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RESEARCH AND PRACTICE"**

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TRANSLATION VS LOCALIZATION

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Before talking about any translation or localization process, we need to understand the difference between the two terms. Although they are closely related, translation and localization have some key differences that are worth distinguishing. To compete in an increasingly global economy, it is important that brands use translation and localization services appropriately and to their advantage.

The term translation, also known as *translation* (or *translation*), refers to the process of changing text from one language to another to achieve an equivalent value. This allows the overall content of the text to remain identical, but at the same time expressed in a language other than the source text.

Translation is not a literal conversion. But its purpose is to preserve the original meaning through both vocabulary and idiomatic selection. The translator will translate the content into the target language, following the rules of syntax and grammar. Because translators strive to preserve the full original meaning of the text, translation is a process often used for important documentation, where it is important that the original meaning remains unchanged. Localization, on the other hand, combines linguistic equivalence with cultural conditions.

Localization, also called *localization*, aims to make a text linguistically and culturally accurate, depending on the region in which it will be distributed. The localization process recognizes that direct translation is not enough to establish contact with the audience.

Localization is also used when you don't need to translate text into another language, but you need to take cultural differences into account. American and British English are perfect examples of this. While an American or British native English speaker will be able to understand any type of text, there are serious cultural differences between the regions where the two languages are spoken. For example, Americans use the term "bathroom / restroom" ("bathroom" or "toilet"), while the British use the term "loo" ("toilet") when referring to the same thing.

Website translation is the process of changing the original version of web content in the source language, such as text, multimedia, e-books, or applications, to another target language.

For a web-site, this means that the translation project will change the existing content only for accurate suggestions in a different language. Translated content should reflect the style and tone of your source content, while maintaining context.

Website localization is a more specialized process of adapting your web content and applications for use in a specific region. Changes to the content and other elements of the site go beyond translation to match the client's cultural preferences in their native language.

The localization project will have a deeper impact on a web-site. It can change the tone of the content and some idioms or expressions to account for cultural differences. Visual elements, such as a keyboard or buttons, may also need to be modified or expanded to fit different lengths of words and phrases in other languages. Some technological changes may even be made to make it easier for foreign visitors to navigate the site.

To sum up, we can say that localization guarantees the use of cultural and connotative terms, since localization is focused not only on direct translation. There are several main problem areas in the localization process:

- Expressions
- Idioms
- Vocabulary
- Cultural differences
- Imperial and Metric measurement system
- Currency units
- Date formats

The main difference between translation and localization is that localization takes the process a step further, taking into account cultural differences. Localization can help meet cultural expectations, which can be especially important for ensuring success entertainment content, product or advertising campaign in a new market.

Direct translation services are most often used for very serious texts, where it is extremely important to preserve the original meaning, for example, in a medical text. Both processes play an important role in expanding language reach, but knowing how to use each process to your advantage is key.

Translation often has problems with clarity and clarity if the original language remains in a primitive, verbatim state. This can happen, for example, when machine translation is not accompanied by a professional editing cycle. However, even if a highly qualified linguist translates the source language of a website, translation may still lack the level of cultural and technical nuances needed to effectively match the new market.

Therefore, the quality and effectiveness of a global website depends not only on the translation process. To provide high-quality customer service, the world's leading brands use a localization strategy to adapt their online assets to regional specifics. Thus, we can understand website translation as a simple utility to overcome language barriers. Conversely, we can view website localization as a way to refine your message to meet the cultural, functional, and linguistic expectations of your global markets.

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