**TO OUR READERS**

This Journal, Scientific Letters of Academic Society of Michal Baludansky has been conceived by the founders of Academic Society of Michal Baludansky as a printed platform for exchanging knowledge between university scholars and experts from different countries who take a keen interest and activities of the outstanding scientist, educator and statesman Michal Baludansky. The journal is published six times a year. The fifth A issue of year 2017 is devoted to the **Volodymyr Hnatiuk Ternopil National Pedagogical University** and the members of the **International Pedagogical Club "Professional Portfolio"**.

**Volodymyr Hnatiuk Ternopil National Pedagogical University** is one of the oldest higher education institutions in western Ukraine, which is now established as a recognized education and culture, science and methodology centre of pedagogical education in Halychyna. Its history dates back to 1620 when a brethren school was opened and provided the training of primary school teachers. Volodymyr Hnatiuk Ternopil National Pedagogical University is modern state-owned educational institution which is one of the leading pedagogical institutions of Ukraine and the regional center of pedagogical education in Western Ukraine. According to the ranking of higher educational institutions of Ukraine the university belongs to the top three humanitarian and pedagogical universities, and has been awarded a Laureate Diploma of International Academic Rating of popularity and quality "Gold Fortuna". The university comprises 9 departments, 1 institute and centers of pre-university training and postgraduate educational. 39 subdepartments currently employ 533 teachers, including 1 academician of Academy of Pedagogical Studies of Ukraine, 1 corresponding member of Academy of Pedagogical Studies of Ukraine, 7 academicians of specialized academies, 53 Doctors of Sciences, professors, and 352 Candidates of Sciences, associate professors. There are close to 4500 fell-time and part-time students studying at the university, 5 dormitories, 6 gyms, an indoor training area, a stadium, biological station, medical care center, sanatorium-preventorium, computer labs providing access to the Internet, library, reading halls, dining hall and cyber-café are designed to serve the students' needs. The University provides opportunities for professional mastering specialities and specializations, allowing graduates to feel confident in the labour market, creating conditions for mastering innovative teaching and information technologies. In general, today the university concentrate efforts on training highly qualified specialists, young, educated people whom our society needs in times of rapid development of science.

**The International Pedagogical Club "Professional Portfolio"** is the association of teachers of higher and secondary educational establishments whose aim is to share their professional experience, accumulate and preserve the best teaching methods approved in real life classrooms. The Club was initiated by Olena Dobrotvor, the assistant professor of Pedagogy and Psychology of Professional Education Humanities Institute of National Aviation University and Alexander Skakunov, the author of IT-education project "Zero to Hero" who decided to change the format of traditional training courses completely and create the new informal space for communication and constructive work. To explain more clearly, the feedback from colleagues makes it possible to objectively reflect on teaching practices and prove their own professional achievements, be open to the criticism and recommendations, plan more effective approaches to new classroom situations. Since May 14, 2016 the project has registered 48 participants from different regions of Ukraine as well as Slovakia, Poland, Germany, Bulgaria, Georgia (https://www.facebook.com/groups/234752410 224796/?fref=ts). Among them are the heads of teaching departments of the universities, the authors of educational projects (including those based on online platforms), scientists and school teachers.

The organizers of the Club launched a series of training workshops and alternative so called anti-conferences named «Self-Teacher». In the given format of pedagogical discussions club members inform colleagues on the ways of improving teaching-learning practices and demonstrate working techniques and ways of evaluating training results. ***The following issues have already been discussed:*** Critical thinking of the young people, their ideas on training and lectures, Learning a foreign language by "ear-mouth-eyes-hand method", Visualization cognitive activity of students in the classroom, Academic integrity, A workshop on poetry for everybody, Establishing criteria for assessment of student's achievements, Probability theory in the interaction between children and students. In the near future they plan to create a permanent International Open Methodical Center the aim of which will be to organize systematic communication between the teachers of different countries, to issue electronic Portfolio to support current teachers, to expand best practices and support international and democratic education.

*Lenka Dubovická, editor*

## CONTENTS

# ЛОКАЛІЗАЦІЯ В КОНТЕКСТІ СУЧАСНОГО ПЕРЕКЛАДУ

## Головацька Юлія

*Анотація*

В статті проаналізовано поняття локалізації та її місце у перекладі. Описано види локалізації, а саме локалізація програмного забезпечення та локалізація веб-сайтів. Розкрито етапи локалізації у перекладацькому контексті. Визначено труднощі, з якими стикається перекладач у процесі локалізації та перекладацькі стратегії, які домінують, а також вимоги, яких варто дотримуватись при зазначеному перекладі.

*Ключові слова: локалізація, переклад, програмне забезпечення, веб-сайт, реалія, машинний переклад.*

# LOCALIZATION IN TERMS OF MODERN TRANSLATION

## Golovatska Iuliia

*Annotation*

The article investigates the issue of localization and its role in translation. The types of localization such as software localization and website localization are described. The steps of localization in the context of translation are revealed. The difficulties which translators tackle with while localization, translation strategies and requirements to the localization are defined.

*Keywords: localization, translation, software, website, realia, machine translation.*

Processes of internationalization and globalization resulted in providing translation with one of the most important role nowadays. A rapid development of informational technologies all over the world makes IT sphere one of the most important in translation. It is explained by a great demand of IT products to be adapted in linguistic context. In this context one can't but pay attention to the localization as one of the means of rendering IT products in target languages.

**The aim of the paper** is to define what is localization and its role in modern translation.

## Definition of localization

Localization is a new field of activity for language experts. It is closely connected to digital media and computer products. There are lots of definitions of this term. It can be defined as "linguistic and cultural adaptation of digital content to the requirements and the locate of foreign market" [2]. According to the Localization Industry Standards Association (LISA) glossary, localization is "the process of modifying products or services to account for differences in distinct markets; the process of adapting software for a particular geographical region (locale)" [9]. Localization is often abbreviated as L10N. This abbreviation is formed using the first and last letters of the word (L, N) and the number 10, which specifies the number of letters between the L and the N.

In a broad meaning there are two types of localization such as software localization and website localization. Software is basically programming code assembled in an executable file which tells the hardware processor what to do. The main problem of software localization is separating the elements which should be localized from the programing code which should not be altered in any way, or otherwise the software will not function properly [3].

There are three steps in the process of software localization:
1. preparing the programming code;
2. translating elements;
3. testing the code.

The first task in the software localization project is to analyze the product in order to understand how and with what tools the software was produced. The code environment and the source file should be made accessible to the localization professional by the customer in the so-called localization kit. A localization kit contains all necessary files as well as the documentation for the localization project: source files, code environment, guidelines, available glossaries and translation memory [3].

As localization is gaining more and more popularity there is a great number of localization platforms assisting the process. They are, for example, Passolo, Catalyst, SDL/Trados, and Crowdin etc. One of the recent is Crowdin. It is web oriented platform for translation and localization management created by Ukrainian programmer. The platform consists of the following functional blocks: user profile page, project page, project files page, project settings and space for translation similar to the traditional CAT tools. The platform has functions which enable to choose the most convenient localization strategy.

Translation process using Crowdin comprises the following steps:
- registration in the system and profile page setting;
- creation of the project and downloading files for translation;
- invitation of translators;
- translation;
- proofreading;
- downloading of the translated files.

Crowdin organizes localization in three ways. One of the most popular is crowdsourcing. As defined by the English Oxford Dictionary, crowdsourcing is the "practice of obtaining information or input into a task or project by enlisting the services of a large number of people, either paid or unpaid, typically via the Internet". This strategy gives everyone the opportunity to translate while maintaining quality and efficiency even with tight deadlines, while creating a community where volunteers interact with each other and develop a feeling of ownership over their works. In fact, the volunteer's motivation leads to more motivation when it comes to watching and sharing subtitled videos since the translation of a video in as many languages as possible removes linguistic and cultural barriers reaching fans all over the world. Crowdsourcing translation helps spread contents in different languages and build a community without barriers [10].

One of the crucial step in the software localization is checking on the localized application focusing on the following three aspects:
1) *linguistic test*: this involves questions such as: Have all the text strings be translated? Are special characters displayed correctly? Is the text in dialog boxes and error messages truncated? Is text wrap and hyphenation ok? Are all menu items and titles used consistently? Is assignment of hot keys correct? Some localization tools offer routines for this kind of testing such as finding duplicate hot keys automatically.
2) *user interface test*: this kind of testing refers to the aesthetic questions of the user interface in the localized version of the application.

3) *functional test*: the functionality of the localized version will be tested against the functionality of the source language product to assure that there were no bugs introduced during the localization process. Also, the localized application must work properly in the target language context, which means that full interoperability with the corresponding localized operating system and with other localized products should be tested. And finally, all deliverables and installing procedures should be tested also [3].

Project evaluation plays an important role, since it allows analyzing the project organization by a project manager, the quality of the company services, as well as the possibility of further optimization of these services. In order to do quality translation and localization IT translators need to learn to understand the programming language and translate it into the usual one. They are to know what is placeholders, keys and tags.

**Website localization**

Some scientists define website localization as "packaging of translation services with technical services that ensure the proper functioning of the translated sites" [3]. Translation and technical services constitute the two main aspects of website localization which can be defined as a process of modifying an existing website to make it accessible, usable and culturally suitable to a target audience.

Website is usually composed of digital assets which constitute different aspects of website content and are a complex matter as a source text for translation: common content (texts, images, links which constitute the main structure of the website); multimedia assets (audio- and video screaming, flash animations); application-bound assets (files and documents which are accessible only with special software application); transactional assets (information about transaction in e-commerce); community assets (dynamic content of discussions forums and chat rooms created by website visitor).

Website localization is not about translating single documents. The object of the localization process is an entire website composed of many pages, just as the text is the object of translation and not single sentences. For website localization the source text would be the complete website.

Before a website can be localized, the localizer should advise the publisher about the pros and cons of localization. The following items have to be considered by the publisher of the website:
- language choice: an international company would choose languages on the basis of their involvement in a certain market, the market potential measured in GNP growth rates, the number of active Internet user, costs, available staff for a particular language, etc.
- return on investment: will the necessary costs for localization be covered by the resulting advantages? Does the new market need the product/services and are they affordable there? Is there customer support for this market and language? Only answering these questions localization can be successful [3].

To localize the website properly translator has to think about the features of the target audience, take into account national features and realities of the country, the specifics of the market and the mentality of the target audience, think about the structure of the website and adapt the graphic interface for search engines. Localization of the website in the Internet is an adaptation of its content to the cultural features of the language.

For example, there is an English version of the site of the Supreme Council of Ukraine. The Verkhovna Rada is absolutely Ukrainian realia, and it is difficult to translate it into English. Word for word translation – the Supreme Council or the Supreme Board – will not be clear to the people of the English-speaking countries. Therefore, in English version this realia is translated by means of transliteration – *Verkhovna Rada*, with an explanation in the brackets that it is a parliament, since the parliament is a legislative authority in the English-speaking countries [6].

Localization is relevant not only for informational and political websites, but also for different companies, since it opens up new opportunities for them, attracts new customers, especially if a translation is made with taking into account the peculiarities of the foreign partners mentality.

**Difficulties of localization in terms of translation**

The difficulties of IT translation which is inevitable part of localization are connected not only with problems of IT terms rendering but also existing specific notions of the sphere where the software is used.

Translators often deal with a comparative review of the software for computer journals and websites dedicated to the informational technologies. Such reviews except professional terms are full of diagrams and tables which requires from translator to be aware of figures and knowledge of working with images.

From the linguistic point of view the peculiar features of IT terms translation and localization influence the style, grammar and lexical choice. The main task of computer terms translation is to render exactly the information of the source text in the target language. Texts of the above mentioned style don't have explicit and emotional information and are formed in a logical way.

Localization is also important in realia translation. It is known that in translation, realia are words and expressions for culture-specific material elements. Realia localization is a challenging task as it is rather difficult to render the meaning of cultural notion which do not exist in the culture of a target audience. According to this localization can be cultural and functional. Cultural content includes: colors, shapes, sizes, styles; images, icons, graphics; societal codes; i.e. humor, etiquette, rituals, myths, symbols; societal values, power, relationships, beliefs. The functional content includes: date and time formats, telephone numbers, contact information; weights, measurements, geographical references; language and linguistic content; product descriptions, reviews.

In localization the strategy of domestics is most often used. That is, the translator's replacement of the original text in such a way that its elements correspond to the culture of the target audience. In this way the source language becomes close to the culture of the target language community.

The requirements for the localization include the following:
- an adequate use of the rules of the source language, preferably in accordance with current language standards of the region;
- compliance with the customer's terminology;
- coherence in using of translated terminology units;
- compliance with the style guide;
- if there is no specially specified terminology or glossary, the translation must be done in accordance with industry standards and terminology;
- the technical literacy of translator is a mandatory;
- compliance with other requirements specified by the customer, for example, the limited number of characters per line, word formulation in dialog boxes, etc. [3].

In conclusion localization is a very complex process which requires, besides language knowledge, knowledge of a particular culture, traditions and customs, political system of other countries. Therefore, before taking on any translation, it is necessary to collect as much social and cultural information as possible and, preferably, from authentic sources. According to the above-mentioned there are higher requirements to IT

translators. In addition to the translator professionalism and awareness in a particular sphere IT translators should have enthusiasm, real interest in innovation and constant desire to improve their qualifications and exchange an experience with colleagues.

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