LOCALISATION AS TRANSLATION PHENOMENON
Dnipro University of Technology

Balashova K.
Scientific supervisor: **Candidate of Science in Philology, Associate Professor Vysotska T.**

This paper is dedicated to the study of the complex interdisciplinary phenomenon "localisation", which embraces linguistic, physical, business, cultural and technical components, and considered as a translation phenomenon. In particular, the linguistic component of the localisation phenomenon is studied within the framework of practical translation and translation studies paradigms.

Localisation is about customizing things for a "local" audience, a process that involves "taking a product and making it linguistically, technically and culturally appropriate to the target locale where it will be used and sold" [1]. Localisation can be defined linguistically as translating a product to suit the target users, technically as adjusting technical specifications to suit the local market, and culturally as following the norms and conventions of the target community [2].

The active phase of globalization, especially of its informative and technological components, puts forward a pragmatic demand to convey information to the consumers of goods and services in the most accurate and at the same time receptive way. A receptive way of conveying information is usually understood as the absence of elements that could bring about cultural conflict with the target audience in localized texts.

It should be noted that the notion of "localisation" is broader than the notion of "translation", because the structure of localisation product includes, besides the cultural and linguistic components, usually associated with accompanying texts, components of physical production as well as marketing and other commercial activities. However, as a category of Translation Studies localisation is included into the structure of the Translation Linguistics and cultural paradigm.

Localisation from the point of view of translation is primarily the localisation of accompanying texts and the product or service appearance, that is, the translation and cultural adaptation of the product or service to the characteristics of a particular country, region or population group, respectively. Based on the fact that cultural adaptation is a part of the structure of translation strategies [3], localisation can be attributed to translation phenomena.

Localisation as a translation phenomenon consists of these interdependent and often simultaneous phases:

1) internationalisation - preliminary optional preparation of source texts to be translated; it covers all the activities in the development process that can adapt a product to different countries and cultures or locales, thus enabling a product at a technical level for localisation.

2) actual translation - the reproduction of prepared textual parts by means of another language.

3) globalisation - translation will then be localised in the target languages, such as English localisation, German localisation and French localisation, resulting in globalising it for English application, German application and French application.

4) testing of the localised product – ensuring that the functionality and correctness of the display of the software product is preserved in the new language layout.

According to the above mentioned localisation phases, only the testing phase lies outside intra- or interlingual translation. At the same time, the testing phase is also relevant for translation, as the process of editing the localised text is obviously involved.

Localisation is seen as part of a translation strategy which aims to bring the translated text to a high level of equivalence and adequacy. It achieves the (un)translatability of certain elements of the original text through their adaptation within the recipient culture.

The translatability of a localised text depends not only on the presence of certain language level units in the target language, but also on such factors as the size of graphic elements to be placed in the translation text, style and terminology requirements in the target language for this type of text, including customer requirements that constitute a separate translation task, the particularities of local legislation, the industry for which a particular product is being commercialised. The latter two factors can be supplemented by the context of the cultural, artistic and aesthetic demands of the author, the client, the audience of the localised text, censorship (political, religious, etc.).

Thus, localisation should take into account pragmatic and extralinguistic factors, which may lead to the necessity of avoiding the fullest reproduction of the original content and resorting to adaptations which may contradict notions of equivalence [4].

These features are closely related to literary translation (despite the fact that localisation is considered by various researchers to be limited to the field of technical translation), because contextual and cultural connections are introduced into the field of localisation aspects.

Summing up, the process of localisation is rapidly developing. This is definitely an interesting area for research in the future; it has become increasingly important over the past few years. It is expected that with rapid development in the field of translation technology, more attention will be paid to both the practice and theory of localisation. Localisation attracts intralingual as well as intersemiotic translation. The use of localisation extends far beyond texts of a scientific and technical nature and also includes literary texts. In this paper the stages of localisation and the place of "translatability", "equivalence" and "adequacy" among the translation universals has been defined.

Перелік посилань

1. Esselink B. The Evolution of Localization / B. Esselink -2003. - 67 p.
2. Chan S. A Dictionary of Translation Technology / S. Chan - Hong Kong: The Chinese University Press. – 2008. A Topical Bibliography of Computer(-Aided) Translation, Hong Kong: The Chinese University Press. 134 p.

3.   Демецька В. В. Теорія адаптації в перекладі: / В. В. Демецька - КНУ ім. Тараса Шевченка. Київ, 2008. 36 с.

4.   Онищенко Ю. К. Місце перекладу та проблема еквівалентності в теорії локалізації. Мова і культура: збірник наукових праць / Ю. К. Онищенко - Київ, 2005. Вип. 8. Том VIII. 213–216 с.