Localization For Students

Anthony Gardner

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Language localisation is the process of adapting a product that has been previously translated into multiple languages to a specific country or region (from Latin locus (place) and the English term locale, "a place where something happens or is set"). It is the second phase of a larger process of product translation and cultural adaptation (for specific countries, regions or groups) to account for differences in distinct markets, a process known as internationalization and localization. Language localization differs from translation activity because it involves a comprehensive study of the target culture in order to correctly adapt the product to local needs. Localisation can be referred to by the numeronym L10N (as in: "L", followed by ten more letters, and then "N"). The localisation process is most generally related to the cultural adaptation and translation of software, video games and websites, as well as audio/voiceover, video or other multimedia content, and less frequently to any written translation (which may also involve cultural adaptation processes). Localisation can be done for regions or countries where people speak different languages or where the same language is spoken: for instance, different dialects of Spanish, with different idioms, are spoken in Spain and in Latin American countries. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject . We hope you find this book useful in shaping your future career & Business.

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