López-Rodríguez, Clara Inés (2023)

Localización para lingüistas y traductores

Granada
Comares
ISBN: 9788413694795
216 págs.

In her book *Localización para lingüistas y traductores (Localization for linguists and translators)*, Dr. Clara Inés López-Rodríguez provides us with an insightful volume whose aim is to introduce linguists, translators, and researchers to localization, highlighting the recent advancements in translating web content, software, e-commerce, and video games. To accomplish this goal, this book is divided into nine chapters that address various topics, such as the foundations that facilitate an understanding of processes like globalization, internationalization, and glocalization within the business context. It also explores into the essential conventions and requirements for effective localization and introduces readers to some trends and hot topics in localization research and practice. Moreover, the book provides a detailed and comprehensive analysis of the organizational, technological, cognitive, discourse, and translation skills necessary for successful performance in the dynamic work environment of localization and language industries.

Chapter 1 presents some introductory ideas about the role of translation in the context of localization, and vice versa. Topics such as raising awareness of the translator's work in society and business, considering localization as a discourse, business, social, and cognitive activity for international communication, and the importance of clearly defining the scope of a localization project (in line with Skopos theory) are discussed. This chapter contextualizes and serves as a thread for the rest of the chapters, especially for readers who are not very familiar with the field of localization.

In Chapter 2, the author reviews the concept of "locale," one of the most important concepts within the field of localization. While it may be familiar to translation and localization professionals, it could be novel to other readers of the book, such as linguists not directly involved in translation. This term is related to particular textual and non-textual conventions influenced by the language, country/region and the localization process. Among all the parameters discussed, some of the most relevant ones are those related to the layout and format of texts in the target language, the adaptation of visual and cultural elements, and some technical, commercial and legal limitations that may apply to certain countries or regions.

In Chapter 3, the notion of "GILT" is introduced, an acronym used to refer to globalization, internationalization, localization, and translation, as well as how their different elements relate to each other. This chapter emphasizes the importance of the various processes from both a commercial and marketing perspective, in addition to providing a set of best practices for content internationalization. Illustrative images of video games are shown to help understand the types of errors being discussed. Examples of cultural errors are also given—for instance, websites that mention "winter sales" or "summer sales" without considering that the season varies depending on the hemisphere. This kind of information can be extremely useful for those interested in localization but without prior experience in the field of translation. In any case, this chapter particularly highlights the idea that the localization of a product will be easier if the product is appropriately designed from the internationalization phase.

Chapter 4 examines the intricacies of the different types and levels or degrees of localization, as well as the elements that undergo localization in software products. Much like the rest of the book, this chapter is substantiated by references to seminal works in the field of localization, such as those by Mata Pastor (2005, 2016), Chandler & O'Malley Deming (2012), Jiménez-Crespo (2013), O'Hagan & Mangiron (2013) and Bernal-Merino (2015), amongst many others, which elucidate the intersections between programming languages and product localization. Moreover, the chapter underscores the significance of crowdsourcing in translating open-source software documentation. It also provides concise and lucid explanations of pivotal localization concepts, including software, Content Management System (CMS), static websites, dynamic websites,

Search Engine Marketing (SEM), and video games. The chapter concludes by meticulously dissecting the diverse components subject to localization in a software product. This introduction is pivotal and approachable for individuals unacquainted with these technology-related concepts.

Starting from Chapter 5, the book gains a certain level of complexity both from a metalinguistic and technical point of view. This chapter addresses how multimedia and multimodal formats and environments together with translation technology have challenged the traditional definition of text, thus requiring the redefinition of the seven standards of textuality within the localization framework. These concepts are, of course, explored in relation to localization. One of the most interesting aspects of the chapter is the reference to the existence of back-end and front-end components in websites, an explanation complemented using visual examples. The distinction between translatable and non-translatable text strings is also exemplified through images, alongside the compilation of various variables such as %s, %d, or %c. While these complexities might pose challenges for those unacquainted with localization, the gradual introduction of these concepts in the book makes comprehension remarkably straightforward. In fact, the author furnishes us with numerous graphical examples from software, websites and video games, and even feedback and reflections provided by her students in the Translation and Interpreting program at the University of Granada during the process of completing localization projects. She shows that trainee translators are able to anticipate some problems and to correct their initial mistakes and errors after revising, compiling the source code and testing the software. This is particularly insightful as it highlights common errors in the initial stages of learning localization. Lastly, this chapter significantly underscores the ideas of cohesion, coherence, intentionality, acceptability, informativeness, situationality, and intertextuality criteria in the context of localization.

Chapter 6 further elaborates on some of the concepts introduced in Chapter 5 and provides detailed insights into textual genres, game genres, conventions, standards, and style guides in the realm of localization. The chapter is structured in a well-balanced manner, dividing the presentation of information across web localization, software localization, and video game localization. Once again, the author employs numerous examples in tables and images to vividly illustrate all facets of this topic. One particularly engaging aspect of this section of the book is the introduction to style guides for localizers (notably including those from Microsoft, WordPress, Facebook, and Apple). These can serve as an excellent starting point for those who feel uncertain when facing their first localization assignment. These style guides offer a highly valuable source of information covering numerous aspects of the localization process such as the use of capitalization in accordance with the target language, distinctions between different regional varieties of the same language (such as European Spanish and Mexican Spanish), and orthotypography recommendations. This initiation into style guides is pivotal for individuals unfamiliar with translation, as they might be unaware of the utility and even the existence of these invaluable resources for the proper practice of translation and localization.

Chapter 7 presents topics more closely related to the workflow organization and management of localization projects. The author presents and updates the work of Esselink (2000), which outlines 13 phases encompassing linguistic, technical, and project management aspects, as well as providing a workflow based on a well-defined project scope and scope statement and on quality assurance. These phases span the entire localization process, from requesting quotes from various translation/localization service providers to project completion. Special emphasis is placed on the role of project management in ensuring the successful execution of the assignment. Throughout the chapter, these ideas are explored in depth, and various procedures for quality assurance and control are introduced. Overall, this chapter proves highly valuable for individuals interested in localization who have never tackled an assignment before. It provides a fairly precise insight into what they can expect from localization projects that different clients might commission.

Chapter 8 focuses on the different participants in the localization process (internal and external stakeholders). Alongside introducing various profiles inherent to the localization process, it references different best practices to ensure that the various profiles fulfil their roles effectively. In addition to the various profiles of translators/localizers necessary for any localization project, the chapter briefly describes certain organizations related to localization and video games, such as GALA, TAUS, or W3C. The chapter also introduces competences and tasks intrinsic to the localization process, and useful tools for localization assignments. Therefore, this chapter is extremely valuable for those seeking to enter the localization sector, as it provides essential information about the personal qualities and translation and localization skills that are necessary to succeed in the localization industry. It also offers guidance regarding tools and websites of organizations that will certainly be beneficial for their professional performance.

To conclude this book, Chapter 9 encompasses a series of highly contemporary research and practical aspects concerning the translation process in general and the localization process in particular. Themes such as the educational value of video games, transcreation and creativity, grammatical gender and the representation of gender identity, the use of emotions in localization, accessibility, and user access to knowledge are addressed. This section of the book is particularly compelling, highlighting best practices that facilitate the creation and effective localization of content for all audiences regardless of their language, knowledge and physical and cognitive abilities.

This book provides a highly comprehensive introduction to the process of multimedia content localization. Across its nine chapters, it takes readers on a journey through all aspects related to the field of localization that are essential for planning and approaching a localization project with confidence, particularly for those doing so for the first time. Therefore, this book will interest not only individuals who are new to localization, but also those with some prior understanding of the field who want to consolidate their knowledge and reflect upon some practical and research-related issues. The book's structure is logical and appropriate, using numerous, up-to-date and highly relevant academic and professional references for the various thematic cores of the book. The wealth of examples, some taken from the work submitted by undergraduate and graduate students of a Translation and Interpreting program, can be very motivating for those who want to start professional practice in this field, as they show comments, recommendations and translation solutions that can be useful in the learning process. In this sense, this book shows, once again, a clearly practical and didactic nature. The language and style of the book also illustrates that Dr. López-Rodríguez is keen on using and even introducing Spanish terms and phraseology in an industry where English is predominant.

In conclusion, *Localización para lingüistas y traductores* is a must-read for anyone interested in getting to learn about theoretical and practical issues in the realm of localization. Its didactic nature facilitates understanding by all audiences at all stages of the reading process of the book, without neglecting the scientific rigor that should always characterize this type of publication.

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