Localization WEEK 10 DR. ALANOUD ALSHARHAN What is Localization?More specifically, localization is the process of adapting products and services(e.g. websites, manuals, and software applications) in accordance with linguistic, cultural, technical, functional, and other locale-specific requirements of the target market.Localization in a broad sense involves adapting products, services, communications, and other assets involved in customer interactions so that they meet local consumer expectations.The locale determines conventions such as sort order, keyboard layout; and date, time, number and currency formats.The goal of translation is to achieve meaning equivalence by ensuring idiomatic, vocabulary, and conceptual equivalence.Website localization: Process of adapting it to the requirements (linguistic, functional and cultural) of the target market.Localization: the process of translating and adapting a software application into another language in order to make it linguistically and culturally appropriate for a particular local market. Localization involves taking a product and making it linguistically and culturally appropriate to the target locale country/region and language) where it will be used and sold.Translation constitutes a subset of activities performed during the localization of a product.The collection of features of the user's environment that is dependent on language, country/region, and cultural conventions.(221) The Simpsons in Arabic – YouTube Website localization ?To discover the position, situation, or whereabouts of a text The process of adapting a process or a product to a local market What is Localization?To discover the position, situation, or whereabouts of a text The process of adapting a process or a product to a local market Introduction ?The process of tailoring products and content to a specific locale.Translation is the linguistic aspect of localization.Example of linguistic localization Examples of cultural localization Examples of cultural localization ?Users more likely to purchase from a site in their language Website localization structure ?Operating System language settings Website localization structure Localization issueOne of the main ways of communicating with the target audience, and it is a key element to enter new markets ?Games The relationship between translation and localization ?Access to localized versions: ?Link in form of a flag or language locale on the main webpage ?Different URLs for different locale pages ?Localization ?Locale ?Locale ?Software ???? ?Multimedia ??Do you think it is 1.2.?Do you think it is 1.2.???Web

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