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Web Genres in Localisation: a Spanish Corpus Study

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Abstract

Web site localisation, a process that was developed adapting procedures that were already established for software localisation, has grown exponentially during recent years. According to the localisation industry the goal of this process is to produce websites that are received as if “it was originally developed in the target country”. Nevertheless, the industry has not yet fully researched which characteristics, conventions or language have been developed and established in each locale. Corporate websites were selected for this study since they are the most conventionalised web genre according to digital genre research, and therefore could show some aspects that have been distinctively conventionalised in the various locales.

The methodology for this study included the compilation of an extensive corpus of Spanish corporate web pages following a genre and textual representation model. Genre theory was introduced in order to obtain empirically the digital genre’s prototypical text structure. This structure can be used in order to establish the degree of conventionalisation of any textual, structural, terminological characteristic in any given locale. The study applies a bottom-up approach to the localisation process, statistically researching the target conventionalised genre in the receiving locale, instead of the current top-bottom approach: producing the localised version using limited previous TMs and editing the resulting texts during the QA stage.

Keywords: *localisation of websites, genre, hypertext structure, web site comparative studies.*

SimShip software testing using Shadow™

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Abstract

We believe that our approach to automated software testing is novel. We can test several language instances of a product simultaneously, either through direct engineer interaction or by a record/playback script. The Shadow™ application can manage a situation where the user interface of the product under test is slightly different in layout, either due to localisation of the different versions, or due to the original language version running on different platforms. In our pilot studies, we examine the effect of separating out the functions of a test engineer into a product specialist and QA specialist. Our testing methodology outputs a set of screenshots of the products under test in each language. The screenshots can be used by a translator for linguistic/consistency QA or in product documentation. We performed a comparative analysis of the automation tool Winrunner with the Shadow™ testing process.

Keywords: *Automated testing, Quality Assurance testing, QA., Localisation, Localisation Testing*

Computational Morphological Analysers and Machine-Readable Lexicons for South African Bantu Languages

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Abstract

In this paper the development of computational morphological analysers for six South African Bantu languages is discussed. Due to the rich agglutinating morphological structures of these languages, the morphological processing poses particular challenges. These challenges are of an orthographical, a morphological as well as of a lexical nature. The current status of the project is reported on, firstly in terms of the development of prototypes of morphological analysers for the various languages, and secondly in terms of the development of standardised XML machine-readable lexicons for the South African Bantu languages, based on an appropriate general data model.

Keywords: *South Africa, morphological analysis, machine readable lexicons, human language technologies, xml, orthographical challenges, Bantu, Zulu, prototypes*

What's in a 'Game'?

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Abstract

This article highlights the growing use of video games in modern society and the level of penetration in today's entertainment habits. The demand for entertainment software has prompted game publishers to translate more of their products into more languages. However, the nature of multimedia interactive entertainment software products seems to require a particular kind of translation. The development of new professional practice calls for new research within translation studies and a new area of specialisation. The present article explains the many different textual types that translators might find when working for the multimedia interactive entertainment software industry, and how different video games may require a variety of skills from translators, such as being a proficient TMT user, having good research skills, and being inventive.

Keywords: *video game, localisation, translation, game localisation, localization, game localization, entertainment software, multimedia interactive software*

Reverse Localisation

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Abstract

This paper revises the general perception that localisation is about linguistic and cultural adaptation of digital content to the requirements of foreign markets; that localisation is successful if the origin of the material can no longer be detected. We will show that in a more and more globalised society (not just economy) publishers, and especially publishers of advertisements, play with 'strangeness' and stereotypes. For example, there are advertisements running completely in French on Irish television and radio advertisements in English-speaking countries that are completely in German (or in English with heavy German accents). Rather than adapting to the culture of the target country, rather than avoiding differences, in these cases publishers highlight the differences, focus on 'strangeness', introduce (rather than avoid) accents, embrace cultural diversity rather than avoid it – and all that to increase sales. As a complimentary, pleasant and valuable by-product, the entertainment value for the consumer increases significantly.

Keywords: *culture, localisation, translation, localization, advertising, levels of localisation*