛИЗАЦИИ ПРОДУКТА**

**Аннотация:** Данная статья посвящена ознакомлению с такими важными составляющими глобализации как локализация и интернационализация. В статье приведены основные понятия данных процессов и установлены базовые различия между языковой локализацией и переводом. Так же текст касается систематизации проблематик в процессе работы над локализацией продукта, способах выполнения локализации и теоретических методах интернационализации и локализации.

**Ключевые слова:** локализация, интернационализация, языковая локализация, перевод, способы локализации, методология интернационализации и локализации продукта.

Language localization is an engrossing new direction on the edge of professional translation and marketing theory. It already has the whole segment on a service market. Besides, it proves importance and utility of the subject.

For a better understanding of the process and need for language localization, it is necessary to address the phenomenon of globalization of the world economy. Due to the increase of production and capitalization, the next stage in the growth of any company is entering the world market, which is accompanied by a partial or complete change in the methods of promotion and product presentation.

In this phase of entering the world market, the product is unified globally. It loses all the unique features of the cultural and linguistic environment which it is originally intended for. This is done for further

convenience of implementation in more regional markets [1].

Nevertheless, it is worth drawing attention to the Internet revolution having made fundamental changes in the ways of doing business, allowing small companies to promote their products and services on the world market without many resources. In most cases companies are allowed to take leading positions on the markets of several countries through the use of language localization [4].

Therefore, the term *language localization*, or simply *localization*, is a process or a set of measures which aims to modify the product in order to increase the effectiveness of demand and loyalty to it in a particular region.

Let us take a closer look at this phenomenon from different perspectives.

Despite the attempt to equate *language localization* and *translation* it is worth making a clear distinction between these terms. Translation is a process of contextual change of units of one language into units of another, so it tries to preserve the cultural identity of the original source. On the other hand, localization aims to totally eliminated sensations of the experience of foreign linguistic and cultural traditions. It makes the product relevant to the consumer's linguistic and cultural environment [1]. Thus, translation is one of the tools of language localization, which performs the function of product mimicry inside it.

The localization team may face unique challenges which are related to the cultural and linguistic characteristics of the region. What is more, there are three basic localization problems such as linguistic, cultural and technical.

Speaking of the linguistic problem, it should be said that in the modern world most of the translation can be done with the help of appropriate software. However, human intervention is necessary in those parts of the text where machine translation is not able to convey all the completeness or specificity of the content.

Also, the scope of words in the translated text does not always coincide 1:1. So the space reserved for one text can be very different after translation, which needs being taken into account in design development.

Some terminology, especially of technical nature, may not exist in some languages. In such cases, the term is left without translation or a new word based on the phonetic translation is created.

There are often differences in semantics of punctuation marks. For example, in most languages, an interrogative sentence has a question mark

– «?» at the end, while in Greek an interrogative sentence ends with a semicolon – «;». Likewise, the content of the text needs to be brought in line with the laws of the region [2].

As for a cultural problem, most of the world uses the metric system of measurement, and the temperature is expressed in Celsius degrees, but the United States use the English system of measures. Fortunately, the conversion of the measure from metric to the English system and temperatures from Celsius to Fahrenheit are simple, and the algorithms for the conversion are publicly available.

There are differences between countries in the most commonly used types of paper, in the sizes of papers and envelopes. The location of the components of the address varies in different countries. This should be taken into account in the design.

Alphabetic pointers vary according to languages and countries, especially when languages include accents, ligatures and letter combinations that are sorted in different sequences. For example, in Swedish vowels with diacritical marks are sorted after Z and in Latin America the double character **ch** is treated as one character and sorted between **c** and **d**.

Many colors have a special meaning in different cultures. In Western countries red means an alarm, white is purity, black is gloomy, green indicates growth or money. In Asia red denotes joy, white is mourning, and black is a happy color. In the Arab countries green is a sacred color. If color is used as part of the design, its meaning should be studied.

Differences exist in the meaning and use of images and sounds between countries. In some countries, the flag is depicted on the products, but the flag of Saudi Arabia includes sacred symbols from the Koran. Even simple everyday symbols, such as a mailbox with a red flag or an American brake light, do not have the same meaning everywhere. «Thumb up» and «OK» gestures in Western countries, can be considered as sexual gestures in others. The use of images of women and/or women and men together is also not acceptable in many cultures. The beep, as a feature of the product, may be appropriate in the US, but it may confuse Asian users in front of colleagues working nearby.

In the Latin language culture the text of the document is located from left to right, and the next line appears below the previous one. A line of Arabic language culture and Hebrew are located from right to left. East Asian languages also have a different structure, for example, Japanese text is usually displayed from top to bottom with lines from right to left [2].

In the matter of technical problem, there is a big difference between the countries in the telecommunication infrastructure, and therefore the infrastructure limitations in each country should be analyzed further.

Not all users in the world have high-speed Internet and can pay a high per-minute access fee. In this regard, only a text version is available on some sites. This is an area of localization issues [2].

Now let us consider localization methods. The potential for product success on the regional market increases in proportion to the quality of localization. This dependence directly affects the cost of localization and the ways that certain companies use based on the allocated budget [1]. There are three main ways of localization:

1. Manual method, where all stages of localization are performed by a group of specialists does not exclude the use of third-party auxiliary programs and algorithms.

2. A semi-automated method that uses a special program or an application algorithm under the direct control of a localization specialist.

3. Fully automated method, which is performed using program algorithms and built-in dictionaries without human intervention [3].

Each of the methods may differ in the quality of the final product, which directly depends on the complexity of the project and the method of localization applied to it [1].

Localization of the product is a multi-level and multi-stage project whose initial stage is to work directly on the product, namely, its unification [4].

The first stage is the internationalization of the text, the analysis of its original structure and subsequently the construction of a new one. The text being processed loses jargon, idioms, and references that are known only within a particular region.

The next stage is to standardize the language that the text uses giving it cultural-national neutrality. This helps to raise the text perception threshold for more consumers.

The third step is the localization of the internationalized product, which consists of translating the processed text and adapting to the cultural characteristics of the selected region.

The direct localization process is divided into several stages and is based on the main problems of localization given above.

The first stage is to translate and adapt to the language of the target region: working with terminology, word forms, valid phrases and references.

The second stage is to provide support for national standards, such as units of measurement, data formats for date, time, address, etc.

At the third stage the validation in the culture of the target consumers of the symbols used in the product, images, color combinations and audio fragments is checked.

The fourth stage is to check the quality of localization and testing of the localized product for the loss of the original properties and correctness for a specific market.

Nowadays, a number of companies use the services of localization companies and software for language localization. All industries or businesses that launch their product or service to the world market in one way or another need to adapt it. The range of projects for specialists in this field is wider than ever. Among regular customers you can find educational institutions, manufacturing enterprises, small business and mega-corporations. Such a strong quantitative attraction of funds and specialists in the field of localization gives the same qualitative impetus to the deepening in the subtleties of its problems, the expansion of technical methods and theoretical methods for their solution.

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