



SPOŁECZEŃSTWO
EDUKACJA
JEZYK

Tom 7/2018, ss. 255-267
ISSN 2353-1266
e-ISSN 2449-7983
DOI: 10.19251/sej/2018.7(19)
www.sej.pwsploock.pl

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THE ROLE OF TRANSLATION AND LOCALIZATION IN THE PROCESS OF CREATION OF WEBSITES

ROLA TŁUMACZENIA I LOKALIZACJI W PROCESIE TWORZENIA
STRON INTERNETOWYCH

Abstract

Translation is an important subject for website translation. However, it should not be treated separately. Creating a successful website is part of the whole process. Translation together with localization, internationalization, globalization, culture and communication transfer to a useful webpage. Thus, the main aim of this article is to show and emphasize the importance of the cooperation of these areas. First of all, translation strategies and procedures will be presented. Then, characteristic features of localization will be described.

Keywords: translation, localization, translation strategies, websites, internationalization, globalization

Abstrakt

Tłumaczenie odgrywa istotną rolę w tworzeniu stron internetowych. Nie powinno być jednak traktowane osobno. Razem z takimi pojęciami jak: lokalizacja, internacjonalizacja, globalizacja, kultura i komunikacja tworzą spójną całość w celu tworzenia zrozumiałej dla danego odbiorcy strony internetowej. Głównym celem artykułu jest zatem ukazanie potrzeby współpracy między wyżej wymienionymi obszarami, ze szczególnym uwzględnieniem strategii i procedur tłumaczeniowych oraz lokalizacji.

Słowa kluczowe: tłumaczenie, lokalizacja, strategie tłumaczeniowe, strony internetowe, internacjonalizacja, globalizacja

1. Introduction

The internet is becoming the most popular kind of media. It is the source of various kind of information, shopping opportunities and other services. Therefore, businesses have noted that website localization will bring a lot of benefits. According to Neil Payne

website localization is the process of modifying an existing website to make it accessible, usable and culturally suitable to the target audience. Website localization is a multi-layered process needing both programming expertise and linguistic/cultural knowledge. If either is missing, the chances are that a localization project will encounter problems [www1].

There are several areas such as language, translation, culture, communication and marketing aspects which should be considered in order to create a successful website.

First of all, there is to remember that translation is strongly connected with culture. Thus, a translation should not be treated as a separate part of website localization. Culture has an influence on the translation into the target language, for example it is important, if there are collectivist culture or individualist culture. The phrase *everyman for himself* [www1] is not appropriate for a collectivist culture. The same problem is with correct use of humor. There are countries which do not understand it because of culture differences. The translation should be clear for the target audience, so choosing the adequate procedures or strategies is significant. There is to consider, if all the words, phrases or metaphors should be directly translated to the target language, or if another strategy should be used because of communicative function of the target text.

The next important issue is the style of the language which should be adjusted to the target recipients. If it is business personnel, the vocabulary, grammar and punctuation should comply with this. If the recipients are informal, the language should be non-committal, for example in UK there is a distinction between “posh English” and “street English” [www1].

Pictures and symbols should also not be separated from culture, for example *a picture of the Director behind a desk in an office will be fine for a seniority respecting society, but for an egalitarian society it is better to show the Director mixing with staff* [www1].

There are symbols which have different meaning in different cultures. The “OK” sign, the V-sign or the use of animals in logos may cause a lot of problems, for example cows are holy in India [www1].

Colors are also strongly connected with the cultural meaning, for example *in Japan white is commonly associated with mourning. In China red is suspicious. In Africa certain colors represent different tribes* [www1]. In European countries “red” is associated with warning.

The international marketing strategy is connected with a communicative intention of a website. It decides also about sales policies in foreign countries, image campaigns and publicity. Moreover, the international marketing establishes the purposes of

the new website for a foreign readership, for example the goal of the new website or the achievements connected with the new language version regarding corporate image or branding. A website strategy should also consider following questions:

1. *Does the website serve publicity reasons?*
2. *Does the company want to sell products on the web (e-commerce) and if so, what kind of products?*
3. *Is the website meant for customer interaction and customer support?* [Sandrini, 2005, p. 4].

What is more, the international marketing goals of an international company have an influence on the choice of languages which are used on the website for its web presentation. The choice of languages is very significant because it creates a type of marketing strategy. A monolingual website with a native language represents the domestic marketing strategy. A central website in English or the native language with local websites in other languages refers to the global player strategy. The international marketing strategies frame an international company's obligation in another country. They also should regard the expectations of a foreign readership. All this information should be considered, when a text is going to be translated. *The general guideline for a web localization project should, thus, read as follows: localize/translate in a way that the aims of the client can be successfully implemented with the new foreign – language website* [Sandrini, 2005, p. 4]. The most significant factor for a translation strategy is to set the general aim of the new foreign – language website: *What are the aims of the client? Why does he want to set up a foreign website? What does he expect from it?* [Sandrini, 2005, p.4]. Thus, the original website must be considered according to the pre-defined goals of the recipients [Sandrini, 2005, p. 4].

2. Translation strategies and procedures

The process of translation is very significant in order to create a successful website.

There is a distinction between two terms: “strategies” and “procedures”. A “strategy” is known as *the overall orientation of a translated text (e.g. literal translation)* [Munday, 2012, p. 22] and a “procedure” *is a specific technique used at a given point in a text (e.g. borrowing, calque)* [Munday, 2012, p. 22].

According to Vinay and Darbelnet there are direct and oblique translation. These two strategies involve seven procedures: the first three strategies are connected with direct translation and the next four with the oblique one [Munday, 2012, p. 86].

1. Borrowing. This procedure is based on a direct transfer of the SL word to the TL. (e.g. rouble, sushi, internet).
2. Calque. It is treated as a kind of borrowing. SL structure is transformed into a literal translation. (e.g. science – fiction).
3. Literal translation. It is also known as a “word-for-word” translation.
4. Transposition. It means changing the word class (e.g. noun for verb) whereas the sense of expression is the same. (e.g. they have pioneered – they have been the first).

5. Modulation. This procedure is connected with the semantics changes and another point of view (e.g. “it is not difficult” – “it is easy”).
6. Equivalence. This kind of procedure is used to translate idioms and proverbs. It means that the same situation is described by different stylistic and structural means.
7. Adaptation. It is connected with cultural changes. When a situation or a word in the source culture does not appear in the target culture [Munday, 2012, p. 86].
Vinay and Darbelnet distinguish also other translation procedures such as:
 1. Amplification. In the TL there are more words than in the SL. It is connected with syntactic expansion (e.g. the charge against him – the charge brought against him). Economy is treated as the opposite of amplification.
 2. False friend. This concept involves similar terms in the SL and the TL which makes the user thinking that the meaning is the same (e.g. German “Gift” means not English “gift” (“present”) but “poison”).
 3. Loss, gain and compensation. It is not possible to present all ST nuances of meaning and structure in the TL but TT can compensate lost parts by placing them at the same or another point in the text.
 4. Explicitation. An implicit information in the ST occurs as an explicit one in the TT. (e.g. US Thanksgiving or UK April Fool’s joke).
 5. Generalization. It occurs when more general word is used in the TT (e.g. ST computer – TT machine) [Munday, 2012, p. 89].

Translation strategies were also explored by Andrew Chesterman. He claimed that translating process should be treated as a problem solving procedure. According to him, there can be distinguished search problems, blockage problems and text problems. Search problems are connected with finding a specific term, blockage problems with lack of new ideas and text problems appear when there are difficulties with translation of metaphors, dialect or for example inversion structures. For solving the first kind of problems there are search strategies, for the second one creativity strategies and for the third one textual strategies [Chesterman and Wagner, 2002, p. 57].

Andrew Chesterman divides textual strategies into global and local textual strategies. Global strategies are connected with the whole text, and local strategies are used in particular segments of the text. Chesterman presents also the classification of textual strategies where he distinguishes syntactic, semantic and pragmatic strategies [Chesterman and Wagner, 2002, p. 59].

Syntactic strategies are divided into:

1. Literal translation. Target language text is translated very close to source language text.
2. Loan, calque. In this kind of translation individual items and syntagma are borrowed, e.g. Übermensch – Superman. There is also “double presentation”, it means that source-language and target-language terms are used in the translation, one of them is treated as a kind of explanation of the second one, e.g. Duma, the Russian Parliament.

3. Transposition. A word-class is changed, for example from noun to verb.
4. Unit shift. Morpheme, word, phrase, sentence, paragraph are treated as the unit. Unit shift occurs when a word is translated as a phrase.
5. Phrase structure change. In this kind of translation the noun phrase, person and tense in the verb phrase are modified, for example from present to past tense.
6. Clause structure change. This kind of strategies is connected, for example, with changing from Subject-Verb-Object structure to Adverbial-Verb-Subject. It also involves changes between active and passive or transitive and intransitive.
7. Sentence structure change. In this case the structure of the sentence-unit is changed.
8. Cohesion change. This is a change which has an influence on intra-textual reference, ellipsis, substitution, pronominalization and repetition.
9. Level shift. The expression of a particular aspect of meaning is moved from one level to another. There are following levels: phonology, morphology, syntax and lexis.
10. Scheme change. This strategy is connected with rhetorical schemes such as parallelism, repetition or alliteration [Chesterman and Wagner, 2002, pp. 60-61].

The next group are semantic strategies which are strongly connected with lexical, figurative and thematic meaning, for example:

1. Synonymy. It uses a synonym or near-synonym in order to avoid repetition.
2. Antonymy. It uses a word which has an opposing meaning.
3. Hyponymy. There are different hyponymy relations to consider, for example it can replace "tiger" to "animal" or "animal" to "tiger" or it can replace hyponym X to hyponym Y (tiger – lion)
4. Converses. This strategy is applied when the other word of a pair verbal structures is used with another viewpoints, for example: buy – sell.
5. Abstraction change. Abstract information is more concrete or concrete information is more abstract.
6. Distribution change. The same semantic words are expressed with more items (expansion) or by fewer items (compression).
7. Emphasis change. This strategy is connected with the emphasis or thematic focus.
8. Paraphrase. Thanks to "paraphrase" the translation can be treated as loose, free or "undertranslated".
9. Trope change. This strategy can be used when metaphors or personifications are changed.
10. Other semantic changes. It involves other semantic nuances [Chesterman and Wagner, 2002, pp. 61-62].

The third group are pragmatic strategies which select information in the target text:

1. Cultural filtering. This strategy is connected with naturalization, domestication and adaptation. It presents how source-language items, especially culture-speci-

fic items, are translated into target language and this translation is acceptable by target-language norms. When these items are borrowed or transferred directly, such procedure is called exoticization, foreignization or estrangement.

2. Explicitness change. This strategy makes the information more explicit.
3. Information change. Certain information are either added or omitted in the target text.
4. Interpersonal change. The formality level, the level of technical lexis or the degree of emotiveness are changed.
5. Illocutionary change. This strategy has an influence on speech act, for example the verb is moved from indicative form to imperative one or direct speech is transformed into indirect.
6. Coherence change. This strategy is connected with the logical arrangement of text information.
7. Partial translation, for example summary translation, transcription or translation of the sounds.
8. Visibility change, for example translator's footnotes, bracketed comments or added glosses.
9. Transediting. It means that the source text must be edited one more time.
10. Other pragmatic changes connected, for example with a choice of dialect [Ches-terman and Wagner, 2002, pp. 62-63].

According to Peter Newmark there are some methods which are relevant to translation:

1. Word-for-word translation. The word order of SL is the same and the words are translated individually. In the translation their typical meanings are used.
2. Literal translation. The SL grammatical constructions are adapted to their nearest equivalents in the TL. The words are translated individually.
3. Faithful translation. The contextual meaning in the TL text is very close to the SL text.
4. Semantic translation. It is similar to the faithful translation, but semantic translation focuses more on the aesthetic value of the SL text.
5. Adaptation, the freest form of translation. This method is used in plays and poetry. Themes, characters and plots are unchanged. The SL culture is adapted to the TL culture.
6. Free translation. The TL text is produced without the characteristic features or content of the original SL text.
7. Idiomatic translation. The "message" of the original is recreated. Colloquialisms and idioms which are not exist in the original are preferred.
8. Communicative translation. The contextual meaning of the original is presented. The content and the language are acceptable and understandable [Newmark, 1988, pp. 46-47].

Peter Newmark has also formulated several procedures which can be used in a process of translation, for example:

1. Transference. The source language word is taken directly to the target language. It regards also different alphabets: Russian, Greek, Arabic or Chinese. The words such as: *ambiance*, *Schadenfreude*, in German: *Image* or *Job* appear, for example in English.
2. Naturalization. After the transference, the SL word is adapted to the normal pronunciation and morphology of the target language, for example: *Edimburgh*, *humeur*.
3. Cultural equivalent. Source language word is replaced through a target language cultural word, for example (American English *coffee break* – British English *tea break*).
4. Functional equivalent. A culture – neutral word is used in this procedure, for example: *Sejm* – “Polish parliament”. The SL word is neutralized and generalized.
5. Descriptive equivalent. The meaning of the source language word is explained in several words. The most important elements in the explanation are description and function, for example: “*Samurai*” is characterized as “*the Japanese aristocracy from the eleventh to the nineteenth century*” [Newmark, 1988, p. 84]. Their function was “*to provide officers and administrators*” [Newmark, 1988, p. 84].
6. Componential analysis. An SL word is compared with a TL word. These words have similar meaning. Their common and differ sense components are demonstrated.
7. Synonymy. A similar and close TL equivalent is used for an SL word.
8. Through – translation. Names of organizations, common collocations and the components of compounds (e.g. *superman* – *Übermensch*) are literally translated. This procedure is also called a *calque* or a *loan translation*.
9. Shifts or transpositions. This procedure involves several changes, for example, there is a change from singular to plural (*furniture* – *des meubles*). Shift is obvious when an SL grammatical structure does not exist in the TL. It can be also the change from an SL verb to TL noun, SL verb group to TL verb or SL complex sentence to TL simple sentence.
10. Modulation. This procedure is connected with a change of viewpoint, perspective and category of thought.
11. Recognized translation. This is *the official and the generally accepted translation of any institutional term* [Newmark, 1988, p. 89].
12. Compensation. It appears when loss of meaning, sound – effect or metaphor is compensated in another part.
13. Paraphrase. The meaning of a segment of the text is explained.
14. Couplets. They occur, when there is a combination with two, three or four procedures which deal with a single problem.
15. Notes, additions, glosses. They include additional information in the translation [Newmark, 1988, p. 81].

Thus, there are a lot of translation strategies and procedures which have an influence on an appropriate translation into the target text.

3. The issue of localization

In the 1980s the American company Microsoft developed software for the North American market. This software was also translated into German, French or Spanish. When there were a few foreign markets the situation was acceptable, but when the number of markets rose, one – language – to – one – language translation was expensive. There was a need not only to replace the parts of language in the menus or dialogue boxes, it was also important to focus on, for example hotkeys or punctuation. Translating some of items required translators, telecommunications technicians, terminologists, marketing experts or even lawyers who worked together as a team. The whole process is called “*localization*” [Pym, 2010, p. 121]. It involves information technology, marketing and language skills. *The definitions of “localization” reflect this by taking about products rather than texts, and describing the process in terms of the “preparation”, “tailoring”, or “adaptation” of the product for a new situation* [Pym, 2010, p. 121].

These are also some words which are associated with “localization”. The first one is the word “locale”. It means linguistic, economic and cultural parameters which define the end- use of the product.

The model of localization covers three main concepts:

1. Localization (l10n) which makes a product linguistically and culturally proper and understandable for the target country and language.
2. Internationalization (i18n) – a product is generalized.
3. Globalization (g11n) – it makes a product global [Pym, 2010, p. 122].

Richard Sikes explains that *localization is the process of adapting software and accompanying materials to suit a target-market locale with a goal of making the product transparent to that locale, so that native users interact with it as if it were developed there and for that locale alone* [www2]. A lot of manager claims that the localization is expensive. According to R. Sikes it is, because generation of the cost is not visible in the globalization and the internalization layers. The localization activities have no influence on high cost, responsible for that is the largest and second part of the Capstone’s pyramid [www2].

Localization is not just simply translation. According to Lommel & Ray *Localization is the process of modifying products or services to account for differences in distinct markets* [Lommel and Ray, 2007, p. 11]. This definition involves many business, technical issues, the adaptation of several aspects of a product and its service. Localization is connected with important, non – textual components of a product and has an influence on following issues:

1. Linguistic issues. A product needs the linguistic adaptation, especially when it is for people who do not speak the language in which the product was developed, for example user documentation or installers. Web pages, support materials, training documents or internal service bulletins should also be translated.

2. Physical issues. Localization also includes physical modification of a product which should be useful to the local market, for example automobiles in Australia, the United Kingdom, India or Japan have the steering wheels on the right side.
3. Business and cultural issues. The format of names, local address and telephone number should be understandable to the target market. The adaptation also concerns colors and graphics.
4. Technical issues. This kind of issues is connected with the engineering stage. Technical issues should be carefully thought at the early stage, when a product is created, because they require special attention and planning, for example languages such as Arabic and Hebrew which are written from the right to left, require special text-handling [Lommel and Ray, 2007, p. 11].

Some research which were done by LISA show that when the user interacts a lot with a product, the localization is extensive. When there is no need for often interaction with a product, there is less localization.

Localization is also connected with another concept called “internationalization”. It is *the act of making a company’s products localizable* [www2]. The second definition says that it is *the process of enabling a product at a technical level for localization* [Lommel and Ray, 2007, p. 17]. When there is a need to internationalize the software, the process has to follow three basic types of tasks. Firstly, all cultural assumptions are removed from software design. Secondly, the presentation layer is architecturally separated from the business logic layer. Thirdly, the support for global norms is implemented. The cultural assumptions are not so easy to remove, for example there is a distinction between using an indication of commas by decimal separation in most countries in the world. Thus, the main goal of internationalization should be the creation of a locale – neutral product. Very helpful in this case are virtual “layers” which have different functions. The user sees and interacts with “presentation layer”. The functional “guts” of the program are called the “business logic” layer. There is also the “database” layer where the data is changed back and forth. Important is the fact that these layers should be separated from one another [www2]. Therefore, cultural characteristic of a product should be removed when it is developed. In that way emerges a product which can be easily adapted for a local market after the phase of engineering. The extent of internationalization is connected with the language into which the product is localized. Internationalization is a very significant part by preparing a product for an international market. There are a lot of difficulties when, for example an American product should be placed in European markets (French, Spanish or German). But if there is a translation from English into “FIGS” languages (it means French, Italian, German and Spanish) the internationalization is minor then by Japanese, Chinese, Thai or Hindi languages. Obviously, the solutions are different because they depend on the rules of the target market. The problems are connected, for example with date formats or currency references. It means that an American product has specific characteristic features which are understandable for American culture. Translating from American version into several target languages versions creates the risks of error. A great solution

will be removing the American specific elements and replacing them with common elements. There is a distinction between traditional translation and localization. In traditional translation a source text is translated into the target text. In localization the source text is adjusted to the general version. Thus, the third definition of internationalization explains additionally that *the production of that intermediary version is called “internationalization” and the object produced is called “internationalized” version* [Pym, 2010, p. 124]. Thanks to internationalization the product is prepared to the translation which, consequently, can be done faster. Localization regards only the internationalized version, not the source one. In this way there are many varying target versions produced. Therefore, the model of localization can also be illustrated as follows:

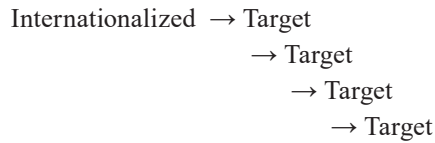


Figure 1. Localization’s model. Pym, A. (2010) *Exploring Translation Theories*, London and New York: Routledge, p.124.

The importance of localization is not only connected with the adaptation of the product to another culture. It is significant to consider this adaptation from the beginning. It should be planned at every stage when the product is developed. Thus, localization has an influence on the way how the text is produced.

According to the priorities of the Skopos theory, localization is connected with the adaptation. But, if internationalization is treated as an important part of localization process, there is a new element in translation theory. Internationalization – plus – localization appears for example in screen translation. The translation of a Hollywood film comes not from the original script, but from the script which are especially prepared for translators across the globe. It also requires glosses on culturally specific items. Thus, the localization bases on the internationalized version [Pym, 2010].

There is also a need to present another notion: website localization. It means that an appropriate web page should be prepared for the target local environment according to its linguistically and culturally features. On the one hand, the recipients want to read understandable information. On the other hand, the clients have their own goals and they are interested in what the company or institution makes with the new website version. Thanks to this case, there is a new definition of website localization. It is *the process of modifying a website for a specific locale according to the goals outlined by the client* [Sandrini, 2005, p. 3]. It is also treated as *the process of digital space in order to increase product output and in certain situations create demand among consumers* [Bogucki, Goźdz-Roszkowski, Stalmaszczyk (eds.), 2015, p. 215]. Therefore, a website is a place where potential and new foreign customers and partners can be met. That is why it is significant if the customers interact or if they are supported. According to

a Swedish researcher Theo Schewe there are three types of websites: monolingual, bilingual and multilingual [Sandrini, 2005].

Global strategies influence the translation strategies. The most significant issue is to determine the general aim of the new foreign – language web page, namely what does the client expect from the website. The source text must be created according to the previously defined purposes of the customers. The success of a localization project depends on the pre-defined objectives of the company. The correspondence of the target text with the source text is less important [Sandrini, 2005]. *Website translation and localization is a particularly delicate and complex operation, involving diverse skills and requiring experience in the coordination of work phases* [Bogucki, Goźdz-Roszkowski, Stalmaszczyk (eds.), 2015, p. 215]. It means that the marketing function, the socio-cultural, technical and linguistic issues must be considered. In general, there are three functions of a website:

1. It should present a product with its accurate information.
2. It should create a properly image of the company product (esthetic value).
3. A customer should be taken into account [Bogucki, Goźdz-Roszkowski, Stalmaszczyk (eds.), 2015].

Therefore, the process of localization requires following aspects:

1. *the content must be adapted to the linguistic and cultural system of the target language;*
2. *the communication tone must be suitable for technical standards and stylistic requirements in the target market;*
3. *the graphical components must also undergo any necessary transformations to meet the linguistic and cultural communication requirements* [Bogucki, Goźdz-Roszkowski, Stalmaszczyk (eds.), 2015, pp. 216-217].

The communicative function is specified by the company in the translation process. Lockwood presents three approaches to creating a global website:

1. The monarchist approach. The content is centrally controlled and translated, but it is seldom an adaptation. This website is not for local markets.
2. The anarchist approach. There are multiple local sites, there is no coordination. The result costs a lot and there is a lack of corporate strategy.
3. The federalist or subsidiary approach. This approach involves global, regional and local content. Global content is translated and it can be used internationally, regional content can be used regionally and it is also translated. Local content is not translated and used locally [Sandrini, 2005].

The first approach is most significant where the whole web page is translated. The localization is important in the federalist or subsidiary approach where global and regional content is adapted.

After localization and internationalization phases comes the globalization. Companies think global, it means that they analyze the target markets. When the potential

market is understandable for them, they should decide what and how they should localize for a particular market [Lommel and Ray, 2007]. There are a lot of issues to consider:

1. Graphics. They should be appropriate for the target market. If they show events suitable only to one country, it is useful, when they are replaced by more neutral graphics.
2. Colors. A color that is popular in one country, can be treated foreign or strange in another.
3. Icons. They can present images of animals or of body parts (for example eyes, hands, feet). In this case, the company should know the target culture very well, because such icons in some countries are treated as an offence.
4. Abbreviations. Some abbreviations which are meaningful in one country can be unclear and useless in another.
5. Product Markings, for example prices on packaging are characteristic for one country and can be meaningless for the second one.
6. Shortcut Keys. They can be different in several languages.
7. Forms and Other User Input. Local data or local currency should be used correctly by people.
8. Text Shrinkage / Expansion. The translated text can be longer or shorter than the source text. It depends on languages of the source text and the target text [Lommel and Ray, 2007].

Richard Sikes claims that *globalization must (...) involve a degree of investigation into what foreign markets require and, conversely, that international product development without globalization at its foundation is a recipe for failure* [Sikes, 2009, p. 3]. That is why globalization is on the bottom level of the pyramid. Therefore, it should be connected more closely with corporate investment strategy, which means that the investment will not only be treated in the financial sense, but also that the employees put a lot of effort and they will treat globalization as a mindset. R. Sikes thinks about globalization as a starting point and as a forefront for next actions and decisions. He recommends to make marketing plans, especially for emerging markets. When a company wants to sell its product, for example in Spain, there is a need to consider Spanish as a language with an importance. This also requires a new level of awareness by making strategic plans. There is also the software world to consider. Their target markets are far away, and particular offices, which are abroad, represent the companies. These offices are essential information source, but the information is transmitted only from a central office to the field. According to Sikes it is a huge mistake. The globalization – oriented company should cooperate extensively with resources all over the world. The representation in foreign markets should be treated as a significant part of globalization. Making a long – term decision is important, because hesitation in policy of cooperation with foreign markets has an influence on the bad perception of the particular company by local partners [Sikes, 2009, pp. 3-4].

4. Conclusions

The process of translation has new dimensions. It must face the challenge of transforming a source text of a given product to the target audience. However, not only translation strategies and procedures will play an important role in this case. The following areas such as: localization, globalization, internationalization, culture and communication, are crucial in order to prepare a product for a target market. Thus, the cooperation of the mentioned areas is important in order to create a suitable website.

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