

Maryana TOMENCHUK,
Tetiana CHECHUR

WEBSITE LOCALIZATION AND TRANSLATION

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Томенчук М., Чечур Т. Переклад та локалізація вебсайтів; кількість бібліографічних джерел – 10; мова англійська.

Abstract. The aim of the article is to describe the components of websites that are important for an adequate translation in the process of localization and explore the features and means of the Internet translation. The translation of such texts and elements necessitates not only language skills, but also topic specific knowledge.

The object is the Internet-based communication in multicultural and multi-lingual contexts. The subject of the article lies in finding and describing the functional peculiarities of the elements of the websites in English versions and ways of their translation into Ukrainian.

The topicality of the given research issue is stipulated by the interest of scholars and the controversy of research opinions in the area of modern language studies.

The objectives of the article are:

- to consider the website as a linguistic phenomenon, as well as to identify the peculiarities of website text;
- to study translation problems in the process of localization of web pages;
- to lay out the linguistic aspects of the translation.

The theoretical significance of the article is in the possibility of further research of the elements and objects of the process of website localization, as well as studying the stylistic properties of the language phenomena.

The practical value of the results obtained and conclusions is due to the fact that they can be used in courses of theory and practice of translation, cognitive linguistics and stylistics of Modern English.

Such scholars as Capelli Gloria, Sommer David, Lakó Cristian and Sandrini Peter have investigated this sphere of science but they have not explore all the components and peculiarities, so this article is relevant, as not all areas of this type of translation have been explored, including not only the language adaptation of the sites, but also all of its components (audio, video, images, signs, etc.)

Keywords: website, localization and translation, globalization, internationalization, tourism-related, toponyms, microtoponyms, culture-specific items, cultural adaptation.

Setting the problem. Language and translation issues have become crucial in international business and marketing, as companies operate online in an increasingly global and multilingual business environment. Website localization poses new challenges to translators and translation studies. Its object, the Web, is a new multidimensional type of multi-media source material and the translation of web material constitutes a new type of multilingual service. Translation studies are well-advised to face up to this new challenge as it has a lot to offer. Localization of web sites will bring new aspects into translation studies such as dealing with hypertext and multimedia and will create a new demand for translation products and skills.

The analysis of the studies. Locale is a set of criteria used to identify the user's language, country and other preferences, "is the combination of a language and a geographical region with all the cultural implications involved" [Lako 2013; Sandrini 2008].

Localizing a product means adapting the linguistic and cultural specifics of content (text, images, voice sequences, etc) to a given geographical or demographic locale. It includes adapting content to the local conventions for such features as date and time formats, currencies, numbers, language, colour coding, cultural choices, writing systems [Stein 2006; Nauert 2007].

Rapid progress on the Internet raises and identifies new challenges and creates new barriers. People from different countries are different and

therefore users from around the world will use a web site differently. International usability is difficult to reach; nevertheless as the usage grows on multiple countries, sites will die if they do not provide quality service to their international customers [Sandrini 2008, p. 4].

Website localization is a more specialized process of adapting web content and applications for regional—or local—consumption. It goes beyond translation to modify the source language and other site elements to appeal to the customer's cultural preferences in their own target language. Two factors are involved—programming expertise and linguistic/cultural knowledge [Nichols 2013; Capelli 2015].

The aim of the article is to describe the components of websites that are important for an adequate translation in the process of localization and explore the features and means of the Internet translation. First of all we will look at some central concepts of website localization to avoid misunderstandings. Next, we will define and describe the process of website localization and its purpose by focusing on the overall aim of translating or localizing websites.

The website contains different types of digital assets which can be texts, pictures, multimedia files such as audio and video streaming, as well as application assets, i.e. files which can be accessed only by using proprietary *software* (e.g. *Ms-Word files*) – in this case the web is merely a means of distribution, that cannot represent the content directly.

- Website translation is the process of changing the original (source) language version of web content, such as text, multimedia, e-books or applications, to another (target) language by simply replacing words from one language to another – in context [Maci 2012, p.45].

- Website localization is a more specialized process of adapting your web content and applications for regional or local consumption. This is not only a translation, but also a change in the source language and other elements of the site in accordance with the cultural preferences of the client in his target language [Maci 2012, p.45]. The cultural adaptation of a website depends on multiple factors in the localization process, so the final result might be a website which is as culturally neutral as possible.

The account of the basic material.

A good way to overcome the problems of web site localization is good planning and good understanding of what needs to be done.

a. Hard-coded Text.

If text is hard-coded within the site it cannot be translated. Whatever strings are hard-coded will have to remain in English.

b. Hard-coded Fonts.

Similar to text if fonts are hard coded, then they cannot be changed. If the fonts used do not support all of the characters used in the target language, then there will be major problems [Capelli 2015, p.100].

c. Foreign Characters.

Different languages use different character sets. It is important that sites are programmed to display correctly. Meta tag with attribute “char set” sets the correct encoding in the user’s web browser. The character set corresponds to the tag for Western European languages:

<META HTTP-EQUIV=“Content-Type” CONTENT=“text/html; CHARSET=ISO 8859-1”>.

For non-Western languages, the char set needs to be changed, and if there is not a tag, the programmers need to add one. It is essential for non-Western European languages.

d. Cultural Issues and symbols.

As part of the web site design, it is necessary to avoid culture-dependent symbols that are not clear to an international audience.

In different countries, road signs and a mailbox may look different. The globe turns to the viewer that part of the world, on which the product is calculated. Icons redraw extremely rarely, so designers initially try to make them as “international” as possible.

All the usual cursor in the form of a brush with a pointing finger will be inadequately perceived in Islamic countries, where it is forbidden to depict parts of the human body.

As a general rule, the following should be avoided in any graphics used: Hand gestures or body parts; graphics with multiple meanings (e.g. a “pillar” to indicate a “column”);

Religious symbols such as stars, crosses etc; Shapes that are tied to culture (e.g. stop signs, sports, mailboxes etc.); animals, mythological symbols,

national emblems, colours, people (especially *racial, cultural, or gender stereotypes*).

Where possible verbal information with non-verbal standards characters should be replaced, symbols or icons that allow you to save money on translation and understandable to carriers of other languages, e.g. icons of the operating system and Windows allow work in it with different interface languages without knowledge of these languages [Sommer 2017].

Means of non-verbal communication may vary depending on the region, but in the context of intercultural communication an important factor for the multicultural community is the possibility of their unequivocal identification with the referent, determining their logic and prediction.

An example of non-verbal means of this type can serve as icons in *international airports and international terminals* used at the airport designation, an *escalator, a toilet, a restaurant, a luggage room, a police station*, and so on [Capelli 2015, p. 102].

Not only characters are standardized, but and their shape and color. So, for example, *red causes arousal and anxiety*. So red characters indicate danger and are used for signs that indicate a danger to life or health human or associated with the quenching of fire. All prohibitions [Capelli 2015, p. 104].

The signs are red in color, which for the most part combined with white. *Yellow and orange* colors also cause *arousal*, but they have a peculiar feature attract attention [Nichols 2013]. Therefore, the combination of *black and orange* paints are used in cases where necessary *warn of danger*. In addition, these colors are well visible and they encourage *caution* [Nichols 2013].

The blue color affects a person soothing. Therefore, the blue color in combination with white is used to *transmit information*, explication of requirements or recommendations. Characteristic property *green* color is also soothing. Therefore, the combination of *green and white* colors used to refer to safe places, as well as to indicate to the institution of first aid to the sick or victim, for example [Nichols 2013].

But when creating multilingual websites, web page designers should take into account the color values of a particular country or region, since ignoring national traditions does not exclude the possibility of communicative conflict.

However, in the process of non-verbal communication at the international level, icons, gestures and facial expressions should be used cautiously.

This is due to the fact that for each culture typical behavioral norms, gestures and facial expressions in certain communicative situations as a reaction to the heard, said, made by other participants in the communication [Stein 2006].

Their function is to transmit non-verbal information, and most importantly here, what gestures do not use speech, and how they are interpreted by other participants in communication. In addition to conventionalized technical gestures used by police, firefighters, airport staff and railways, metro stations, which are also standardized and internationally

standardized today, ignorance of the significance of specific for a certain culture of signals in the process of intercultural communication, may sometimes, lead to a communicative conflict.

Same gestures in different cultures can have totally different meanings. Sometimes neutral gestures in some cultures express an image or a likeness in others. In documents and texts for the international community, it is desirable to avoid using gestures, pictograms that represent them, or images of people who show them.

Locale-specific content.

The following list provides some of the items that would need to be changed during localization [Nichols 2013].

These items are often hard-coded but should, where possible, use the system settings for the user's environment.

- Date formats (including calendar settings and day/month names)

- Time formats (12-hour vs.24-hour clock etc.)

Date:

International standard: *рік/місяць/день (1984-08-12)*.

The USA: *місяць/ день/ рік (12.08.1984)*.

FRG : *день/ місяць/ рік (08.12.1984)*.

Time:

International standard: *hh:mm:ss (23:15:20)*

The USA: *15:10 p.m.*

FRG: *15:10 Uhr*.

- Currency formats and other monetary-related information (*\$ 24 , €24, £ 24 also taxes*).

- Number formats (*decimal separator; thousand separator etc.*)

- Fonts (*names, sizes etc.*).

For fonts, it is best practice to use Cascading Style Sheets (CSS) whenever possible. CSS allow fonts to be changed for all the pages in one place, and there will be fewer tags within the text for the localizers to sift through [Sandrini 2008, p. 24]. Other issues for consideration, which may not have formatting rules specified by the user's environment include:

- Address formats (*postal codes, provinces, states etc.*)

- Name formats (*2 surnames in Spanish speaking countries, for instance*)

- Telephone number formats

ФРН: +49 (0)721 9683733 (49 – міжнародний код ФРН)

Україна: +38 044 5442312 (38 – міжнародний код України)

США: +1 660 6573432 (1 – міжнародний код США)

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– Units of measure

Conclusions. The research of the tourist Internet websites has shown that 34% of investigated pages are not translated, 32% are translated using less emphatic and stylistically colored lexis, 31% have their adequate and faithful target text equivalent and 3% bear signs of excessive emphatization.

Web translation is considered as a type of specialized translation. The specialization of this type of translation derives from a multiplicity of factors of which the peculiarities of the language of tourism and of the technical features of the media.

Website localization is the process of adapting an existing website to local language and culture in the target market. It is the process of adapting a website into a different linguistic and cultural context.

The goal of the localization process is to provide a product with the looks and feel of having been created for the target market to eliminate or minimize local sensitivities.

Translation for the network is a truly challenging task that involves many different levels of analysis and encourages translators to develop skills that were not traditionally part of their professional profile.

Localization and globalization can improve the quality of secondary content of travel sites, the applied aspects of these processes on the material of travel hypertext of such genres as a guide, information and advertising materials, encyclopedic articles.

The identification of optimal ways to implement localization and globalization has been facilitated both by content analysis and independently carried out translation and adaptation of text fragments and individual lexical units.

As a unit of localization and globalization is the text and recognize that the implementation of these processes occurs at the intertextual and intratextual levels. The intratextual level transformations are single and combined methods of translation of national-cultural vocabulary – toponyms, microtoponyms, culture-specific items.

The linguistic adaptation of the content is not only the translation of a text but also all the elements (pictures, tables, graphs, video, audio, dates, units of measurement, colors, also special attention should be paid to gestures or pictures showing certain actions) and cultural adaptation.

However, at present the problem of correct translation and localization of all the components of a website has not been thoroughly investigated, and needs giving more opportunities to younger scholars in discovering new aspects and exploring it in more detailed way.

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ПЕРЕКЛАД ТА ЛОКАЛІЗАЦІЯ ВЕБСАЙТІВ

Анотація. У статті описано компоненти та складники вебсайтів, що є важливим для адекватного перекладу з англійської українською мовою в процесі їх локалізації, та досліджено особливості й можливості Інтернет-перекладу.

Досягнення поставленої мети зумовило необхідність розв'язання таких конкретних завдань, що з неї випливають:

- розглянути вебсайт як лінгвістичне явище, а також визначити специфіку тексту вебсайтів;
- дослідити проблеми перекладу в процесі локалізації вебсторінок;
- викласти лінгвістичні аспекти перекладу.

Об'єктом дослідження є опосередкована Інтернетом комунікація в мультикультурних та мультилінгвальних контекстах, предметом – локалізація вебресурсів як ключовий чинник адаптування сайтів у мультикультурному та мультилінгвальному середовищах, а також збереження національної самобутності, які характерні для сучасного суспільства.

Міждисциплінарний характер дослідження зумовив необхідність застосування різних методів роботи з фактологічним матеріалом: методу аналізу українських відповідників, узагальнення й систематизації, а також концептуального, контекстуального, порівняльно-зіставного, методів лінгвокультурологічного коментарю та інтерпретації результатів дослідження.

Новизна дослідження полягає в аналізі елементів вебсайтів та описі їх особливостей, які не відповідають загальним правилам використання.

Отримані результати. Контекстуальний та функціональний аналіз дає змогу визначати номінативну, експресивну, оцінну, функції складників вебсайту. Метод застосування словникових дефініцій та порівняльний аналіз українських відповідників слугують для визначення способів формування та перекладу їх складників.

Практична цінність отриманих результатів та висновків зумовлена тим, що вони можуть бути використані в курсах теорії та практики перекладу, когнітивної лінгвістики та стилістики сучасної англійської мови.

Ключові слова: вебсайт, локалізація та переклад, глобалізація, інтернаціоналізація, туристичний дискурс, топоніми, мікротопоніми, реалії, культурна адаптація.

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Мар'яна Томенчук – кандидат філологічних наук, доцент кафедри прикладної лінгвістики Ужгородського національного університету, Ужгород, Україна; <https://orcid.org/0000-0002-2036-4616>

Тетяна Чечур – магістрант спеціальності «Прикладна лінгвістика» Ужгородського національного університету, Ужгород, Україна; <https://orcid.org/0000-0003-3704-4974>

Maryana Tomenchuk – Candidate of Philology, Associate Professor of the Applied Linguistics Department, Uzhhorod National University, Uzhhorod, Ukraine; <https://orcid.org/0000-0003-3704-4974>

Tetiana Chechur – Postgraduate Student, Uzhhorod National University, Uzhhorod, Ukraine; <https://orcid.org/0000-0003-3704-4974>