ХЕРСОНСЬКИЙ НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ЕОКНОМІЧНИХ ВІДНОСИН,
УПРАВЛІННЯ І БІЗНЕСУ
КАФЕДРА ТЕОРІЇ ТА ПРАКТИКИ ПЕРЕКЛАДУ

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на тему:

Переклад як етап локалізації веб-сайтів

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ЗМІСТ

ABSTRACT

In the era of globalization and internationalization in terms of scientific and technological progress, almost every company has a corporate website, which has become the most convenient and appropriate tool for informing people.

Depending on the goals of the organization, the site can be a business card, a source of information, an advertising tool or a platform for the sale of goods and services. In order to attract foreign clients and investors, it is necessary to create a version of the site in their native language, taking into account the national-specific features of the target audience. According to a report by the Economist Intelligence Unit, 61% of international companies face difficulties due to cultural and language barriers in entering new markets. These results can be correlated with the market of educational services.

At the present stage, the leading role in the process of data adaptation is played by translators who deal with the localization of products, and "product" means any product or service, in our case it is a website. It is worth noting that this process is quite time consuming and more complex than the actual process of language translation, as it is necessary to take into account cultural, technical and linguistic aspects. This is due to a number of problems associated with the localization of sites, which will be considered along with the features and methods of translation in this work.

The relevance of the chosen topic is due to the fact that localization is an important stage of site preparation for foreign audiences, as evidenced by research of the Internet market in recent years, and remains poorly understood at the moment.

The object of study is translation as a stage of localization of the website.

The subject of the study is the translation of websites.

The purpose of our study is to study the features of translating the text content of web pages into another language on the example of a site with a localized version. This goal involves solving the following tasks:

1) disclosure of the specifics of web discourse, advertising and scientific-educational discourses;

2) analysis of theoretical materials and selection of concepts of localization and translation;

3) description of problems of localization of sites;

4) consideration of the structure of Internet sites for further localization;

5) conducting a comparative analysis of the text of the UMSA website in Ukrainian and English.

The purpose and objectives of the study led to the use of the method of comparative analysis of the original and its translation into English, based on a sample of examples taken from the site.

The material of the research was the websites of the companies in English and their versions in Ukrainian, for the practical part the website of UMSA in two languages was studied separately.

The methodological and theoretical basis for the study were the works of domestic and foreign linguists in the field of localization and translation VM Komissarov, AB Parshin, NA Akhrenova, B. Esselinka, A. Solovyova.

The practical significance of the work is seen in the possibility of applying the results obtained by us in the in-depth study of this topic in the future, as well as they can be useful in conducting cultural and comparative studies of information perception of different cultures.

Work structure. This work consists of an introduction, three sections, theoretical and practical, conclusions on each section and general conclusions. At the end of the work is a list of sources used.