

INTER IN IRAN:
THEORY AND PRACTICE OF WEB SITE LOCALIZATION

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A thesis submitted to the Victoria University of Wellington in fulfilment of the
requirements for the degree of Doctor of Philosophy

Victoria University of Wellington
(2021)

Abstract

In an increasingly globalized world, web site localization has rapidly become an important form of cross-cultural and multimodal translation. The current pandemic has poignantly demonstrated how crucial multilingual web sites are to all aspects of life – from healthcare to education, from business to sport.

The localization of football clubs' web sites, however, has received very little attention in terms of academic research. As any other brands with local and global markets, football clubs rely on multilingual and multimodal communications to reach wider audience and increase their profile as well as their revenue.

Most of the internet users in the world are non-native English speakers. The relevance of this data also applies to the most popular game in the world, football, and ought to be taken into serious consideration by football clubs in shaping their profile and priorities in terms of identity and outreach.

The aim of this interdisciplinary thesis – one of the first academic studies worldwide devoted to the theory and practice of football club web site localization, especially in the context of Iran, where interest in national and international football is constantly growing – was thus to investigate how accurate and cross-culturally appropriate the translation of leading football clubs' web site content actually is.

This research project was conceptualized and conducted as a mixed-method case study to generate and combine quantitative and qualitative data in order to analyse and assess the translation and intercultural communication strategies adopted by some of the top football to produce multilingual web site content.

Gathered data has been used to establish a set of theoretical principles and practical guidelines to help not only web site localizers and translation scholars but also media consultants and marketing analysts acquire a deeper understanding of how crucial translation quality and cross-cultural competence are – all the more so when localizing into a such a unique language as culture that is far-removed from the source language and culture.

The theoretical and practical rubric I have devised has then been tested by translating into Persian selected pages from the web site of Football Club Internazionale Milano, one of the most international (as its name attests) and globally-minded as well as successful football clubs in the world.

The findings of this study demonstrate that football clubs ought to consider linguistic and cultural accuracy, alongside up-to-date technology and appealing content, as key factors in achieving not only effective communication but also short-term and long-term success on and off the field.

ACKNOWLEDGMENT

I would like to express my deep and sincere gratitude to my research supervisors, Dr Marco Sonzogni and Dr Richard Millington for providing me with invaluable guidance throughout this research. Their dynamism, vision, and motivation have deeply inspired me, and their insightful feedback pushed me to sharpen my thinking and brought my work to a higher level. It was a great privilege and honour to work and study under their supervision. I would also like to thank them for their friendship, empathy and great sense of humour.

I am extremely grateful to my parents for their love, prayers, caring, and sacrifices for educating and preparing me for my future.

Last but not least, I would like to express my solemn gratitude to my examiners who have translated their benevolence into criticism.

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Guide to Transliteration

This guide has been prepared to facilitate reading the transliteration of Persian translations.

Vowel	Example	
â	hot	آب âb (water)
a	cat	ابر abr (cloud)
e	egg	پدر pedar (father)
i	eagle	فیل fil (elephant)
o	forty	گل gol (flower)
u	rule	روز ruz (day)

Combination	Diphthong	English	Example
â + i	ây	ice	چای chây (tea)
e + i	ey	case	سیل seyl (flood)
o + i	oy	boy	هوی hoy (an exclamation)
u + i	uy	-	روی ruy (zinc)
o + u	ow	bone	موز mowz (banana)

Consonant	Letter(s)	Sound	Example
b	ب	book	برادر barâdar (brother)
ch	چ	chain	چهل chehel (forty)
d	د	door	در dar (door)
f	ف	fall	فیل fil (elephant)
g	گ	game	گل gol (flower)
gh	غ ق	French rire	قورباغه ghurbâghe (frog)
h	ه ح	hat	هفت haft (seven)
j	ج	job	جنس jens (type)
k	ک	key	کفش kafsh (shoe)
kh	خ	German Buch Spanish ojo	خوب khub (good)
l	ل	leg	لب lab (lip)
m	م	meal	مادر mâdar (mother)
n	ن	no	نان nân (bread)
p	پ	pen	پدر pedar (father)
r	ر	rug (thrilled as in Italian)	روز ruz (day)

Consonant	Letter(s)	Sound	Example
s	س ث ص	sad	سال sâl (year)
sh	ش	shoe	شب shab (night)
t	ت ط	tea	توپ tup (ball)
v	و	van	ورزش varzesh (sport)
y	ی	yes	یک yek (one)
z	ز ذ ض ظ	zoo	زانو zânu (knee)
zh	ژ	s in measure French je	ژله zhele (jelly)
ø	ع ء	glottal stop	معنی maøni (meaning)

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Chapter 1

Introduction

1.1 Introduction

Over the past decade, the number of services available on the Internet has increased, and the importance of web sites¹ as platforms regarded as means for communication has grown at an exceptional pace (Hariyanto, 2016). These days, many organisations run operations outside their country of origin, adopting different cultural habits² in their communications with the target market (Cermak and Smutny, 2018). Such developments have dramatically changed the way organizations, especially football clubs, interact with their fans. Since the establishment of their web sites, football clubs, like international organizations, have followed the internationalization strategy, allowing them to compete globally in the World Wide Web. On the other hand, concentrating on a smaller community to operate creates unprecedented challenges concerning language, culture, and technical requirements.

These days, the world's leading football clubs target their fans located in specific countries and regions. Although creating localized web content can be costly and time-consuming, cross-culturally competent communication requires a thorough consideration of the language and culture of the target e-audience³. In this regard, Ray and Kelly (2012) also argue that the more organizations invest in translation,

¹ Newton's *Telecom Dictionary* lists the entry "web site" as two words. I have adopted this spelling.

² Accepted behaviours within a group of people, sharing some common backgrounds, such as language, family heritage, education, living, and socializing environment (Law, 2016)

³ Altheide (2002, p41) defines e-audience as those "individuals who dwell partly in cyberspace and engage in substantial amount of electronic interaction and communication (e.g., e-mail, Web surfing and specific Internet use, pagers, cell phones, etc.)."

the more positive feedback they receive, thus enhancing their value, targeting a new audience, and receiving more revenue. This underlines the importance of offering accessible content of the web site to football fans.

1.2 Objectives of the Study

The objectives of this study are twofold: descriptive (quantitative) and prescriptive (qualitative). In the descriptive analysis, I discuss the strategies the selected football clubs⁴ have followed in localizing their web sites. In the prescriptive component, having localized Football Club Internazionale Milano's⁵ web site into Persian, I propose a localization template as an elaborated theoretical framework and practical model that localizers, not only of football club web sites but also of others, can adopt to increase their translational and cross-cultural effectiveness. This template has been designed on data collected by:

§ Examining low context and high context cultures and the cultural dimensions in the societies under investigation;

§ Applying grounded theory and the analyses of variance gathered from the descriptive study.

⁴ The way these football clubs have been selected is specified in Chapter 3.

⁵ Referred to as FC Inter Milan in this study

As a result, this study focuses mainly on shedding light on culturally sensitive features and the connections with cultural dimensions defining the cultural highlights of the Iranian e-audience. By using a multidisciplinary approach, this research aims to observe and analyze how the content of football club web sites can be promoted in the Iranian market, thus improving the cross-cultural communication between the clubs and the Iranian e-market. The data collected will be used to create a web site localization framework that can be applied by other football clubs and international organizations.

1.3 Significance of the Study

The primary prerequisite of communicating ideas from a source language (SL) to a target language (TL) is translation. However, the complexities of a web site as a means of multimodal communication generate difficulties in making concepts culturally acceptable for the target e-audience. Lakó (2014) states that localizing a web site is similar to appropriately providing information and sending the message that "we are the perfect match". DePalma, Donald, Benjamin, and Renato (2004, as cited in Lakó, 2014) claim that producing the content in the web site reader's language generates more sales for online stores, stating that 56.2% of the users are willing to pay a higher price for the same product or service if informed in their own language". (Lakó, 2014, p. 10). Moreover, according to the reports published in 2015 by Common Sense Advisory⁶, creating content of a web

⁶ CSA Research (formerly known as Common Sense Advisory) is a research company providing independent research to companies in Europe, Asia, and the Americas. Coverage areas include technology and best practices

site in English and 11 additional languages including German and Japanese gives access to 88.7% of internet users worldwide.⁷

Since international organizations and specifically football clubs feel the need to communicate with their fans, localizing their web sites gains more importance. Also, online users prefer to read information in their language. As a result, research in web site localization for the target market becomes of high importance. This study shows that foreign companies' skills and knowledge regarding the provision of localized information for the Iranian market are deficient. Moreover, Iranian culture is not usually addressed in cultural studies of web site design, and the related empirical research is not highly available (see Mousavi and Khajeheian, 2012). Foreign companies also prove to be deficient in localization competencies in an analysis of the products localized for the Iranian market; hence the desirability and necessity of carrying out research projects in this field.

To be successful in localizing specific tasks, football clubs need to be aware of linguistic differences, cultural communication, international commercial law, Internet technology, and search engine related skills in the target e-audience.

for translation management, the size and characteristics of the language industry (translation, localization, interpretation, and related services) as well as detailed category research on the evolving software solutions for machine translation, translation management systems (TMS), global content management, authoring environments.

⁷ <https://csa-research.com/More/Media/Press-Releases/ArticleID/24/Global-Customer-Experience-Increasingly-Comes-Down-to-Content%E2%80%94But-Not-Just-in-English>

The available literature reveals that web site localization in Iran is in a very incipient state. This claim corroborates the table of the top 100 translation service vendors (Kelly and DePalma 2013). Although there are numerous translators in Iran working for translation service providers, few companies play an essential role in the country's web site localization industry. Due to the sanctions imposed by the US on Iran, leading to the unwillingness of foreign investors to start a business in the country, import/export deficit has been decreasing in recent years⁸. However, football clubs can see this situation as an opportunity to become engaged with their Iranian fans, thereby benefiting from increased exposure to the global market by localizing their products and services to Iranian demands.

Concurrently, while there are hundreds of specialized and professional agencies in web site localization worldwide, cross-cultural communication is not considered. For this reason, in this thesis, I will highlight the importance of web site localization from the perspective of establishing cross-cultural and fruitful communication between football clubs and fans. According to Lakó (2014, p16), target users of a web site should be taken as the primary source of consideration while localizing, as "the most rewarding type of text is the one targeting users that are interested in having displayed on the screen information related to their interests." This is the so-called inbound marketing, through which a potential customer reaches information according to his or her own will. This thesis also

⁸ <https://www.spglobal.com/platts/en/market-insights/latest-news/oil/121219-us-sanctions-on-iranian-oil-impeding-foreign-investment-slowing-product-exports-official>

observes the most lucrative online advertising methods, best practice general localization issues, and best-in-class content marketing strategies. Content marketing includes optimizing text performance both from the perspective of the end-user and of search engine algorithms. Keyword research and keyword selection constitute the core of the user-oriented approach to web site localization. The two views will be analyzed separately throughout the study and combined only in Chapter 6, where I will present the web site localization template.

1.4 Why Football?

With over 200 million active players worldwide, football seems to be the most popular sport (Dvorak, Junge, Graf-Baumann, and Peterson, 2004). In an extensive scale survey⁹ conducted by FIFA among 207 member associations in 2006, it was estimated that there were 270 million people engaged in football. Moreover, according to "FIFA 2.0: The Vision for the Future", by the opening whistle of the 2026 World Cup:

- More than 60% of the world's population will participate – play, coach, referee, or experience broadly – in the game of football.
- FIFA will invest more than USD 4 billion in developing football, giving back to the game the resources derived from its showcase competitions and new, technology-driven sources of revenue.

⁹ Published by FIFA Communications Division, Information Services on 31.05.2007

- Within the context of growing the game for all, FIFA will double the number of female players to 60 million.
- FIFA will have optimised internal operations and external business relationships to improve revenue generation and financial efficiencies.

According to Milanovic (2005), football is the most globalized sport worldwide. He states that due to the commercial and non-commercial domains of this beautiful game, researchers can investigate various events occurring in football. Boniface (2002, as cited in Tejedor, Cervi and Gordon, 2019) also argues that football can be considered an example of globalization defined as the global integration of different fields including politics, economy, culture, and technology. In this regard, generating financial interest in football through media is inevitable (de Sousa and Cervi, 2017).

According to Zuppo (2012), the primary definition of Information and Communication Technologies (ICT) involves transferring "information through digital means". With regards to football clubs, Haynes and Boyle (2018) state that sports organizations have been generating their content for their media channels, e.g. web sites, private TV channels, and social media accounts. Various research projects have been carried out, highlighting the need to analyse football clubs' presence in the World Wide Web (see Giomelakis and Veglis, 2016). Tejedor et al. (2019, p.2) shed light on the importance of football club web sites as primary

and reliable gateways of communication and the "embryonic core and the point of reference of the set of digital communication actions."

1.5 Research Questions

Based on the findings, I will provide recommendations for football clubs to increase their understanding of user preferences online. The research questions are, thus, the following:

1. What are the web site localization strategies that leading football clubs have followed with regards to the level of linguistic and cultural competency?
2. What can alternative approaches to web site localization be undertaken by football clubs to increase their translational and cross-cultural effectiveness for the Iranian e-audience?

Answers to these questions will benefit localizers, football clubs, and academic research by increasing knowledge of the role of language and culture in digital services. First, the research aims to increase the understanding of football clubs and their communication styles for the intended target e-audience. Second, the study will help football clubs in the localization-related decision-making process. The study is academically essential since there is little previous research on the roles of language and culture in the context of web site localization for the Iranian e-audience.

This study is academically essential since there is little previous research on the roles of language and culture in the context of web site localization for the Iranian e-audience. It should be noted that the concept of culture in this thesis has been adopted in a way that clashes with the long-standing critique of cultural essentialism in the humanities and social sciences. In fact, it is actually the notion of culture under the realities of capitalist modernity and economic exploitation that have been taken into account.

Needless to say, there are many theorists that have drawn on the ideological aspect of culture. For example, Eagleton (2016) does not conceptualize a particular notion of culture. According to him, culture understood as a way of life includes rules and ideas that are highly complex though not necessarily transmitted through formal education. This theoretical position argues that culture should be understood as a complex notion, rather than a reliable set of attributes. On the basis of this idea, Said (2012) introduces the concept of cultural hybridity in which different cultural styles around the world are diffused and new global hybrid styles in consumption and lifestyle are created. It is argued that in the global, postmodern world, such cultural diversity and pluralism becomes the norm albeit under the pressure of hegemonic forms.

However, for the purpose of this thesis, the focus is on culture as an instrumentalizable concept to promote marketing relativism in which marketing strategy is sensitive to the added value of cultural specificity of foreign

consumers. More importantly, there are cultural, linguistic, moral, legal and political differences that arise in various international contexts precisely in the processes of marketing transactions. This approach suits the marketing concept of sports clubs as they encounter new challenges in terms of making their web sites approachable, attractive and acceptable within different cultural contexts while expanding overseas.

1.6 Thesis Structure

This thesis has the following structure: In Chapter 2, I present a literature review covering a broad spectrum of the topic. In Chapter 3, I outline the research method. In Chapters 4 and 5, I discuss the findings of the descriptive analysis and present the steps in localizing Inter Milan's web site into Persian. Chapter 6 covers the investigation of the strong and weak points of Machine Translation in rendering football terminology in Persian. In Chapter 7, I propose the localization framework. Last but not least, I address the conclusion and implications of the study as well as suggestions for further research in Chapter 8. I have also included sections in Appendix E containing articles related to web site localization in English alongside my translation in Persian. Because web site localization is not widely discussed in Iran, it is important to create the related corpora and terminology in Persian through translation. In my opinion, translating these articles can expand the application of web site localization and its terminology in Iran and make them available to Persian readers.

Chapter 2

Literature Review

2.1 Introduction

In this chapter, I will focus on the crucial areas relevant to this thesis, web site localization: definitions, background, the relationship between localization and translation, the role of sociological approaches, and key concepts in web site localization. In the final section of this chapter, I will discuss the gap I have identified having studied the previous literature, and explain why it is crucial to scrutinize additional areas on web site localization.

2.2 Web Site Localization: Definitions and Recent Studies

Esselink (2000) defines localization as the process of adapting a product to a specific locale, that is to say, a group of individuals who share the same language, writing system, and other properties, which can be a group within the population of a country or a language community (Sandrini, 2005). Pym (2010) presents the definitions of fundamental concepts in this area: localization, internationalization, globalization¹⁰, one-to-many¹¹, partial localization¹², reverse localization¹³, and CAT¹⁴. Regarding localization, he states:

¹⁰ See section 2.7

¹¹ “This is our term for a translation process that goes from an internationalized version to many target-language versions simultaneously. It is not to be confused with the term “one-to-several” coined by Kade within the equivalence paradigm to describe the way one source-language item can correlate with many target-language items, or vice versa” (Pym, 2010, p. 123)

¹² “A localization process in which not all of the user-visible language is translated, usually to save costs when working into a small locale” (Pym, 2010, p. 123)

¹³ “Localization process that goes from a minor language into a major language (see Schäler 2006)” (Pym, 2010, p. 123)

¹⁴ “The traditional acronym for Computer-Aided Translation, sometimes used to describe translation-memory and terminology-management suites as “CAT tools.” The term is misleading, since almost all translating is done with computers these days, so all processes are “computer-aided” to some extent” (Pym, 2010, p. 123).

“Localization involves taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold.”

This definition includes the concepts of language and culture, which House (2015) refers to as “linguacultural”. She defines localization as a process in which a product is adapted based on the local conditions of the "receiving linguacultural community".

Other researchers consider more aspects in the definition of localization. Palumbo (2009), for instance, defines localization as the process of adopting a ‘product’—e.g. a web site, comprising textual, para-textual, meta-textual information—to a local market considering three main aspects: linguistic, cultural and technical. Web site localization can, therefore, be defined as the process by which a web site is modified for a particular locale (LISA, 2003; Yunker, 2002).

According to Schaler (2010), “localization is the linguistic and cultural adaptation of digital content”. To Schaler, localization includes translation and a wide range of additional activities. Despite its broad-spectrum, Schaler limits localization to digital content, whereas any product and their packaging can be localized before being presented to the target market. Schaler’s approach, however, might in part be because the term localization was initially used for recreating the local version of computer software (O’Hagan and Ashworth, 2002).

Sandrini (2005) has discussed web site localization and translation and, more specifically, the clarification of fundamental notions in localization, shedding light on why this multimodal process can be considered a new form of translation. He also proposed a strategy “to apply from translation studies approaches to web site localization”. According to Sandrini, there are two main perspectives: functional and commercial. For the former, having discussed the user’s demands and the client’s goals, he suggests a new definition for web site localization as the process of “modifying a web site for a specific locale according to the goals outlined by the client.” (Sandrini, 2005, p. 133).

Moreover, Sandrini believes that web site localization plays a vital role in international marketing strategies and offers guidelines for translators to follow so that they can modify a web site in such a way that the objectives of the clients are met. The commercial aspects he later describes apply not only to web site localization projects but also to all translation jobs. Sandrini mentions that to train experts in localization as a “recognized professional practice”, the following are needed:

- § Basic knowledge of international marketing;

- § Business models of localization as multilingual information management;

- § Strong emphasis on translation technology as web site localization which could be a challenge for translators.

Jiménez-Crespo (2013) argues that gradually the process of localization has to be considered in a larger cycle to be interactively in touch with other means (GILT: Globalization, Internationalization, Localization, and Translation). To this end, Dunne (2006) believes that people with different specialties such as management, engineering, translation, localization, and information technology should work together collaboratively.¹⁵ Sandrini (2008, p. 1) defines globalization and internationalization as follows:

§ Globalization, or the commercial process of “making a product or service in multiple regional markets”;

§ Internationalization, or the process of making a product adaptable to a specific market.

Moreover, Sandrini (2008) discusses two important aspects of localization, involving the localizable content and types of information on a web site. In terms of the localizable content, he distinguishes the following categories:

§ Common content: text, images, links;

§ Multimedia assets: audios and videos;

§ Application-bound assets: files which require other software applications such as MS-Word or Adobe PDF documents;

§ Transaction assets: Information on shopping online;

§ Community assets: ongoing online discussions in forums and chat rooms.

¹⁵ A different view is that “it might be more logical to reverse the acronym: TLIG would more accurately reflect the historical evolution of the industry and the sequential way in which practitioners and corporate strategists have become aware of the relative importance of these processes” (Dunne, 2006, p. 4).

He labels different typologies of information on web sites as static, dynamic, and semi-dynamic. Static information deals with “records of historical events, biographies, documentation of hardware and software, economic figures, manuals, laws and bills, and legal documents, etc.” (Sandrini, 2008, p. 10). Dynamic information encompasses sports results, the changing rates in stock, online prices, etc. Semi-dynamic information is the data about the staff or employees in a company or organization, biographies of living people, and so on, which might change over time. The categories that Sandrini introduces are useful for the current study as it is crucial to determine the different types of content information available on football web sites and to identify the localizable ones, given that they play an essential role in localization process.

2.3 Why Web Site Localization

Based on Internet World Stats¹⁶, 58.7% of the world’s population were internet users in 2019. Violino (2001) asserts that in order for companies to reach more target markets internationally, the obstacles of linguistic and cultural differences should be removed. House (2015) states that due to developments in the World Wide Web¹⁷, translation has moved forward and the demand for it in different

¹⁶ “Demographic (population) numbers are based on data from the United Nations Population Division [<http://www.un.org/en/development/desa/population/>]. Internet usage information comes from data published by Nielsen Online [a global measurement and data analytics company - www.nielsen.com], by the International Telecommunications Union [the United Nations specialized agency for information and communication technologies - www.itu.int], by GfK [Growth from Knowledge - www.gfk.com], by local ICT Regulators and other reliable sources.” (retrieved from www.internetworldstats.com)

¹⁷ “A global interlinked hypertext system that uses the internet infrastructure to network client workstations and servers all around the world based on the Hypertext Transport Protocol (HTTP)” (Horak, 2008, p. 545)

industries is growing. Business owners have been striving to enhance their presence in the WWW to acquire visibility and influence in their markets (see the 2020 Web Localization Report Card). This can be done in two ways: developing globalized web sites regardless of how culture is perceived in the target audience; or introducing cross-culturally competent web pages within the same web site (Simon, 2001; Luna et al., 2002; Singh and Pereira, 2005; Singh et al., 2009). Previous studies investigating cross-cultural competence in web sites conclude that international web site users prefer locally adapted content and culture is regarded as a medium embedded in the target audience values (Simon, 2001; Tsiriktsis, 2002; Luna, Peracchio, and de Juan, 2002; Singh, Zhao, and Hu, 2005).

Regardless of the reasons why a web site is created (online shopping, company profile, resume), it is important to encourage visitors to interact with the web site (Singh, 2012). In order to grow traffic on a web site, assessing its usability is paramount. There is a positive correlation between the localization of a web site and its usability. As the level of localization increases, the usability also improves (see Rua and Liang, 2003). According to Keevil (1998), usability indicates “how easy it is to find, understand, and use the information displayed on a web site”. In other words, usability is defined as the ease with which web site visitors can locate the information they need. Singh (2012) adopts a similar definition, adding that there are some goals to accomplish for a web site visitor as far as usability is

concerned, such as shipping, finding information, filling out forms, and interacting on discussion boards or forums. “Thus, web site usability measures the performance of the web site in terms of its ability to engage users and allow them to accomplish specified goals” (Singh 2012, p. 244).

2.4 Background

In the early 1980s, the emergence of desktop computers can be considered a milestone in the history of technology and a necessary condition for the development of localization. Esselink (2006) explains that as developers in computer hardware and software began to expand their markets in Europe, the US, Asia, and Australia, the need to localize products for international markets increased steadily. In the 1990s, the Internet started to grow and made fundamental changes to the economy (Chao, Chen, Singh, Chao, & Hsu, 2012). “Web site localization is a specialized service that has emerged in recent years (since 1999)” (Van der Meer, 2002, p. 10). So, it can be inferred that there are also myriad opportunities for researchers to investigate different aspects of localization and translation.

According to Esselink (2006), it was in Ireland that international companies employed most translators, localization engineers, and project managers for training purposes, as the Irish government provided these companies with

subsidies for each employee.¹⁸ More specifically, in the early 2000s, web site localization played a major role in international marketing¹⁹ where “localization teams would typically be coordinated by a project manager to oversee schedules and budgets, a linguist to monitor any linguistic issues, an engineer to compile and test localized software and online help and a desktop publisher to produce translated printed or online manuals” (Esselink, 2006, p. 25).

Schaler (2008) identifies three crucial phases in the development of localization. He refers to the first phase as “ad hoc solutions” to “ad hoc problems”. In this period, 1985-1995, it was believed that starting a new localization or translation project for a second version rather than updating the first translation of a product would be more economical. As a result, translators would not use the translation features of a first version for the second one. According to Schaler (2008), from 1995 to 2005, localization achieved a “degree of maturity” when a few organizations were able to publish “best practice recommendations” in this field, namely the application of user interface localization platforms (Catalyst and Passolo) and translation memory systems (TRADOS and IBM Translation Manager). Since 2005, the third phase of localization has been ongoing. Schaler lists some fast-growing localization platforms such as Lionbridge and SDL as evidence for this move.

¹⁸ Software firms had their own localization services but realized that they could easily outsource them to other service providers. Established in 1980, INK was one of the first European companies to provide translation services as an outsourced organization (Esselink, 2006).

¹⁹ See the paper “The Irish Model in Localization” published by Reinhard Schaler in LISA Forum Cairo 2005.

2.5 Machine Translation in Web Site Localization

Arnold et al. (1994) define Machine Translation as a process in which part or all of the translation steps are automated. According to Austermühl (2011), MT can function in different stages of the translation process:

- Assimilation (Gisting)
- Dissemination
- Post-editing (Revising)
- Pre-editing (Controlled language)
- Training (Terminology)

While citing Austermühl (2011), Lako (2014) states that out of the five steps introduced, only the first four can be involved in MT.

Assimilation is a useful technique for gisting. Using this, the target language reader can have the lexical translation only. Organizations do not wish to automate the localization of their web site's content as the product will not be in an acceptable and publishable format. As an opposite approach to assimilation, dissemination is a process by which organizations "through translating content disseminate the information in the language of the potential users" (Lako, 2014, p. 96). The requirements for this step are quality over quantity, publishable content, and the lack of quick translation. Human aided renderings can be considered as an example of this typology. Post-editing is the process of revising

a translation using MT under the supervision of the translator. According to Aziz, Castilho, and Specia (2012), it is a “successful way of incorporating MT into human translation workflows in order to minimize time and costs in the translation industry”.

Machine Translation can be an appropriate tool to use in localizing football club web sites given that the quality of the localized content relies on the performance of the localization team.

According to Lionbridge ²⁰, MT plus post-editing has advantages and disadvantages:

“Machine Translation Plus Post-Editing: Pros

- More accurate than machine translation alone
- Improved flow and clarity
- Greater cultural sensitivity
- More fluent use of slang and local terminology
- 30% faster than human translation without machine translation

Machine Translation Plus Post-Editing: Cons

- Slower than machine translation
- More expensive than machine translation alone.”

²⁰ <https://www.lionbridge.com/blog/translation-localization/machine-translation-vs-machine-translation-plus-post-editing/>

As the localization plus post-editing entails more engagement of the localization team, more time and a larger budget is required, leading to a more desirable result. Lionbridge recommends MT and post-editing to be used in web site localization when:

- a culturally sensitive or relevant translation is needed;
- the text requires knowledge in areas such as medicine, law, mechanics, etc.;
- public-facing materials are involved, such as advertisements, product descriptions, etc.

As cited by Lako (2014), Austerlühl (2011) suggests that Massive Online Collaboration (MOC) content translation or crowd translation is a type of translation showing an upward trend, not produced by professional translators but by professionals and enthusiasts in a particular field. For this reason, such translations are often of the highest quality. Similarly, in an interview with David Shea in 2005, Peter Newmark mentions that professionals may produce a better outcome than a professional translator: “The person who is a doctor would produce a better result. She would make sure the text makes sense, then a nonspecialist could touch up the work.” (Shea, 2005, p. 394).

With regards to e-commerce, there are many renowned multilingual sites that can also be used as a source for parallel corpora such as Amazon, eBay, Apple Store, and Google Play. Benchmarking web site localization, and SEO perspective, are crawled by search engines and the quality of the content is human-generated or

mediated, either through translation or through copywriting. All the content of these multilingual web sites contributes to the database available for machine translation. Thus, the efficiency of online machine translation tools is improving noticeably from year to year.

2.6 Localization as a Form of Translation?

Considering language as a cultural symbol, Luna, Peracchio, and de Juan (2002, p. 398) define language as “expressing the concepts and values embedded in culturally bound cognitive schemas.” They also posit that a word in a specific context such as a web site might activate a particular cultural concept or value, while in another language it might not. This feature can be identified using the conceptual feature model (see de Groot, 1992)²¹. Referring to this definition, it can be implied that there are many other functions of the language which are beyond communication (Taanonen 2014). “The extent to which consumers identify with their native language thus needs to be taken into account alongside their capacity to use another language” (Holmqvist, 2009). Kralisch (2006), also, states that written language has greater importance when it comes to providing information for a specific product or service in the context of the World Wide Web.

²¹ “According to the CFM, words in each language activate a series of conceptual features. The features activated by one word--for example, dinner--are not necessarily the same features activated by its Spanish translation equivalent, *cena*. Hence, dinner may be associated with the concepts evening and convenient, while *cena* may be associated with the concepts evening and family” Luna, Peracchio and de Juan (2002, p. 398).

A lot of research has explored the features of international companies' web sites and how they should be modified and adapted to the local cultures, some of which will be discussed in this section. Troestler and Lee (2007) describe how organizational and national cultural aspects of international companies are perceived in the world of business. They state that once a company is established, growing market share and benefit should be a priority. However, the way "the organizational culture, corporate identity and core competencies" are defined in this fast-growing industry should be taken into consideration when it comes to internationalization strategies (Troestler and Lee, 2007, p. 25). Different researchers agree that adapting to a different culture, and customer behaviour is crucial for allowing a company to operate and compete with others (e.g. Luna, Peracchio, and de Juan, 2002; Simon, 2001; Singh and Pereira, 2005; Trevor-Smith, 2004).

Schein (2004) proposes five steps which achieve "external adaptation and survival" when it comes to operating in other countries. As companies attempt to overcome the challenges they face in creating an organization overseas, "the issues or problems of external adaptation specify the coping cycle that any system must be able to maintain in relation to its changing environment" (Schein, 2004, p. 88). These steps are described below:

1. *Mission and Strategy*: Obtaining a shared understanding of core mission, primary task, and manifest and latent functions;
2. *Goals*: Developing consensus on goals, as derived from the core mission;
3. *Means*: Developing consensus on the means to be used to attain the goals, such as the organization structure, division of labour, reward system, and authority system;
4. *Measurement*: Developing consensus on the criteria to be used in measuring how well the group is doing in fulfilling its goals, such as the information and control system. This step also involves the cycle of obtaining information, getting that information to the right place within the organization, and digesting it so that appropriate corrective action can be taken;
5. *Correction*: Developing consensus on the appropriate remedial or repair strategies to be used if goals are not being met.

Kralisch and Berendt's (2004) research investigates the impact of different cultural variables on the search behaviour of Internet users. Results indicate that culture plays an important role in the amount and type of information provided for users. As a result, culture and "thinking patterns" determine the way users behave on the Internet. This should be taken into consideration when it comes to localizing a web site, as some cultures require more detailed and encompassing information. In contrast, others feel more comfortable when browsing a web site without much knowledge. Kralisch and Berendt's findings fit well with what Singh and Baack (2004) and Tixier (2005)²² have identified regarding the impact localizing a web site has on its users. Kotha, Rajgopal, and Venkatachalam (2004)

²² Tixier (2005) found that localizing a web site can lead to an increase in e-sales of 200%.

investigate how the experience of online shopping demonstrates competitive advantage for Internet companies concentrating on e-commerce. They argue that there are four elements crucial to the success of e-commerce companies:

1. Web site usability;
2. Product selection;
3. The extent of customer confidence;
4. The quality of customer relationships.

Kotha et al. (2004) posit that web site usability and product selection can be competed away via imitation, while customer confidence and relationship services represent a sustainable competitive advantage. Using Tobin's q ²³, they found that two dimensions of the online shopping experience, customer confidence regarding web sites and the quality of customer relationship, provide a competitive edge for online companies. Relationship services can thus be considered an incentive for online companies to make more culturally sensitive web pages for specific target audiences via web site localization. As a result, this measure leads to engagement between customers and online companies, which Lynch & Beck (2001, as cited in Agerbo and Byklum, 2011) consider a competitive global advantage.

²³ Tobin's q is a ratio "employed extensively to study the effects of intangible assets such as market share, focus, brand, research and development, information technology, and advertising on firms' long-term value" (Kotha et al., 2004, p. 116). For more information on Tobin's q , see Lang and Litzenberger (1989).

In “An Exploratory Study of Web Site Localization Strategies: The Effect of Exogenous Factors”, Wu, Peng, Shi, & Sia (2015) investigate the correlation between web site localization and several exogenous factors, including online transaction availability, product types and history length²⁴. Online transaction availability refers to the process of building trust and acceptance among the users of a web site through localization so that they can be engaged in online transactions²⁵. In this regard, Kramer, Brewer, and Hanna (1996) state that localization can be based on “shared features or common values” between consumers and web site vendors.

Another exogenous factor is the typology of products that require standardization or localization. An example of this is industrial and high-tech products, which warrant standardization given that such products target universal needs for their consumers, whereas other products “appeal to consumers’ hard-to-change tastes, habits, cultures, and customs” (Wu et al. 2015). By analyzing *Fortune* 1000 companies²⁶ using the Multiple Linear Regression²⁷ technique, they found that

²⁴ It refers to the length of time that foreign companies carry out business with others.

²⁵ See also Mayer et al. (1995), who confirm the same statement in their paper *An Integrative Model of Organizational Trust*.

²⁶ The magazine *Fortune* lists the top 1000 largest companies in the United States based on their revenues. As a result, variables such as size, market cap or enterprise values are not taken into consideration. See: *Fortune 1000 Companies List for 2016* (9 September 2016; retrieved from <https://www.geolounge.com/fortune-1000-companies-list-2016/>).

²⁷ This method has been used successfully in medical research as well, particularly in cardiovascular experiments and observational studies, where “multiple variables are measured and then analysed and interpreted to provide biomedical insights. When these data lend themselves to analysing the association of a continuous dependent (or response) variable to 2 or more independent (or predictor) variables, multiple regression methods are appropriate” (Slinker & Glantz, 2008, p. 1732).

web site localization strategies such as local authentication²⁸, local history, and particular plan²⁹ are positively associated with the degree of web site localization. They also realized that by having an online transaction channel, there is a positive correlation with local authentication. What is more, product type associates with local history, particular plan, and corporate social responsibility, while history length aligns with local history.

Bahri and Mahadi (2015) investigate the translatability of culture in web site localization. Their study involved 18 Iranian web site localizers who had expertise and experience working with Arabic, English, French, and Persian. Bahri and Mahadi combine the theoretical frameworks of O'Hagan and Ashworth (2002) and Singh and Pereira (2005) to investigate how variables such as ideology, pictures, symbols, colours, branding, navigation, and written content could be essential in directing the cultural content of web sites. Their quantitative research shows that the variable of ideology, with a mean of 4.33, is the most crucial one. Other factors follow in this order of importance: pictures, symbols, colours, branding, written content, and navigation. They also conclude that the process of localizing for branding is the most challenging part compared to other variables. This research implies that localizers within the Iranian community face

²⁸ It is "used to endorse web sites as safe and secure web sites" (Wu et al., 2015, p. 399).

²⁹ "Information about a special plan of product/services provided for local people by foreign companies" (Wu et al., 2015, p. 396).

various challenges in localizing pictures, ideology, and branding³⁰. Translators and localizers must be aware of extra-linguistic features of the process as cultural awareness makes for a more effective result.

Stamey and Speights (1999) set out to introduce a methodology for web site presentation for a culturally different audience. They also propose a three-step process of localization:

1. Identifying the subject of the web site;
2. Identifying the target culture;
3. Applying the methodology for localization which encompasses seven items:
 - a. Information architecture (placement of information);
 - b. Themes and navigation;
 - c. Graphics;
 - d. Photographs;
 - e. Text translations;
 - f. Search engines;
 - g. Audio;
 - h. Video.

As their localization project, they selected the web sites of Business Councils of South Carolina.³¹ In their case study, they made several changes to the source web site. For example, the localizers (who were also the researchers) added additional colours with some animations to the sidebar links. Changes made also

³⁰ While translating, localizers have to replace pictures of women not wearing hijab with women wearing hijab in advertisements to be used in Iran.

³¹ It has been noted that web users outside of North America are significantly different from their counterparts in the United States. Many surveys indicate Japanese and German Internet users are younger and even more predominantly male than the users in the US market (Stamey Jr. & Speights, 1999, p. 129).

included replacing functions such as “About Us”, and “Email Us”. The seven items they list as deserving attention (a-h) could be an essential contribution to the current study. However, other approaches, such as intersemiotic translation, could have been inspected by them. This dissertation considers this approach and applies it to the localization of football club web sites.

Vence (2005) mentions that companies must enhance communication with their clients by employing culturally relevant content. Being multilingual in the virtual world, in other words, can create a space for business owners to lead in the area in which they work. As trading, technology and industry giants in the world such as LG, SAMSUNG, DHL, etc. have shown, having an active role in this virtual world requires having a web site which is delivered in various languages. That said, the issue of adopting a web site culturally to the target audience needs to be taken into consideration.³² Alongside translation or linguistic adaptation, cultural adaptation is an important factor in localizing a web site, as merely changing the language to that of the target audience is not adequate, given that a deeper understanding of languages and cultures is required for better communication (Baker, 2009). That is why localization is recommended to businesses as a means of attracting more clients, consumers, and viewers.

It cannot be emphasized enough that the reproduced or localized version of the original web site should consider the target locale’s economy and culture. This

³² Using empirical evidence, Singh, Fassott, Chao, and Hoffman (2006) have proved that the adaptation of culture in a web site does lead to an increase in sales.

makes a distinction between the processes of translation and localization. Another distinguishing feature of localization is that it requires a person or team with more expertise in areas such as web design, programming language, and search engine optimization. Pym (2011) also highlights other differences between localization of a web site and “non-hypertext translation” including identification of translatable elements, tools needed to carry out the tasks, non-linearity feature, and coordination of the translation process. As Esselink (2000) puts it, localization of software is a process that goes beyond translation. This can be true of web site localization as well since the process involves deploying multilingual project management platforms, translation memory, engineering, and testing. These tasks require either someone with more than one expertise or a group of people with the related knowledge and experience.

Charalampidou (2006) discusses several differences between localization and translation. She states that large companies tend to internationalize their web sites and thus their products to save money. In other words, their products and services are represented in a globalized way, and will not be specifically designed for a country or region. At first glance, this is a rational move by these companies; however, it does not correspond to what Wu et al. (2015) describe about products and services since high-tech products can be internationalized to meet universal requirements of consumers. As a result, selecting either localization or standardization depends mostly on the products or services a company provides.

Economic factors have a direct impact on designing and translating web sites; a company may reduce the elements related to a specific culture to promote its products internationally (Charalampidou, 2006). In this regard, Tong and Hayward (2001) investigate the relationship between the language of a web site and how its users and viewers welcome it. They conclude that web sites in the users' mother tongue are viewed more favourably than the English versions, no matter what the users' proficiency in English is. As a result, the web sites that can communicate with users in their native tongue are more likely to produce immediate sales. When a company provides a web site in its users' mother tongue, we can infer that the web site has been developed for a specific country, region or even person. Thus, the assumption made is that the company cares about its users.³³

This care creates a sense of rapport between the supplier and the user. Providing a web site in the users' mother tongue is not the only step an organization should take. There are other points to take into consideration when it comes to this task, such as extra-linguistic and cultural particularities. Charalampidou (2006) discusses the Greek-language version of the Vodafone telecommunications company web site. She finds that the same style, format, and colour exist in both the English and Greek translations, and that red is a significant element of the design. What is more, the slogan "now" and brand name "Vodafone" are left

³³ See Sandirni's 'Web site Localization and Translation' in *MuTra 2005 MuTra 2005—Challenges of Multidimensional Translation: Conference Proceedings*, where he clarifies the main concepts of localization as a new form of translation with its specific facets such as hypertext and multimedia.

untranslated. Charalampidou (2006) concludes that the AIDA advertising method, which stands for attention, interest, desire, and act, was used in the web site since the slogan and brand name are two important items to consider. The slogan "Now" can convey the message that if the customers purchase at that specific time, they will get a good deal for their money. She concludes that the issue of culture is highly important in localizing a web site because cultural elements were evident in the Greek version of the Vodafone web site. She also concludes that the decisions localizers make should align with the owner's purpose in localizing the web site.

There is a rapidly growing body of literature on web site localization in the field of Information Technology. Bader (2016) has conducted a study of localization techniques. He discusses three different methods for localizing a web site: separate localized versions, resource files and database tables. Firstly, separate localized versions make it possible for the localizing team to provide various "versions of a web page or web part for each language/culture needed" (Bader, 2016, p. 35). Secondly, a resource file is a simple one such as an XML file which is prepared for a specific language of a localized web site.³⁴ This technique allows the localization team to produce different versions of a web site with the same language but different cultures such as Spanish for both Latin American countries and Spain. Last but not least, the author mentions that data tables allow for more

³⁴ See Pym (2009).

successful localization because separate source files to store the translated content are produced for each language or culture. While it is beneficial to have multiple languages for the same content for different cultures, Bader (2016) concludes that it does require more maintenance, consistent content, and language/cultural dependent data.

The interdisciplinary premise of TS has established a platform for ideas from other fields of study, such as information technology, sociology, management, etc. In the field of information technology, for example, Sandrini (2008) mentions “some of the most popular file formats on the Web” for web site localization, including:

- § HTM/HTML (Hypertext Mark-up Language), is localizable and translatable;

- § XML (Extensible Markup Language), is localizable and translatable;

- § CSS (Cascading Style Sheet) is not localizable;

- § XSL (Extensible Style Sheet Language), is localizable and translatable;

- § JS (JavaScript) is localizable and translatable;

- § ASP (Active Server Pages), is localizable and translatable;

- § PHP (Hypertext Pre-processor) is localizable and translatable;

- § JSP (Java Server Pages), is localizable and translatable;

- § GIF (Graphics Interchange Format), is not localizable (only when text is embedded);

- § JPG (Joint Photographic Experts Group), is not localizable (only when text is embedded);

§ PSD (Photoshop Document) is localizable and translatable when one of the layers contains some texts.

The incorporation of Management and Translation Studies can help businesses engaged in the virtual world make better decisions to attract more clients. Shneor (2012) has investigated the influences of culture, geography, and infrastructure on the decisions web site owners make before and during localization of their web sites. By observing 440 “home-target country dyads” from nine airlines in Europe, using the framework introduced by Javalgi and Ramsey (2001)³⁵, Shneor attempts to assess “the choice between launching and not launching a market-specific web site for different country markets” (Shneor, 2012, p. 353). He concludes that there are five useful variables in deciding to launch a localized web site:

1. Web site traffic from a foreign market;
2. The physical distance between the home and the target market. The higher the gap between home and target market, the lower the probability of establishing a localized web site;
3. Demand conditions, i.e., the localized content of airline web sites for frequent international travellers is not essential;
4. Competition intensity;
5. Cultural distance.

The second variable may not be accurate for the localization of football club web sites. As Dunning (1999) puts it, football is the most popular sport in the world

³⁵ See Javalgi and Ramsey’s ‘Strategic Issues of E-commerce as an Alternative Global Distribution System’ (2001) in *The International Marketing Review*.

with a wealth of fan bases that do not necessarily reside in the areas where the team plays. A clear example is the international popularity of two major football clubs in Spain, Real Madrid C.F., and FC Barcelona, as well as Manchester United FC in England. Therefore, this distance factor is removed when localizing content.

Rau and Liang (2003) combine both processes of internationalization and localization as well as improving the usability of web sites by applying user-centred methods. The first step entailed the development of a usage scenario for the web site under investigation, Honeywell.com. Next, they commissioned three Asian usability specialists to carry out a heuristic evaluation of the web site. Usability problems were found and discussed. The researchers used cluster analysis for their data.³⁶ Finally, to investigate the performance of users from Asia, a measurement test was conducted. Their results show that the user-centred design approach leads to the improvement of web site usability in the various developmental processes of a web site's life cycle. Their study deals with users in Asia, and therefore a similar approach can be utilized in the current study to investigate whether the same result can be obtained for Asian football fans.

Many projects have set out to determine best practices for web site localization for specific regions. Most have been in the field of business rather than sports or specifically football. Chao et al. (2012) have analyzed multilingual web sites of

³⁶ Cluster analysis refers to the process of finding out which objects are similar in a set (Romesburg, 2004).

international companies in the Chinese market. They aimed to assess the level of localization these companies have on their web sites for customers and users in China. They also attempted to validate the study of Singh, Toy, and Wright (2009), which will be discussed in detail in the following paragraphs. Chao et al. (2012) selected 100 web sites as their final case studies. The list below shows the companies:

Company List (N=100)			
3M	Deere	IKEA	Netgear
ABB	Dell	Imation	NewBalance
Accenture	DHL	IngramMicro	Nortel
Acuvue (J&J)	Discovery	Intel	Novartis
Adidas	Disney	Jaguar	OTIS (United Technologies)
Adobe	Durex	Jeep	Paypal
Alcoa	Ebay	Johnson&Johnson	PepsiCo
AMEX	EDS	Kingston	Pfizer
Apple Computer	Emerson Electric	Kodak	Ping
Avis	Ericsson	Land Rover	PizzaHut
BMS	Exxon Mobil	Levis	Procter & Gamble
BMW	FedEx	Logitech	Saab
Boeing	Ford	Manpower	Starbucks
Cadillac	General Electric	Mastercard	Symantec
Cartier	General Motors	McAfee	Unilever
CAT	Goldman Sachs Group	McDonald's	United Parcel Service
Chanel	Goodyear	Mercedes	VISA
Chevrolet	Google	Merck	Volvo Cars
Chrysler	Grundfos	MetLife	Walmart
Cisco	H&S	Microsoft	Whirlpool
Clinique	Hewlett-Packard(HP)	Motorola	Wonderware
Coca-Cola	Honeywell	Mozilla	Wyeth
Colgate	HSBC	MSN	Xerox
Creative	IBM	MTV	Yahoo
CSC	IDC	Nestle	

Figure 1 The companies chosen by Chao et al. (2012)

Their quantitative research shows that several companies' web sites in China demonstrate best practice. For example, "The support page on the Dell China site covers very detailed information on Dell support service to the customers" (Chao et al., 2012, p. 256), while the Chinese localized version of eBay provides its users and customers with "products uniquely designed" for China and other countries. Their study validates the framework Singh et al. (2009) present for

localizing web sites. However, Chao et al. (2012) do not discuss theoretical frameworks for translation:

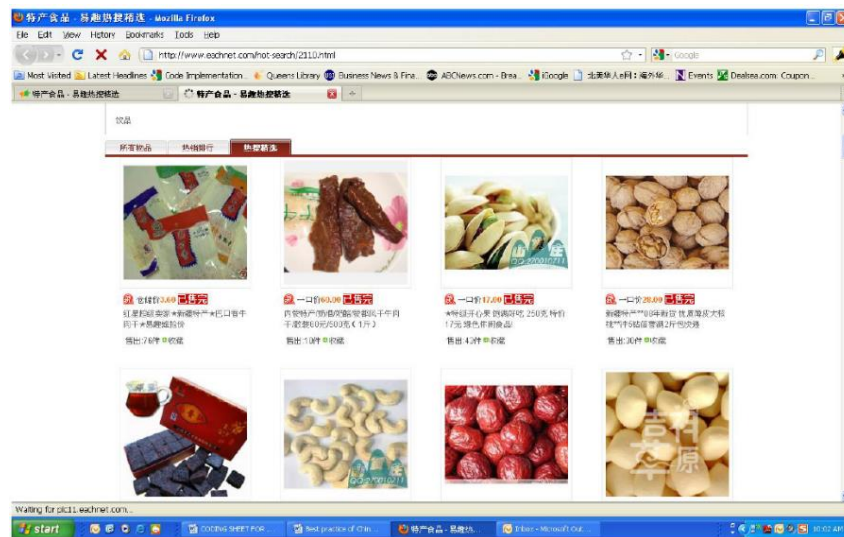


Figure 2 Unique products from eachnet.com³⁷

Translation scholars have offered various approaches to different types of research in this field (Munday, 2001). One example is the analysis framework mentioned above to establish the overall quality of web sites proposed by Singh et al. (2009), which covers content localization, cultural customization, local gateways and translation quality. They define these categories as below:

§ Content Localization: This encompasses equivalency, relevancy, navigation, support, and currency;

§ Cultural Customization: This includes cultural values, cultural themes, content adaptation to the local culture, promotions which are unique to the target community, colours, graphics and web page design;

³⁷ eBay is a parent organization for Eachnet.com. \$100 million was injected into their China operation by eBay in 2004 so that they could overcome their fierce competitor Taobao. These two companies used different advertisement platforms. For example, eBay advertised on buses and subway platforms, while Taobao owned TV advertisement platforms. See: “How EBay Failed in China” (12 September 2010, retrieved from <https://www.forbes.com>).

§ Local gateway: This deals with finding the target locale's web pages, which involves accessibility;

§ Translation Quality: This means how well the source text has been translated for the target community.

First, Singh et al. (2009) looked for Spanish language web sites owned by companies from the US. Then, they selected 208 companies for their investigation. Via content analysis, three bilingual raters, and inter-raters, the researchers considered 14 variables listed below:

1. Number of English pages
2. Number of Spanish pages;
3. Percentage of Spanish–translated web pages;
4. Content depth;
5. Content synchronization;
6. Navigation;
7. Web site service and support;
8. Web page structure;
9. Graphics;
10. Colours;
11. Promotion of products and services;
12. Hispanic gateway visibility;
13. Hispanic URL usability;
14. Translation Quality.

Their study shows that to create “a high-quality localized web site”, the variables of translation quality and local gateway should have higher priority. This confirms how important translation is for localizing web sites. The researchers also report some progress by US companies in localizing their web sites for the Hispanic community in the following areas:

1. Content depth;
2. Synchronization with English language web content;

3. Navigation aspect;
4. Quality of translation from English to Spanish.

That said, “there is great potential for enhanced localization efforts in page structure; graphics and colours; promotion of products and services unique to Hispanics.” (Singh et al., 2009, p. 291).

Lakó (2013) studies how the web site Eurosport.com is localized for different users around the world:



Figure 3 The image used by Lako in Paper (2013)³⁸

This image shows that the content has not only been translated but also localized for the UK, Germany, Turkey, Russia, Egypt, and China. In other words, the users from these countries view a web page specifically designed for their region. Lakó (2013) lists the following as the main differences to emerge from his comparative study:

³⁸ The paper is titled “Which way web sites localization: translation or copywriting” (2013) by C. Lakó.

1. Pictures;
2. Layout (either left to right or right to left based on writing rules in Arabic and other languages);
3. Extra services (immersion of Eurosport and Yahoo!, for example);
4. Submenu homepage;
5. Content (football is considered the most popular sport in all countries in the study, while Formula 1 is second in Germany and third in the UK).

Research into web site localization and internationalization can be both helpful and practical for expanding business for companies active in e-commerce. Tixier (2005) states that when the process of localization has been done effectively, an increase of 200% can occur in a company's e-sales beyond "its language borders". Proposing a rubric for both the web site localization process and its evaluation is likely to help web site owners achieve their popularity goals among clients and users. The same can be obtained for football club web sites.

2.6.1 Localization among Translation Theories

In the 1980s, having proposed the *Skopos* theory, Hans Vermeer created a new perspective in Translation Studies. The translational action aim of the translatum is imposed by or negotiated with the commissioner (the person requiring content to be translated). The purpose in commercial web localization is the same both in the source text and in the target texts, which is to generate traffic or sales. On the other hand, the main difference lies in the fact that web-texts impose restrictions on translators, such as maximum text length due to web page design. Also,

explicitation may not fit in; instead, one can use hypernyms, replace subordinates with gerund constructions or even with terms that bear a more real meaning.

When considering the factors that influence the composition of the original text, the main difference between a generic version to be translated and web content translation is that the author of the former does not (generally) plan to have it translated into several languages; the translation as part of the localization plan on a commercial web site will take into account from early stages, that is, from the globalization and internationalization stages, that the text will be localized to several locales. For example, the producer of the original version, instead of using American English, could use International English or another standard, a language free of slang, of vocabulary specific only to certain regions, or particular grammar structures. This can be achieved both by using a more general language and by finding/delimiting text segments. In practice, it is challenging to establish text structure and styling. Yet, on web sites, one can distinguish between button texts, menu texts, short informative texts, full-length texts, texts used with media elements, etc.

Another relevant functionalist theory that leaves ample room for application to web localization is Christiane Nord's (1997). Of particular interest is the distinction she makes between documentary and instrumental translations (Similar to House's overt/covert model). Instrumental translation "serves as an independent message transmitting instrument in a new communicative action in

the target culture, and it is intended to fulfil its communicative purpose without the recipient being conscious of reading or hearing a text which, in a different form, was used before in a different communicative situation.” (Singh and Pereira, 2005, p 81) In the case of web site localization, this is only applicable to culturally customized web sites. An Iranian web user visiting <https://www.samsung.com/iran/> will be immediately aware that the text s/he is reading might be based on an ST. It is not because the translation is not accurate or culturally adapted, but because the Persian content is on the same server with the original content.

Instrumental translation accomplishes the same functions as the source text (convincing users to take action, buy a product or service) and is called by Nord “function-preserving translation”. Additionally, Nord distinguishes three forms of this translation type: equifunctional (e.g. instructions for use), heterofunctional (e.g. Gulliver's Travels for children) and homologous translations (e.g. poetry translated by a poet)³⁹. Translations of commercial web pages maintain the same function as the source texts across the various localized web pages. Thus, in this case, the strategy applied is similar to equifunctional translations, ensuring business to consumer or business to business communication.

Nord defines documentary translation as a “type of translation process which aims at producing in the TL a kind of document of (certain aspects of) a

³⁹ See Nord (1997)

communicative interaction in which a source-culture sender communicates with a source-culture audience via the ST under source-culture conditions.” (Nord, 1997, p 138)

In web localization, documentary translation is used for product features and specifications, “about us” and “contact us” and other pages. If the branch in the target economic area is separate from the headquarters, the instrumental approach would be more appropriate as the information contained will be specific (different address, different contact details, etc.).

The instrumental translation is defined as a “type of translation process which aims at producing in the TL an instrument for a new communicative interaction between the source culture sender and a target-culture audience, using (certain aspects of) the ST as a model.” (Nord, 1997, p 139)

In the case of web site localization with a focus on the end-user, the translator has to produce in the TT an output that should be perceived as an original and uses as a starting point keywords and references used by the web-users in search engines. This view is in accordance with Mona Baker’s perspective on the role of the translator: “Like any writer, a translator has to take account of the range of knowledge available to his/her target readers and of the expectations they are likely to have about such things as the organization of the world, the organization of the language in general, the organization and conventions of particular text types, the structure of social relations, and the appropriateness or

inappropriateness of certain kinds of linguistic and non-linguistic behaviour.”
(Cited in Lako, 2014, p 47) This approach is essential for online businesses in the era of inbound marketing. (Fishkin and Høgenhaven, 2013)

According to Lako (2014), equifunctional translation is used on web sites in cases such as product manuals. Heterofunctional translation in commercial web site localization may primarily be used if the target market based on age differs from one market to the next. This is not the case as a web site will already have adapted its source content to various age groups; hence the localization team will localize content already tailored to an age group. For example, physical products may be built modularly and have simpler modules for children and more advanced modules and features for adults. An even more illustrative example of a modular product, aimed at various age groups, might be that of online image editing software. For children, there may be fewer buttons and controls.

2.7 Cultural Dimension in General

According to Hall (1976), cultures can be described in a spectrum ranging from high to low context. He also states that as low context cultures, some people such as Scandinavians and Germans communicate explicitly in both text and speech forms. In contrast, other cultures, such as Chinese, include some communicative cues in their communication with others (See Twitchell Hall & Hall, 1989). Moreover, Hall (2000) argues that to understand communication, knowledge about meaning, context, and code (which Hall calls “words”) should be

prioritized. People in high context culture are understated, ambiguous, and indirect, while those in low context culture are open, precise, and direct (see Gudykunst et al., 1996).

Since Geert Hofstede (1980) proposed 4-dimensional models of culture, various scholars have intervened (see Simon, 1999 and Albers-Miller and Gelb, 1996). Kogut and Singh (1988), for example, claim that their study shows the usefulness of Hofstede's constructs. Hofstede (1980) introduced the dimensions in 4 categories: individualism-collectivism, power distance, uncertainty avoidance, and masculinity-femininity. Between 1968 and 1972, Hofstede researched with an ordinal scale for the four dimensions. More elaborate information, with six dimensions developed by Hofstede, Gert Jan Hofstede, and Michael Minkov, is available for 103 countries online.⁴⁰

Despite criticisms imposed on Hall and Hofstede's work, Wutz (2005) claims that her qualitative study of localized web sites around the world shows that the "communication patterns today still resonate with the cultural dimensions proposed decades ago." Moreover, Singh and Pereira (2005, p. 55) outline several reasons why Hofstede's typology is still applicable:

1. Their cultural typology has been used in various research projects, demonstrating that it is an "important part of cultural theory";
2. As Clark (1990) puts it, other cultural typologies "correspond to Hofstede's typology".

⁴⁰ <https://www.hofstede-insights.com>

3. According to Simon (1999), their typology is a valid basis for the analysis of differences among various regions and a tool that marketers can use in localizing web sites for different cultures.

2.8 Role of Hofstede's Cultural Dimensions in Cross-cultural

Communication

Hofstede's cultural dimensions, Hall's cultural dimensions, or a combination of both have been widely present among the research studies investigating the influence of culture on web sites (Cermak and Smutny, 2018). For instance, Calabrese, Capece, Di Pollo, and Martino (2014) examined whether the cultural background of countries is reflected in the web site design of companies. Applying the Hofstede model and supporting the use of a targeted approach to design web sites, Calabrese et al. (2014) found that Brazilian, Portuguese, Angolan, and Macanese web sites demonstrate that organizations operating in these countries are aware of the importance of culture in improving cross-cultural management of computer-mediated communication with the e-audience.

In another study, using the US-based Fortune 500 companies' domestic web sites and their Turkish counterparts, Karacay-Aydins, Akben-Selcuk, and Aydin-Altinoklar (2010), investigated the extent of differentiation of web communication on cultural grounds. They found significant differences in the depiction of cultural values on the web sites examined. "US websites displayed more features related to uncertainty avoidance, namely, the presence of a site map, company history, and tradition theme. This might be since US companies

consider Turkish websites as auxiliary divisions, and do not bother to translate all the available information from English to Turkish" (Karacay-Aydins, 2010, p 100).

On the other hand, there are critics of Hofstede's theory⁴¹ (see Siew, Lee, and Soutar, 2007 & Kirkman, Lowe, and Gibson, 2006). Hofstede (2002) lists the most common criticisms and responds accordingly:

"1. Surveys are not a suitable way of measuring cultural differences (my answer: They should not be the only way).

2. Nations are not the best units for studying cultures (my answer: True, but they are usually the only kind of units available for comparison and better than nothing).

3. A study of the subsidiaries of one company cannot provide information about entire national cultures (my answer: What was measured were differences between national cultures. Any set of functionally equivalent samples from national populations can supply information about such differences. The IBM set consisted of unusually well-matched samples for a vast number of countries. The extensive validation in the following chapters will show that the country scores obtained correlated highly with all kinds of other data, including results obtained from representative samples of entire national populations).

⁴¹ See chapter 3 for full description of Hofstede theory

4. The IBM data are old and therefore obsolete (my answer: The dimensions found are assumed to have centuries-old roots; only data which remained stable across two subsequent surveys were maintained; they have since been validated against all kinds of external measurements; recent replications show no loss of validity).

5. Four or five dimensions are not enough (my answer: Additional dimensions should be both conceptually and statistically independent from the five dimensions already defined, and they should be validated by significant correlations with conceptually related external measures; candidates are welcome to apply)" (Hofstede, 2002, p. 1356).

Studies are confirming the usability and functionality of Hofstede's cultural dimensions. Minler and Collins (2000) state that Hofstede's framework is widely used in studies of marketing and provide a suitable platform for this area of research. Albers-Miller and Gelb (1996) also label Hofstede's model as the "output of extensive research ... developed by a multinational team to reduce cultural biases". As cited by Tang and Koveos (2008), Kirkman, Lowe, and Gibson (2006) posit that "Hofstede's framework stands out in cross-cultural research because of its clarity, parsimony, and resonance with managers".

Moreover, Cermak and Smutny (2018) list 14 research studies concerning the role of Hall's and Hofstede's cultural dimensions in web site localization. Ahmed, Mouratidis, and Preston (2009), for example, address the issue of a

culturally adapted web site for the local audience. Applying Hall's and Hofstede's cultural dimensions, they explore the main "cultural parameters that are likely to have an impact on local website design for Asian-Eastern culture." Ahmed et al. (2009) propose a framework and suggest the following criteria to be adapted in web site localization:

1. Metaphors / Animation / Symbols
2. Official Certification / Logos / Awards

In another study, Yalcin, Singh, Dwivedi, Apil, and Sayfullin (2011) examined the international Russian and Turkish web sites of 115 multinationals with regards to 37 cultural values in seven cultural dimensions. The results showed that the local cultural values of the target users are depicted on web sites. However, the multinationals have a multi-focus approach with regards to their online communication strategies, including "cultural (domestic and foreign) and marketing strategy elements". Singh and Matsu (2004) also proposed a framework to measure cultural values embedded in web sites. Using content analysis, they also tested the framework on U.S. and Japanese company web sites. According to Singh and Matsu (2014), with regards to most of the cultural category items, Japanese web sites are significantly different from the U.S. web sites. As an illustration, according to Hofstede's cultural dimensions, Japanese society is viewed as collectivist and group-oriented. The feeling of *amae*⁴² is

⁴² being in harmony with others and being able to depend on them (see Beardsley and Smith, 2004).

highly valued in Japanese society, and this notion is widely reflected in “the depiction of features like online clubs, family themes, and links to local companies” (see Singh, 2011).

2.9 Globalization and Internationalization

According to Lako (2014), the globalization term emerged in economic contexts where businesses were planning to offer their products and services on a grander scale. Only later was this term used among Translation Studies scholars. Cadieux, Pierre, and Esselink (2004, p. 3) define this concept as “spreading a thing to several different countries and making it applicable and useable in those countries. We suggest therefore that our industry should follow the general meaning the word globalization already has in other domains, which is simply the dictionary meaning.”

In Lako's terms, globalization also abbreviated as “g11n”, “initiates all the other subsequent processes: internationalization (l18n), localization (L10n) and translation⁴³” (2004, p. 24). Through globalization, organizations take managerial aspects such as selecting the target market (locale), setting a budget for the following steps, establishing deadlines, etc.

Known as “l18n”, internationalization is a subsequent process of globalization in which linguistic and cultural elements of a product are isolated in preparation for localization (Schäler, 2009 & Lako, 2014). Also, Pym (2014) defines this concept

⁴³ Referred to as GILT

as the production of the intermediary content from its source. He further states that internationalization is what makes a distinction between localization and *skopos* theory in Translation Studies. "In traditional translation, we move from a source text to a target text. In localization, on the other hand, we move from a source to a general intermediary version" and then target content (Pym, 2014, p. 123).

On a football club web site, as an example, this process can be reflected in variables or Uniform Resource Identifier (URI), both for various parts such as header, menu, content. A proper HTML5 coding page is modified by the IT team to be used by the translator(s). These codes⁴⁴ are specified based on their usage on the web site. For instance, submenu items can be presented using the following code:

```
<span class="generic-item-submenu-hover-fx">Home</span> == $0
```

Figure 4 HTML5 code specifying home submenu on FC Inter Milan web page

From a linguistic point of view, on an internationalized football club web site, the use of figurative language should be avoided. All content which is challenging for the translator to understand needs to be simplified. Oracle's Internationalization Guide (2010) advises that, as a general convention,

⁴⁴ Instructions for a computer in some programming language, often machine language (machine code). The word "code" is often used to distinguish instructions from data (e.g. "The code is marked 'read-only'") whereas the word "software" is used in contrast with "hardware" and may consist of more than just code. Retrieved from <https://www.computer-dictionary-online.org/>

"language must follow US English standards of usage, and avoid the use of terms that are typically found only in speech—such as jargon, humour, slang, and colloquialisms—and are unlikely to be understood by non-native speakers of the language. For example, the use of the term 'meltdown' to mean 'system failure' may be evident to users born in the US, but not understood by either translators or users from other countries. "⁴⁵

According to the "Definitive Guide to Website Localization" published by Lionbridge⁴⁶, the definitions of these central concepts are as follows:

Localization: the process of modifying web content and applications for regional – or local – consumption. It goes beyond translation to adapt the original (source) language and other site elements to appeal to the customer's cultural preferences in their own (target) language.

Internationalization: a process that makes localization possible by ensuring that the web site is "global-ready" from both technical and functional perspectives. It is the process of ensuring that the site's architecture and platforms can handle multiple languages and cultural conventions to make the creation of localized sites possible.

⁴⁵ Retrieved from <https://www.oracle.com/technetwork/topics/ux/applications/449946.html>

⁴⁶ Lionbridge Technologies, Inc is an American company providing localization and AI training data services. Based in Waltham, Massachusetts, the company has operations in 26 countries and is considered one of the biggest companies in localization industry. (See <https://www.lionbridge.com>)

Globalization: it can have many meanings. But in this context, it means that if a company wants to conduct global business, its web presence must first be internationalized, localized, and optimized for multilingual search engine optimization (thus, globalized). Only then can one transform processes to support customers in their preferred languages and locales – and drive e-business success. So, globalization is the combination of internationalization, localization, and multilingual SEO, respectively.

2.10 Research Gap

Investigating cross-cultural competence of web sites, especially those of football clubs between English and Persian, has received very little attention in academic research. According to Holmqvist and Grönroos (2012), multinational management and marketing have studied the concept of language among various languages and cultures. For Persian, though, this seems to be missing. Areas of communication have been investigated to some extent in international marketing and Translation Studies in Iran (see Bahri and Mahadi, 2015; Pourali, Khoshsaligheh, and Ghonsooly, 2015; Hamidi, Hamidi, Mehrbabak, 2011). However, previous studies have focused mainly on marketing, advertising, branding, or translation only and have not investigated comprehensive cross-cultural competency of foreign language web sites and have not carried out the actual web site localization process into Persian, neglecting the interactive nature of communication.

According to the 2020 web localization report card, more companies and organizations are investing their resources in reaching the global market using localization and globalization strategies through their web sites. This trend is developing in Iran, too, as international organizations tend to sell their products and present their services (Pourali et al., 2015). Thus, more research is needed to understand better language-related issues occurring in cross-cultural communication between international organizations and the Iranian e-audience. Throughout this communication, translation is an integral element due to the importance of language; it needs to be reflected and acknowledged on the localized version of the web site.

Chapter 3

Methodology

3.1 Introduction

This chapter describes the research design and methods chosen for this study. I break down the research process and justify the methods of choices. There are two phases in this study described below:

3.2 Phase One

The first phase entails the quantitative and descriptive aspects of the study, measuring the extent of the selected football club web site localization efforts according to the four categories proposed by Singh et al. (2009). The case studies in this phase are:

- FC Barcelona: <https://www.fcbarcelona.com>
- Bayern Munich: <https://fcbayern.com>
- Manchester United FC: <https://www.manutd.com>
- Juventus FC: <https://www.juventus.com>

The following chart visualizes the framework proposed by Singh et al. (2009):

Table 1 Constructs and Definitions of the Framework Proposed by Singh et al. (2009)

Construct / Variable	Definition and Measurement
Number of English Pages	Number of English-language Web pages on each Web site
Number of Spanish Pages	Number of Spanish-language Web pages on each Web site
Content Localization	
Percentage of Spanish-translated Web Pages	The ratio of Spanish Web pages divided by English Web pages
Content Depth	The extent of the content made available to Hispanic online users in terms of contact information, product information, services, company information, shipping, and handling (1 = basic store and contact

	information; 5 = all sections from English pages are translated and have all information needed for Hispanic customers)
Content Synchronization	The currency of the Spanish site content relative to the source—English site content (1 = content is out of sync with English content; 5 = most Spanish content is in sync with the English content)
Navigation	The extent to which the Web site has an adequate sitemap, hyperlinks, forward and backward buttons, directories, FAQs, and online search help on the Hispanic portion of the Web site (1 = very poor navigation attributes; 5 = very good navigation attributes)
Web-Site Service and Support	The extent to which the Hispanic online customer support is equivalent to that offered on the English Web pages (1 = no online support for Hispanic web pages; 5 = Web site support that is better than what is provided on the English Web pages)
Cultural Customization	
Web-Page Structure	The overall design and feel of the Web site (1 = standardized based on the English portion of the Web site; 5 = unique based on Hispanic cultural foundations)
Graphics	Presence of pictures related to Hispanic culture, family, and occasions and the use of cultural symbols (1 = standardized features based on the English portion of the Web site; 5 = unique characteristics that reflect Hispanic cultural norms)
Colours	The degree to which the Web site uses bright or vibrant colours, aesthetics, and flag colours that reflect Hispanic cultural influences (1 = standardized colours based on the English portion of the Web site; 5 = unique colours that reflect Hispanic cultural norms)
Promotion of Products and Services	The degree to which there are unique products/services promoted to the Hispanic audience (1 = standardized products/services based on the English portion of the Web site; 5 = unique products/services that reflect Hispanic interests)
Local Gateway	
Hispanic Gateway Visibility	Visibility of the link to the Hispanic content pages from the company's English homepage (1 = no link on the homepage; 2 = bottom third of the page; 3 = middle third of the page; 4 = near the upper right corner; 5 = upper right corner of the page)
Hispanic URL Usability	Whether the U.S. Spanish-language URL is easily distinguishable from other Spanish URLs—i.e., the extent to which it is clear that the Spanish link is for U.S. residents rather than Spanish speakers outside the United States (1 = relevant URLs not fully supported,

	“Spanish” is used to indicate content, Spanish content may be confused with Spanish content for U.S. residents; 5 = relevant URLs are fully supported, “Spanish” is not used at all, there is no possibility of confusing U.S. Spanish content with non-U.S. Spanish content)
Translation Quality	
Translation Quality	Quality of translation into Spanish in terms of appropriate word use, conceptual equivalence, idiomatic equivalence, and vocabulary equivalence (1 = very poor quality; 5 = very good quality)

The framework introduced by Singh et al. (2009) is the most appropriate tool for the descriptive phase of this study since it provides most of the necessary criteria to be considered when measuring the localization of football club web sites.

3.2.1 Adaptation of the Framework

For the specific purpose of this study, two significant changes must be applied to the framework: first, the introduction of a multi-lingual dimension since the original model uses English and Spanish only, and second, the introduction of a translation and pseudo translation quality assessment. The modified framework will thus have a comparative approach to each football club web site in all languages under investigation.

Table 2 Revised Framework

Construct / Variable	Definition and Measurement
Number of Pages	Number of multiple language web pages on each web site
Content Localization	
Percentage of localized web pages	The ratio of localized web pages divided by English (internationalized) web pages
Content Synchronization	The currency of the multiple language site content relative to the internationalized (English) web page (1 = content is out of sync with the internationalized

	(English) content; 5 = most of the localized content is in sync with the English content)
Navigation	The extent to which the web site has an adequate sitemap, hyperlinks, forward and backward buttons, directories, FAQs, and online search help on the audience portion of the web site (1 = very poor navigation attributes; 5 = very good navigation attributes)
Web-Site Service and Support	The extent to which the localized language online user support is equivalent to that offered on the internationalized web page (1 = no online support for localized language web pages; 5 = web site support that is better than what is provided on the English web pages)
Cultural Customization	
Web-Page Structure	The overall design and feel of the web site (1 = internationalized based on the English portion of the web site; 5 = unique based on target audience's cultural foundations)
Graphics	Presence of pictures related to target audience culture, family, and occasions and the use of cultural symbols (1 = standardized features based on the English portion of the web site; 5 = unique characteristics that reflect the target audience cultural norms)
Colours	The degree to which the web site uses symbolic colours, aesthetics, and flag colours that reflect target audience cultural influences (1 = standardized colours based on the English portion of the web site; 5 = unique colours that reflect target audience cultural norms)
Promotion of Products and Services	The degree to which there are unique products/services promoted to the target audience (1 = standardized products/services based on the English portion of the web site; 5 = unique products/services that reflect target audience interests)
Local Gateway	
Gateway Visibility	Visibility of the link to the target language content pages from the company's English homepage (1= no link on the homepage; 2 = bottom third of the page; 3 = middle third of the page; 4 = near the upper right corner; 5 = top right corner of the page)
URL Usability	Whether the localized-language URL is easily distinguishable from other URLs—i.e., the extent to which it is clear that the Arabic speakers' link, for example, is for the residents only of Saudi Arabia rather than speakers in other countries (1 = relevant URLs not adequately supported, the localized language is used to indicate content, the content may be confused with the content for the same language speaking residents of other countries; 5 = relevant URLs are fully supported, "the language" is not used)

	at all, there is no possibility of confusing the language content with the content for the same language speaking residents in other countries)
Linguistic Features	
House's Model of Translation Quality Assessment	Quality of translation into the localized version in terms of the criteria House (1997) mentions: § Cultural filter
Vinay and Darbelnet's Oblique translation procedures	Which category of oblique translation procedures of Vinay and Darbelnet (1995) the Pseudotranslation ⁴⁷ content belong to: § Rewriting § Mostly rewriting § Part translation and part rewriting § Mostly translation § Translation
Colina's (2009) Componential functional approach (CFA)	§ Grammatical accuracy § Semantic accuracy § Stylistic accuracy

It should be noted that the analyses of variance (ANOVAs) have been run for the aggregate scores as well. As already pointed out in the literature review, Singh et al. (2009) give little space to translation. This study further develops that aspect. In phase one, therefore, Juliane House's (1997, 2015) model of translation quality assessment, Vinay and Darbelnet's (1995) oblique translation procedures, and Colina's (2009) componential functional approach (CFA) are combined and proposed to determine the translation or pseudo translation typologies (adaptation, compensation, amplification, etc.) used to localize football club web sites.

⁴⁷ Pseudotranslation is defined as a text "with no corresponding source text in other languages ever having existed." (Toury, 1995, p.140)

3.2.1.1 Revised Framework in Detail

There are four main variables in the adapted framework: content localization, cultural customization, local gateway, and translation quality assessment.

3.2.1.2 Content Localization

Content localization addresses the equivalence, relevance, navigation, support, and currency of the web site's local content. The variables that measure content localization include an overall understanding of how a business has localized the underlying web content to the local audience. Some of the measures used to analyse content localization are:

- *Percentage of translated pages:* This refers to the amount of translation conducted for localizing a web site for a specific locale, which can be calculated by checking the number of translated pages as a percentage of pages in the local/home-country language. The approach taken in this project of counting the number of internationalized and translated web pages has been discussed in the section "Extracting Links".
- *Content depth:* The extent of the web site content made available in the localized web page in terms of contact information, product information, services, company information, shipping, and handling (1 = basic store and contact information; 5 = all sections from English pages are translated and have all the information necessary for local customers). Thus, on a scale of one to five, the web site will get only "1" if just the necessary contact information is localized,

and “5” if all the sections from the home country web site are localized. Singh singles out HP as an example of a company that emphasizes on creating localized pages. HP’s Canadian web site has localized pages in both English and French (due, in part, to laws regarding language usage in Canada) but the US web site is in English only. The content in Spanish is not available for the Spanish-speaking US population (a telephone number is the only information provided). Similarly, Amazon has an extensive US English web site, but the Spanish content for US Hispanics is limited to a help section only. Therefore, HP and Amazon both get a score of “1” for their content depth relating to establishing web site content for the Spanish-speaking population in the US.

- *Content synchronization:* This is the currency of the web site content or how up to date the information is on localized pages. It is measured by comparing the currency of the localized web site content to the home-country web site content (1 = content is out of sync with home-country content; 5 = most localized content is in sync with home-country web site content).

- *Navigation:* The quality of navigational features provided by the localized web site in comparison to that of the home-country web site. This includes elements such as an adequate web site map, hyperlinks, forward and backward buttons, directories, navigational bars, breadcrumb trails, FAQs, and online search help (1 = very poor navigation attributes; 5 = very good navigation attributes).

- *Web site service and support:* The extent to which the available localized customer support is equivalent to that offered on the home-country web pages (1

= no online support for localized web pages; 5 = web site support that is equivalent to or better than what is provided on the home-country web site). Online support means features such as basic contact information, FAQ (frequently asked questions), product support information, customer support contact details, customer support documents, e-mail addresses, chat options if possible, etc. The support page on the LG Iran web site, for example, covers very detailed information on LG Support Services for Iranian customers. Compared with the LG global web site, the LG Iran supports web site is more detailed, as the global web page provides very general information such as checking the warranty of the products and services for businesses. So, one can conclude that the LG Iran supports web site provides support services based on specific Iranian customer needs.

3.2.1.3 Cultural Customization

Cultural customization helps measure the extent to which the company is culturally customizing its content and offerings via the international web site. This construct concerns the use of appropriate colours, graphics, and web page designs that are unique to the country market segment. A lack of cultural customization can cause cultural blunders, mistranslation, users finding the web site unfamiliar, a lack of “stickiness” (the amount of time a user spends on the web site per visit), a lower propensity to make a purchase, a lack of repeat visits, bad word of mouth, and many other attitudinal and behavioural actions from customers that can undermine web globalization efforts.

3.2.1.4 Local Gateway

This dimension measures the ease of finding international web sites or web pages. For example, Yunker (2006) recommends placing the gateways on a company's main web page, where they can be easily located, so that global consumers can quickly find the country or language-specific web sites. Having a global gateway page is generally good practice. Still, some companies do not adopt this strategy either because of the costs involved in adopting it or because of a preference for other solutions, such as geo-targeting⁴⁸. Without a global gateway page, the next best approach is to have a clear section or link in the upper right-hand corner that enables users to select international web sites. Having a relevant country-specific URL⁴⁹ or ccTLD (such as “.de” or “.fr”) is also good practice.

3.2.1.5 Translation Quality Assessment

Gliem and Gliem (2003) argue that data gathered in different disciplines require the use of the Likert scale to be processed. They further highlight that to quantify those constructs which are not measurable, multiple-item scales are used instead. McIver and Carmines (1981) describe this method as follows:

A set of items, composed of approximately an equal number of favourable and unfavourable statements concerning the attitude object, is given to a group of subjects. They are asked to respond to each statement in terms of their own degree of agreement or disagreement. Typically, they are instructed to select one of five responses: strongly agree, agree, undecided, disagree, or strongly disagree. The specific responses to the items are combined so that individuals with the most

⁴⁸ Geo-targeting means delivering content to a user based on his or her geographic location

⁴⁹ Uniform Resource Locator. It is a standard way of specifying the location of an object, typically a web page, on the Internet. URLs are the form of address used on the World-Wide Web. They are used in HTML documents to specify the target of a hypertext link which is often another HTML document. Retrieved from <https://www.computer-dictionary-online.org/>

favourable attitudes will have the highest scores while individuals with the least favourable (or unfavourable) attitudes will have the lowest scores. While not all summated scales are created according to Likert's specific procedures, all such scales share the basic logic associated with Likert scaling (pp. 22- 23).

Evaluating the quality of translation in the sampled web sites was not feasible in this study, and I opted out of this phase. However, for those researchers able to carry out the evaluation, I recommend the adapted model suggested in this section.

The degree of the depiction of each variable in the TQA form can be assessed as "Low" to "High" on a five-point Likert scale, by two independent coders⁵⁰ from each of the four countries.

Three different TQA models have been combined to design a specific assessment sheet for this study:

1. Vinay and Darbelnet (1995) translation procedures (item no. 5 of the assessment sheet);
2. Culture filtering concept of Juliane House (1997 and then developed in 2015) (item no. 4 of the assessment sheet);
3. Componential functional approach (CFA) proposed by Sonia Colina in 2009 (items no. 1, 2, and 3 of the assessment sheet).

It should be noted that both negative and positive points have been considered for the achievements and shortcomings in translations. Raters and inter-raters⁵¹ select

⁵⁰ Coder in this context means professional translator.

⁵¹ In order to ensure the reliability of the research, the inter-raters can be recruited as well.

one of the five quality levels for each component. Each criterion is associated with a description to guide evaluators. This TQA framework is quantitative to the extent that numerical values are attached to each element under consideration, reflecting the raters and inter-raters order of priority among the criteria.

1. GRAMMATICALLY ACCURATE

To what extent have grammatical, spelling, and punctuation errors been avoided?

2. SEMANTICALLY ACCURATE

To what extent have the meanings and terminology of the internationalized text been accurately and appropriately rendered in the localized text?

3. STYLISTICALLY FLUENT

To what extent have register, naturalness, and figures of speech been accurately and appropriately rendered in the localized text?

4. CULTURALLY APPROPRIATE

Has content-specific content been retained, censored, adapted, explained, or diluted? Please elaborate

5. TRANSLATIONAL PROCESS

Rewriting (Low)

Mostly Rewriting (Medium-Low)

Part Translation & Part Rewriting (Medium)

Mostly Translation (Medium-High)

Translation (High)

Table 3 Translation Quality Assessment Form

LT EVALUTATION CRITERIA	LOW	MEDIUM LOW	MEDIUM	MEDIUM HIGH	HIGH	COMMENTS
GRAMMATICALLY ACCURATE						
SEMANTICALLY ACCURATE						
STYLISTICALLY FLUENT						
CULTURALLY APPROPRIATE						
TRANSLATIONAL PROCESS						

Punch (1998, as cited in Roberts and Priest, 2006) maintains that validity denotes the extent to which a measure accurately represents the concept it is supposed to measure. Reliability refers to an evaluation producing the same results when conducted several times on the same population under investigation (Williams, 2013). It is important to ensure that the methodology, procedures, and results of a research project are valid and reliable. To ensure the validity of the TQA framework, the focus in designing it has been on the criteria and common errors in translation, such as style and semantics. Moreover, the TQA form was tested using a smaller sample of professional translators and academic staff. To meet the reliability requirements, the Pearson correlation coefficient test was conducted to elicit with linear correlation between two variables.

3.2.2 House Translation Assessment in the Revised Framework

There are three levels in House's model considered for a systematic comparison of a translation: language/text, register, and genre. Based on Halliday's model (1989), "it is posited that the function of a text can be determined by opening up the linguistic material (the text) in terms of a set of situational constraints" (House, 2015, p. 30). She divides the situational dimension into two categories and many subcategories:

1. Dimensions of language user: geographical origin, social class, and time features;
2. Dimensions of language use: medium, participation, social attitude, social role relationship, and province.

House emphasizes three aspects of meaning — textual, semantic, and pragmatic — and defines translation as "the replacement of a text in the source language by a semantically and pragmatically equivalent text in the target language" (House, 2015, p. 23).⁵² It should be noted that House's model of translation quality assessment is not quantitative: it does not provide a scoring system to measure the quality of a translation (Williams, 2001). House herself is conscious of this drawback and acknowledges that judgments are subjective by nature and passing final judgment on the quality of a translation can, therefore, be difficult and problematic.

⁵² A detailed explanation of House's model can be found in Halliday (1989), Nord (1991), House (1997 and 2015).

3.2.3 Extracting Links (URLs)

To ascertain the number of translated web pages in both internationalized and localized versions of the web sites, extracting all web site links in each language is essential⁵³. Carrying out this process manually is time-consuming and increases the risk of error and consequently, the misinterpretation of the results. Coding⁵⁴ makes counting each extended link in the selected web sites instant and accurate. The browser consoles available on Google Chrome or Firefox browsers⁵⁵, for example, is a useful feature not only for developers but also for localizers and designers who want to try their codes. In this regard, the following code has been used in the browser console to extract with the extended URLs:

```
var urls=document.getElementsByTagName('a');for(url in urls){ console.log("%c#" +url+" - %c"+urls[url].innerHTML +" -- %c"+urls[url].href,"color:red;","color:green;","color:blue;");}
```

⁵⁶

⁵³ Ciesla, Sivaraman, and Seneviratne (2009) state that extracting URLs is a useful technique for design of caching services and monitoring the browsing patterns.

⁵⁴ “Program instructions, i.e., instructions that comprise programs that computers execute in order to perform processes.” (Horak, 2008, p. 104)

⁵⁵ “Also called a Web Browser. A browser is software that translates digital bits into pictures and text so you can look at them.” (Newton, 2001, p. 104)

⁵⁶ This is one of the programming languages called Java. Invented in 1995, it is “designed primarily for writing software to leave on World Wide Web sites and downloadable over the internet to a PC.” (Newton, 2001, p. 383) For more information on Java, see Schildt (2000).

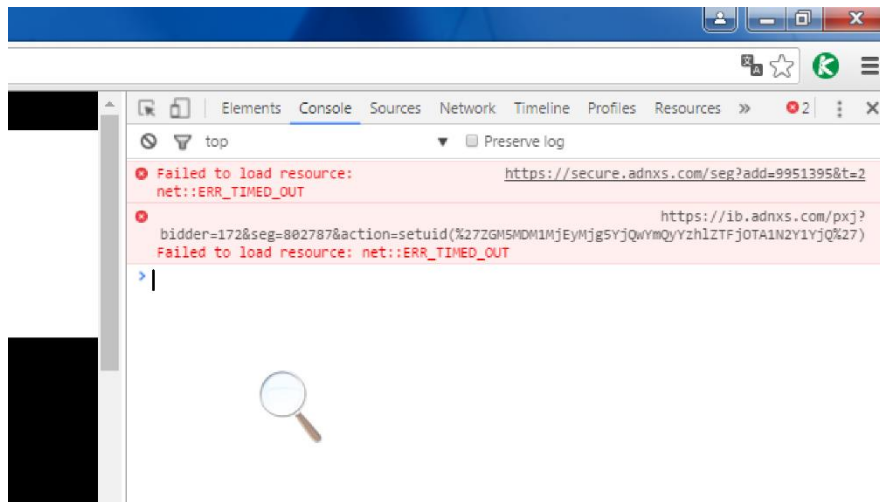


Figure 5 Browser console on Google chrome

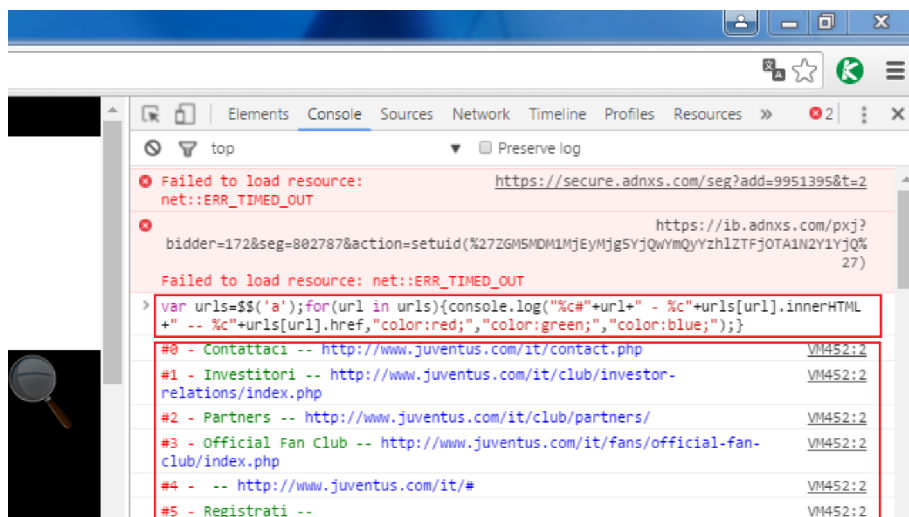


Figure 6 Implementation of the code on Google chrome for the Italian version of Juventus FC web site

However, the results produced include repeated and untranslated web pages which should not be considered in the calculations. To eliminate the unnecessary data extract, the required links for each language, the results should be filtered. Filtering the data makes it possible to ensure the reliability of the links produced by the code (see Belkin and Croft, 1992).

3.3 Phase Two

The second phase of the study includes the QUAL/Quan⁵⁷ and the prescriptive⁵⁸ aspects of this research. The main purpose of this phase is to produce a web site localization rubric. In this regard, I started the actual localization and translation of the case study of the second phase: Football Club Internazionale Milano web site. While doing so, it was important to note the cultural customization of the linguistic and extra-linguistic elements of the web site. Having finished the actual localization process and considering the steps the selected football clubs followed in localizing their web sites (from phase one), using the cultural dimension theory and available literature, I proposed a localization rubric for football club web sites. The actual localization process enabled me to produce a theory out of practice, confirming its validity. In the final stage, the translations were validated using readability and comprehensibility tests conducted among the potential target e-audience in Iran. The following image illustrates the overview of the methodology adopted for this thesis.

⁵⁷ Sequential Mixed Model Design. See Nastasi et al. (2007).

⁵⁸ It describes “stematically and accurately the facts and characteristics of a given population or area of interest”, provides “accurate portrayal or account of characteristics of a particular individual, situation or group” and portrays “the characteristics of persons, situations, or groups and the frequency with which certain phenomena occur” (Dulock, 1993, p. 154).



Figure 7 An overview of methodology for this thesis

3.3.1 Why Propose a New Framework?

The available literature reveals that several frameworks have been proposed in the areas of culture and communication. However, they do not depict a clear representation of specific cultures in terms of their beliefs, symbols, values, and assumptions (see Inkeles and Levinson, 1969; Rokeach, 1973). Apart from that, according to Schwartz (1994) and McCarty (1994) (as cited in Singh et al., 2005), in order to study cultural values, differences across various cultures especially in themes such as media and advertising, cultural-level typologies should be taken into consideration. And as the present research project deploys a cross-cultural perspective in the World Wide Web, the focus is on cultural-level typologies.

3.4 Sampling

Sampling is defined “as the process through which individuals or sampling units are selected from the sample frame” (Martinez-Mesa, Gonzalez-Chica, Duquia, Bonamigo, and Bastos, 2016, p. 327). Hartley (1994, as cited in Meyer, 2001) suggests that case studies be “tailor-made” to investigate new behaviours and processes. Also, to generate and test a theory, they provide “ground-breaking insights” (Gibbert, Ruigrok, and Wicki, 2008, p. 1465).

As Meyer (2001) points out, the researcher can pursue single or multiple case studies. Eisenhardt (1989) argues that single cases cause constraints because of their generalizability and information-processing biases. According to Miles and Huberman (1994), working with multiple cases is advantageous because it helps:

§ Gain validity;

§ Guard against observer biases;

§ Add confidence in findings.

Moreover, as Yin (2003) notes, deploying multiple case studies enables the researcher not only to explore different cases but also to replicate findings⁵⁹.

“Similarities and differences between the cases” can also be examined, as argued by Baxter and Jack (2008, p. 550). The most crucial decision is the selection of case studies, as those become ‘representatives’, as it were, of a ‘general’ population. Given what has been argued so far, to overcome the limitations, I have decided to adopt multiple case studies for phase one because it is considered the foundation for generating the localization rubric in the second phase.

“The goal of theoretical sampling,” is “to choose cases which are likely to replicate or extend the emergent theory” (Eisenhardt, 1989, p. 537). The features of the population selected for a research project should correspond to the features of subjects and materials under investigation (Martinez-Mesa et al., 2015). To achieve this, the right type of sampling should be chosen for this study. Quota sampling features a promising technique for selecting the best samples to represent the whole population. In this sampling technique, the population is classified according to various characteristics.

⁵⁹ According to Muma (1993), research projects in social sciences are not completed unless they have not been replicated.

For this study, the performance⁶⁰ of the country's football clubs in Europe was considered as the initial specific characteristic against which to classify the samples. The top four countries in the Union of European Football Associations (UEFA) Rankings for Club Competitions (2016/17)⁶¹ — Spain, England, Italy, and Germany — are thus the countries from which the football club web sites have been chosen.^{62 63}

Overall : Current season

« 2016/17

Country	Select your association
1 Spain	
2 England	
3 Italy	
4 Germany	
5 France	
6 Russia	
7 Portugal	
8 Ukraine	
9 Belgium	
10 Turkey	

Figure 8. the association club ranking in UEFA

Having chosen the top four countries, I then considered two other criteria to complete and refine my sampling: 1) the number of languages available on the

⁶⁰ Due to the dynamic feature of football, the performance of teams in this sport can differ. Researchers have applied various methods to evaluate the football teams' performance (see Cintia, Rinziavillo and Pappalardo, 2015; Rampinini, Impellizzeri, Castagna, and Coutts, 2009).

⁶¹ <https://www.uefa.com/memberassociations/uefarankings/country>

⁶² "The associations' club coefficients rankings are based on the results of each association's clubs in the five previous UEFA Champions League and UEFA Europa League seasons. The rankings determine the number of places allocated to an association (country) in forthcoming UEFA club competition" (www.uefa.com).

⁶³ The rankings for 2019/20 are Spain, England, Germany, and Italy respectively.

web site; and 2) visibility. The former is measured by examining each web site and checking how many translated versions are available. The web sites with higher numbers of languages have been prioritized. The latter is determined by the number of viewers that each web site has. The web sites with the highest number of viewers have been chosen for investigation. The three main sources from which this information can be gathered are:

1. <https://www.similarweb.com>
2. <https://www.google.com/analytics>
3. <https://www.alexa.com>

The first web site sources the data of 61 countries around the world but does not provide sufficient information for this study, given that the other options gather data from a greater number of countries. Google's analytical system provides various tools to monitor, optimize, and analyze the data to increase the popularity and visibility of a web site, which is beyond the requirements of this study as the available tools on Google are mainly used for marketing purposes. Alexa, which gathers data from 186 countries around the world, creates a user-friendly platform with the information necessary to choose football club web sites for the present dissertation. The following images illustrate the Alexa platform:

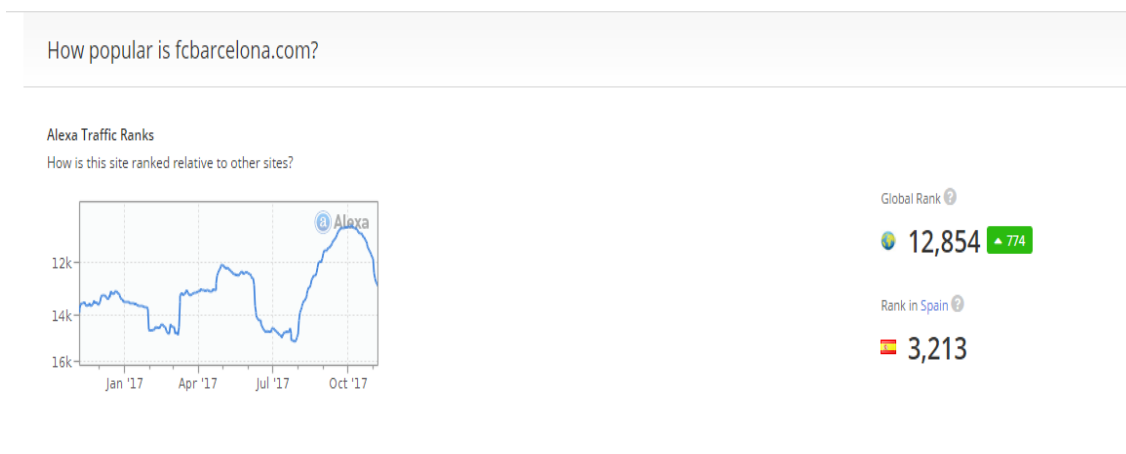


Figure 9 Figures related to FC Barcelona's popularity on Alexa (1 November. 2017)

The image illustrates the popularity of the site fcbarcelona.com, which is the 12,854th most visited web site in the world and the 3,213th in Spain.⁶⁴ Also, Alexa can provide the most visited football club web sites in each country. As an example, the image below shows that FC Barcelona and Real Madrid FC have the most visited football club web sites in Spain:

⁶⁴ The categories available on Alexa are: Adult, Arts, Business, Computers, Games, Health, Home, Kids and Teens, News, Recreation, Reference, Regional, Science, Shopping, Society, Sports, and World.

	Site	Daily Time on Site ?
1	Fcbarcelona.com The official web site with English section. Latest news and information.	3:01
2	Realmadrid.com Official site of the Spanish football giant. Provides player profiles, club history, video high... More	2:54
3	Thisisfutbol.com La Liga news, fixtures, results, transfers and history.	1:39
4	Athletic-club.eus Official club site with news, roster, schedule, and history.	3:16
5	Sevillafc.es Official website contains the team news and the matches highlights.	2:04
6	Villarrealcf.es The official club site with English section. Latest news and information.	2:08
7	Rcdespanyol.com Official website includes the team news, the history of the club, the	2:27

Figure 10 Most visited football web sites in Spain

This feature provides the information necessary to determine the source materials for this study. I have analyzed football club web sites in four countries: Spain, England, Italy, and Germany. At first glance, in some of the web pages of these web sites, it is clear that translation plays an important role in the promotion of materials to a global fan base (see images below).

The following web sites with content in multiple languages will be my case studies:

1. Spain:

FC Barcelona: www.fcbarcelona.com



2. England:

Manchester United F.C.: www.manutd.com



3. Italy:

Juventus F.C.: www.juventus.com



Inter Milan F.C: www.inter.it

Germany:

FC Bayern Munich: www.fcbayern.com



Chapter 4

Measuring Web Site Localizations

4.1 Introduction

The goal of this chapter is to analyse and describe the extent of the selected football clubs' web site localization efforts according to the adopted framework, assessing the overall quality of the case studies' web site localization.

4.2 Factor Analysis of the Localization Variables for Football Clubs

Each of the final four web sites has been analysed on the 14-variable scale mentioned in Chapter 3 to assess their localization. The first two variables, the number of English (internationalized) pages, and the number of other language (localized) pages, have been used to calculate the number of translated web pages. The remaining variables have been divided into four categories based on the constructs discussed previously. The content localization construct has been measured using four variables: the percentage of localized web pages, content synchronization, navigation, and web site service and support. Cultural customization has been measured with four variables: web page structure, graphics, colours, and promotion of products and services. The local gateway has been measured with two variables: gateway visibility and URL usability. Lastly, the translation quality construct can be measured with reference to the three translation quality assessment theories presented by House in 1997 (developed in 2015), by Vinay and Darbelnet in 1995, and the componential functional approach introduced by Colina in 2009. The TQA framework designed for this phase of the study encompasses five variables: grammatical accuracy (textual

adequacy), semantic accuracy (functional adequacy and quality of content), stylistic fluency (textual adequacy), cultural appropriateness (cultural filter), and translational process (translation procedures). Each variable was marked on a 5-point Likert scale (1 = low; 2 = medium-low; 3 = medium; 4 = medium-high; 5 = high).

Various Translation Studies scholars — including Colina (2009; 2009) — propose functionalist models for translation in which “they explicitly factor in the function of the translation and the user’s needs and expectations” (Williams, 2013, p. 420). As a step toward achieving objectivity in designing the translation quality assessment form, the framework needs to pass the tests of validity and reliability. Validity is concerned with measuring what is intended to be measured (Drost, 2011). For this research, I reviewed the items twice, ensuring the validity of the data. Moreover, Bloor and Mood (2006) define reliability as the extent to which the same results are produced once the research is replicated. As a result, with regards to the translation quality assessment framework, the assessors' decisions should be consistent. It is important to ensure that the following conditions are achieved in terms of the reliability of the TQA framework:

§ Having a mechanism in place so that there are no fluctuations in the evaluation;

§ Ensuring objectivity in the evaluation;

According to the data, among the four selected web sites and all common languages (English as the internationalized version and Chinese, Spanish, Japanese, and Arabic as localized versions), Barcelona FC has the highest number of web pages with 1028. This figure reflects the attention this club pays to localizing its web site for different audiences. FC Bayern Munich and Juventus F.C. are second and third with a total of 553 and 540 pages respectively. Manchester United F.C. has the fewest number of web pages with 397.

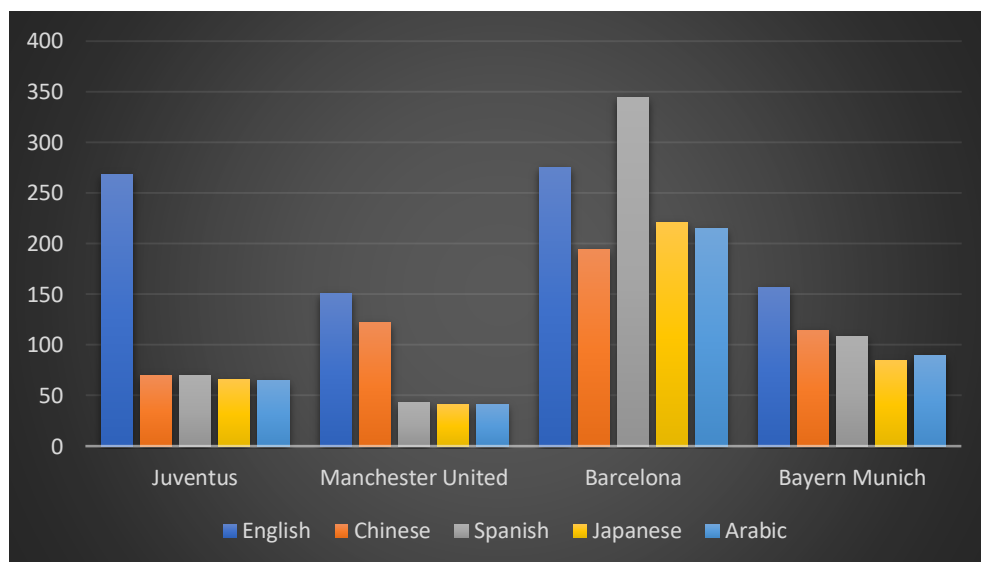


Figure 11 Number of Translated Web Pages

Furthermore, the mean⁶⁵ for English language web pages (internationalized) was 213, compared to 125 for Chinese, 141.5 for Spanish, 102.72 for Japanese, and 102.5 for Arabic pages.

⁶⁵ average

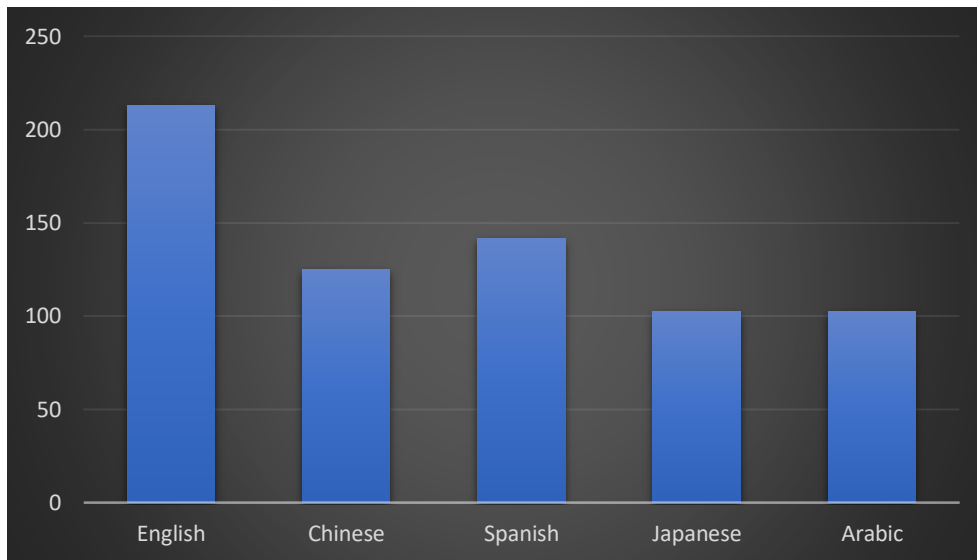


Figure 12 Mean of the web pages in different languages

In terms of content depth, none of the football clubs translates all material on their web sites. In other words, each web site has sections that do not exist in other languages on the same site. The mean of content depth for each football club web site is illustrated below:

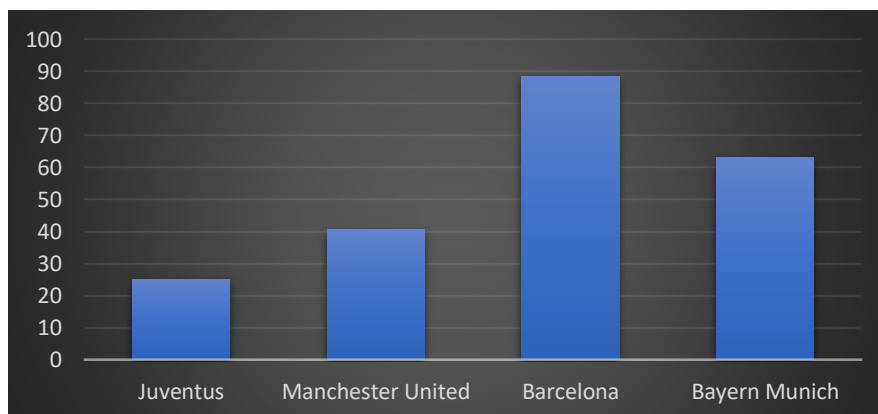


Figure 13 Mean of content depth for each football club

4.2.1 Content Localization

Statistics on content localization suggest that Bayern Munich FC follows a balanced trend in this regard as they perform better in content synchronization

compared to the other football clubs. They also have the most home language web pages as in Manchester United FC and FC Barcelona. Juventus FC and Bayern Munich FC had 292 and 174 web pages respectively in their home languages.

The football clubs performed better in the area of content synchronization compared to content depth and as stated previously, Bayern Munich FC had the best performance of the four as most of the internationalized web site was translated in synch with the localized versions and in total 56.25% of the football clubs had “good synchronization with the localized pages”. Content synchronization was not consistent among the four football club web sites. Because the news sections of the case studies are updated more regularly than the other sections, most data about content synchronization were collected from this section. It is worth mentioning, though, that the landing web pages get regular updates as well, but the landing pages mostly consist of links to news sections. Also, “navigation” faced a bi-polar situation in which the football clubs performed almost either "very poor" (for Manchester United FC), "good", or "very good". Some of the football clubs did not get the complete score in this section due to their incomplete task of translation in the navigation bar.

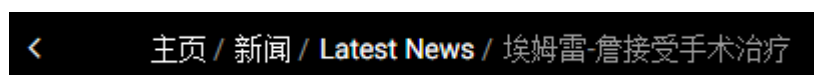


Image 1 Navigation bar on the Chinese web page of Juventus

Analysis of the web site support service revealed that the football clubs' performance was not satisfactory, as 43.75% of them provided no online support for their fans and the web site users, and 50% of the clubs included support and information regarding that in the English language only even in the localized web pages. As an illustration, the Arabic "contact us" web page for Juventus FC leads the user to the same "contact us" page in Italian where the error of not finding the page appears.

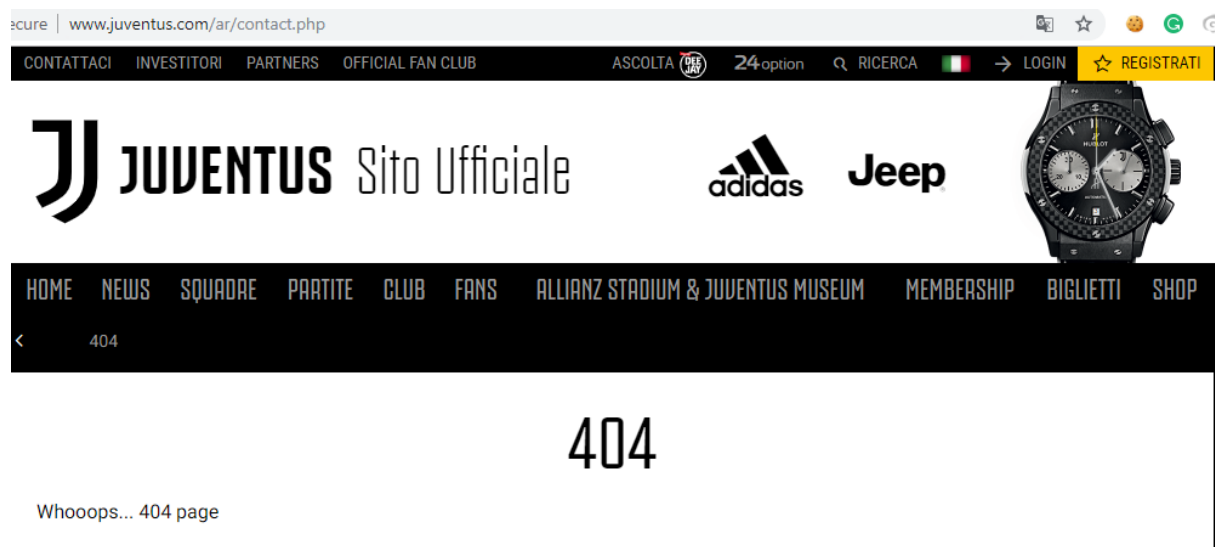


Image 2 Contact us web page the Arabic version

On the other hand, the only club to have complete information about online support services is FC Barcelona in Spanish. Arguably, this is the case because Spanish is the home language of FC Barcelona, however for unknown reasons this full range of services provided on their web site has not been localized into any other languages.

Table 4 Content localization counts and percentages

Category	Count	Per cent
Content Depth:		
1 to 20 Sections Translated		
20 to 40 Sections Translated	7	43.75
40 to 60 Sections Translated	1	6.25
60 to 80 Sections Translated	5	31.25
80 to 100 Sections Translated	3	18.75
Content Synchronization:		
Content Out of Sync with the Internationalized Pages		
Better Sync with the Internationalized Pages		
Much Better Sync with the Internationalized Pages	3	18.75
Good Sync with the Internationalized Pages	9	56.25
Most Localized Content Sync with the Internationalized Pages	4	25
Navigation:		
Very poor	5	31.25
Poor		
Neutral	2	12.5
Good	4	25
Very Good	5	31.25
Web site Service Support:		
No Online Support	7	43.75
Support Available but Takes to Internationalized Page	8	50

Basic Support		
Equivalent to Internationalized Pages		
Superior to Internationalized Pages	1	6.25

4.2.2 Cultural Customization

The aggregate values for each of the four cultural customization variables indicate that the ‘Promotions, Products, and Services’ variable proved most effective in regards to localization, with 37.5% of the football clubs in the third and last categories. This was achieved mainly by Bayern Munich FC for their Spanish and Chinese locales as well as FC Barcelona for the Chinese web page. For online shopping on the FC Barcelona localized web sites, that by clicking on the shop tab, users are directed to the English version of the online store where translations into Chinese, Japanese, Korean, Thai and Indonesian are available, and the user can purchase goods in a wide range of international currencies.

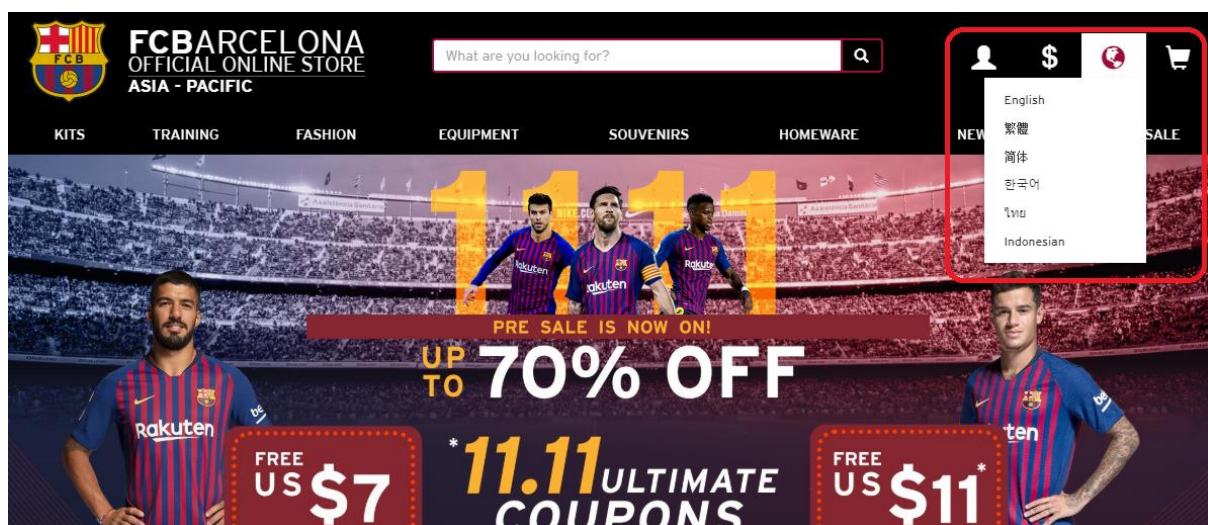


Image 3 Online FC Barcelona store

Table 5 Cultural customization counts and percentages

Category	Count	Per cent
Web page Structure:		
Standardized	15	93.75
Slightly Different		
Different		
Very Different		
Unique	1	6.25
Graphics:		
Standardized	16	100
Slightly Different		
Different		
Very Different		
Unique		
Colours:		
Standardized	16	100
Slightly Different		
Different		
Very Different		
Unique		
Promotions, Products, and Services:		
Standardized	10	62.5
Same Products but Different Presentation		
Same Products but Different Presentation and Wording	3	18.75

Unique Localized Products/Services/Promotions		
Many Unique Products, Services, and Promotions for the Local	3	18.75

4.2.3 Local Gateway

In general, football clubs did a better job on the local gateway of their web sites than in their content localization and cultural customization efforts. As stated earlier, the local gateway for the web sites under investigation was measured based on two variables: local gateway visibility and local URL usability. In terms of the placement of the localized page links, all the football clubs (100%) had the page links in the upper right corner (the best location). However, half of the web pages did not receive full points for this aspect since the link to other languages was not obvious.

Table 6 Local gateway counts and percentages

Category	Count	Per cent
Localized gateway visibility:		
No Link on Home Page		
Bottom Third of the Page		
Middle Third of the Page		
Upper Right Corner	8	50
Upper Right Corner and Very Clear	8	50
Localized URL Usability:		
Not Clear if Link is for any Specific Audience		

Localized URL Can Be Confused with Other Localized Pages		
Localized URL Clear but Not Adequately Branded	12	75
Localized URL Clear and Branded	4	25

4.3 Reliability

To estimate the reliability indices in the present study, the rater and the inter-rater utilized the framework adapted from Singh et al. (2009). The Pearson correlation coefficient for the two sets of scores was computed as the value for each football club web site (see Table 9). As the table illustrates, the reliability value assessed 0.84 using the Pearson correlation coefficient (rater and inter-rater reliability).

Table 7 Reliability check

Instrument	Reliability Method	Reliability Value	Sig.
Measurement using the adapted framework	Pearson Correlation	.843	.000

4.4 Challenges Encountered in Localizing Football Club Web Sites

Different cultures have different ways of locating and responding to specific information (Hofstede and De Mooji, 2010) — on football club web sites as much as other web sites such as the use of colours, or navigation or date and time. Singh (2012) proposes six challenges⁶⁶ regarding cross-cultural perceptions of web sites.

⁶⁶ Singh (2012) quotes some of these challenges from other researchers in this field as well.

1. The layout of the page: some languages such as English are written and read left to right, while others, like Persian and Arabic, are read right to left.

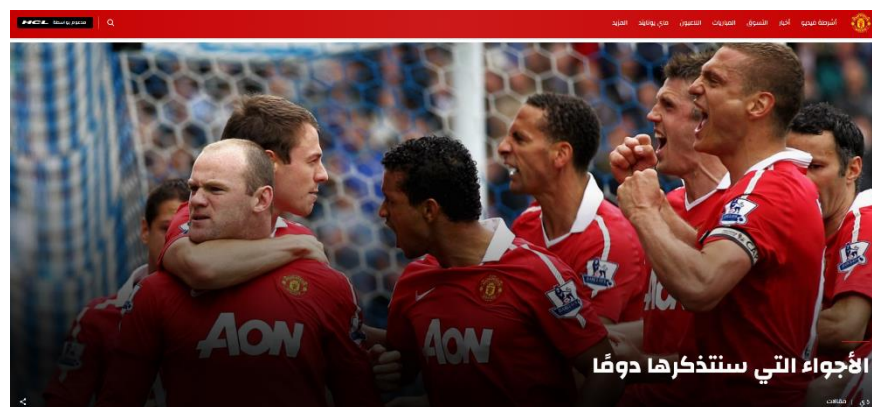
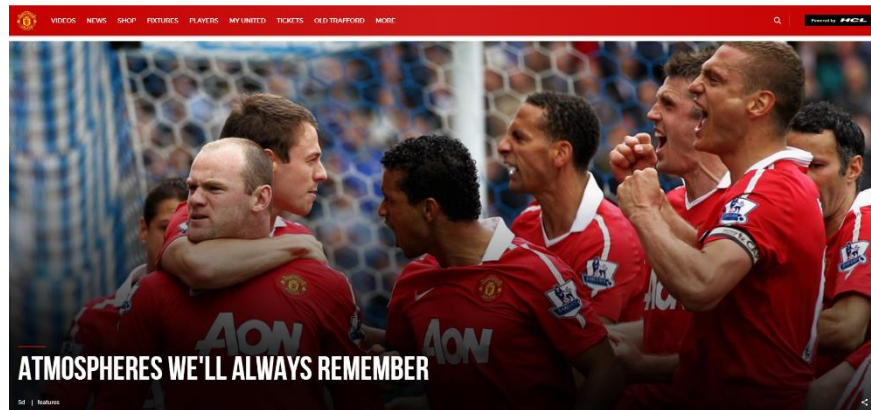


Image 4 Manchester United homepage in English and Arabic (11/09/2018)

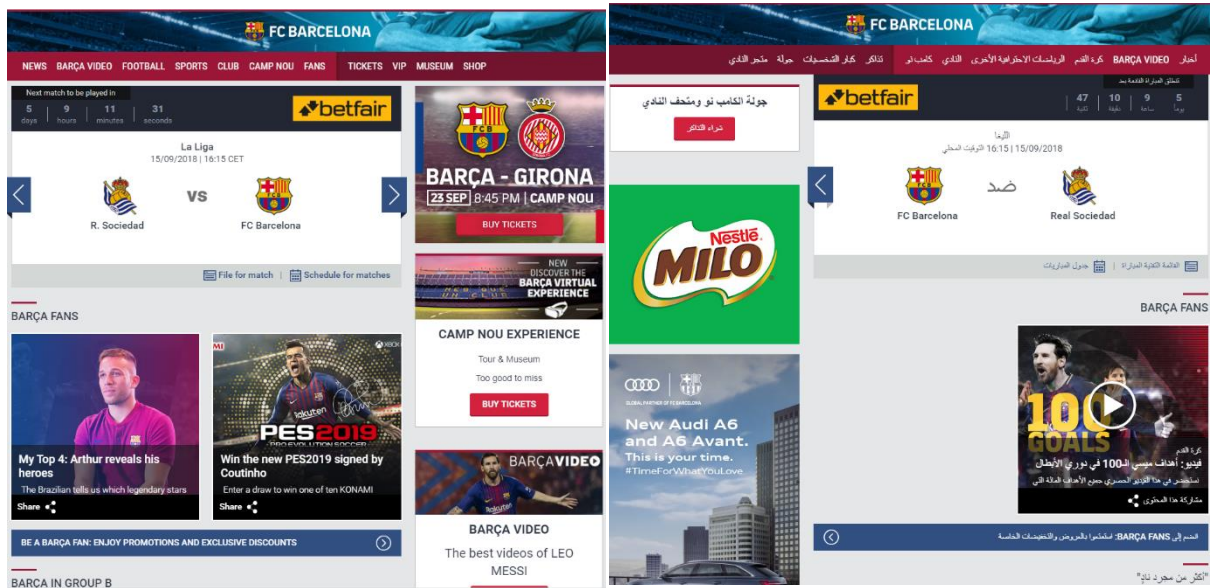


Image 5 FC Barcelona Homepage in English and Arabic

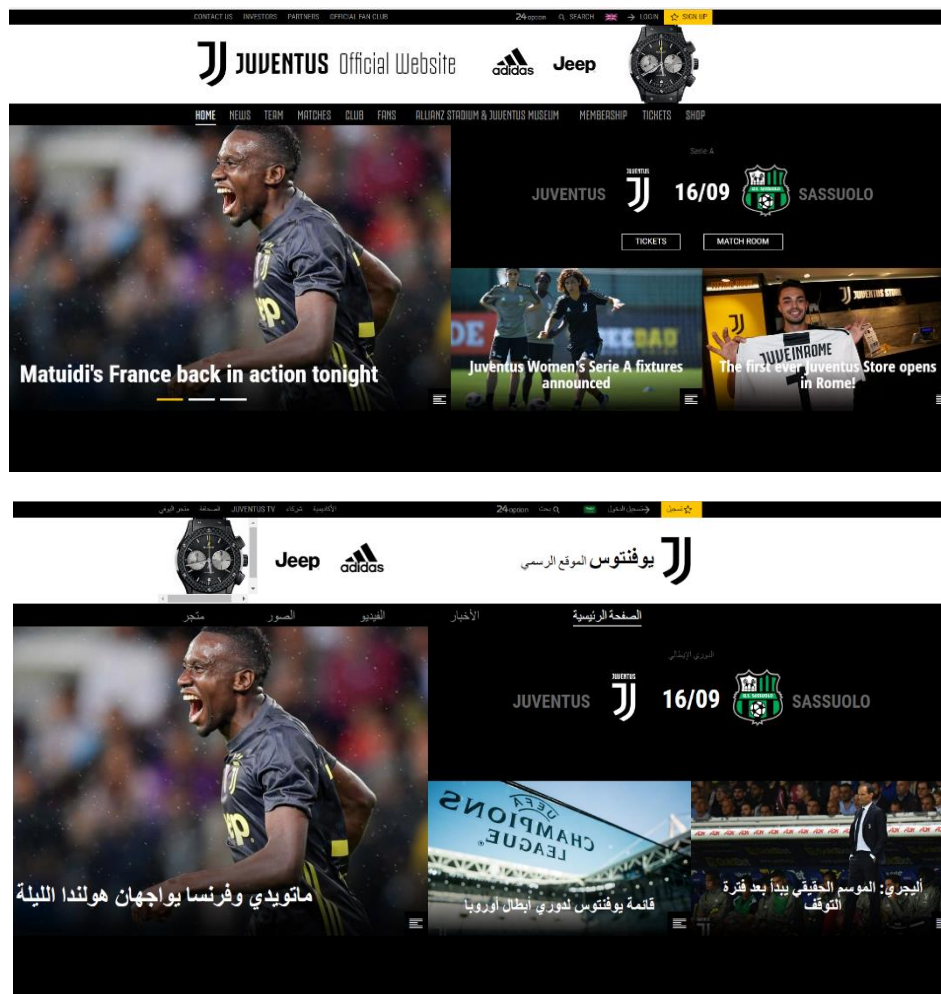


Image 6 FC Juventus Homepage in English and Arabic (10/09/2018)

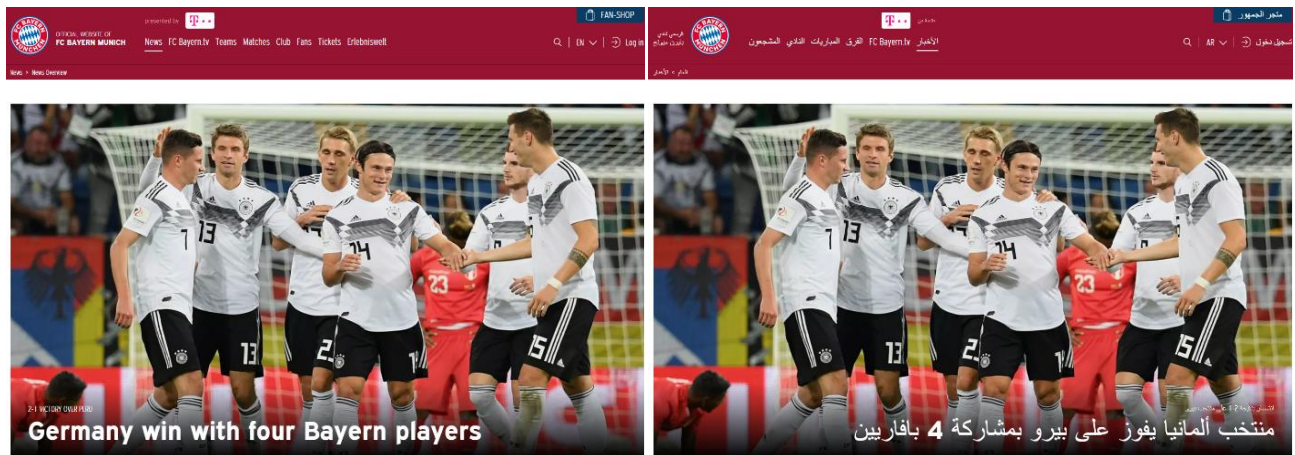


Image 7 FC Bayern Munich homepage in English and Arabic (11/09/2018)

As can be seen from these images, all four web sites have changed the text direction between the two languages, although some flaws can be seen. For instance, as depicted in Image 9, on Bayern Munich's homepage, the navigation bar in the Arabic language has not been redirected from the right-to-left format. That being said, the entire layout, including text, images, navigation, sidebars, buttons, dropdowns, scroll bars, etc., should all be mirrored. Also, one of the news headlines of the Juventus homepage has not been mirrored either. A standard model for this challenge might be the web site of Al Jazira Football Club based in UAE:



Image 8 Al Jazira homepage in Arabic



Image 9 Al Jazira homepage in English

2. Culturally specific patterns of holistic and analytic thoughts affect the way users perceive and eye-track a web site (Dong and Lee, 2008).

The way a localized football club web site is designed should thus take into consideration the habits, expectations and needs of the target audience. This corroborates Bourdieu's habitus (see Lizardo, 2004). Don and Lee (2008) define six viewing patterns from which valuable conclusions can be drawn in terms of designing a localized football club web site:

- Sequential reading: sequential movements of eyes from one area to the neighbouring area and the continuous reading of the content within one area;
- Circular scan: eye movements are carried out in the form of a circle on the web page;
- Back and forth scan: eye movements over contents are back and forth. In other words, specific content on the web page is viewed more than once;
- Scan only: the contents on the web page are scanned by the viewers without a specific detailed reading;
- Focus on the title: the title is the main area on which viewers concentrate;
- Navigation reading: the navigation bar is viewed repeatedly, and the viewers pay most attention to this section of the web site.

It should be noted that out of the four web sites under investigation, only one lacks a navigation bar, Manchester United (See Image 9).

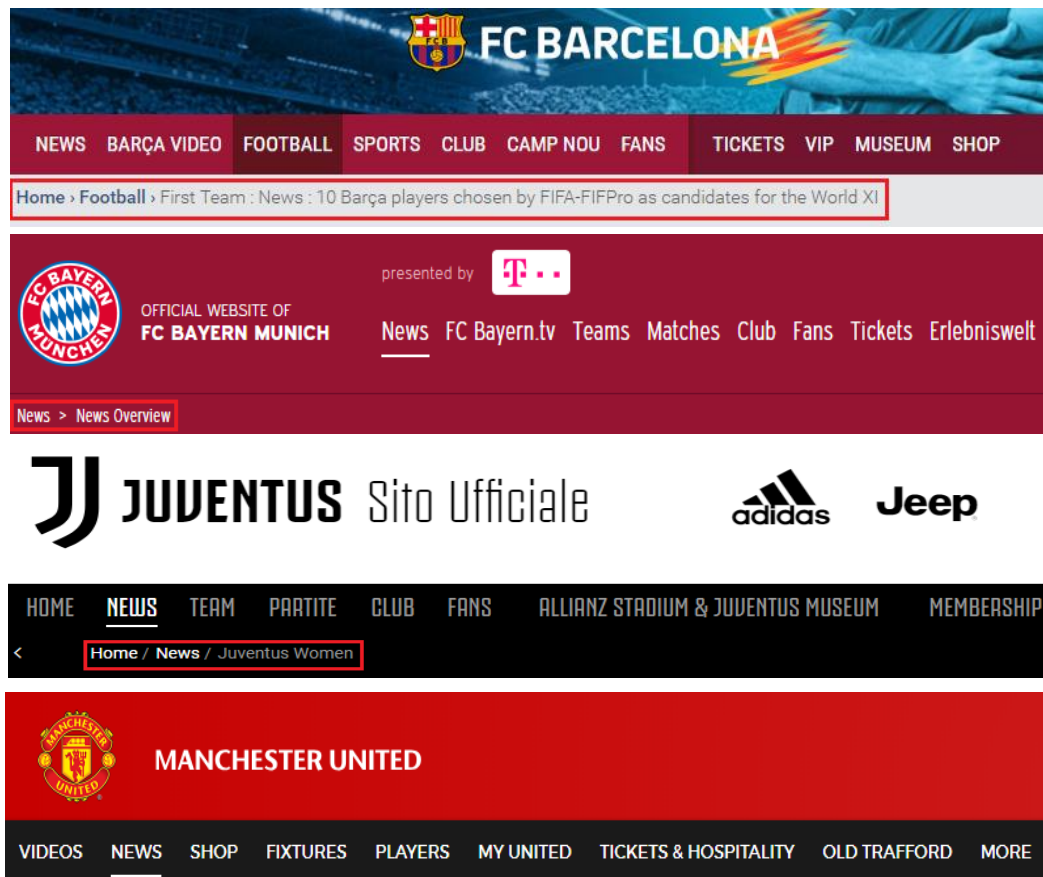


Image 10 Menu bars of the football club web sites

It can be argued that some specifications ought to match the consumer's expectations in terms of viewing patterns, according to Dong and Lee (2008), Chinese participants are more likely to scan back and forth and in a circular pattern over the content of the web page. Previous studies on viewing patterns and observing most popular Chinese web sites⁶⁷ reveal that there is a lot of information on Chinese web sites in contrast to the simplicity of the internationalized version of the football club web sites. In terms of the Chinese

⁶⁷ Qq.com, tmall.com, taobao.com, and sohu.com are the top viewed and popular web sites in China according to Alexa.

web site characteristics, based on the observations of popular web sites, the differences can be categorized as follows:

- Greater use of colours;
- Use of flashing texts and banners;
- Consideration of the Chinese language: there is no capital letter in Chinese, there is no space between the Chinese characters, Chinese characters are denser compared to Arabic and English letters;
- Greater use of hypertexts.

The only football club web site with a different layout based on Chinese consumer design taste is Barcelona FC. It follows that in the design of the template for these football club web sites in different languages, viewing patterns and the layout were not considered important. Instead, an internationalized template has been introduced to accommodate any ‘foreign’ language and culture.

According to Nisbett (2003, as cited in Dong and Lee, 2008), Westerners and East Asians have very different patterns of thinking, which he refers to as analytic and holistic. East Asians (Chinese and Japanese in this study) “see a great deal of the field, especially background events; they are skilled in observing relationships between events; they regard the world as complex and highly changeable and its components as interrelated; they see events as moving in cycles between extremes; and they feel that control over events requires coordination with others” (Nisbett, 2003, p. 109).

Nisbett further adds that as analytic individuals, Westerners “see objects as discrete and separate from their environments; they see events as moving linearly when they move at all, and they feel themselves to be personally in control of events even when they are not.” It can be concluded that the way a web site is designed by the localization team should be different for holistically and analytically minded people and the localizers should be aware of these cognitive differences.

3. Singh (2012, p. 244) also mentions that “icons, symbols, indexes, and other signs tend to be culturally determined, and thus may be interpreted the same way, which could decrease web site usability.”

Most of the leading football clubs in the world take cultural value representation into account and publish materials associated with cultures in their social media representation. As a case in point, in early 2018, FC Barcelona published a video to welcome the Chinese New Year:

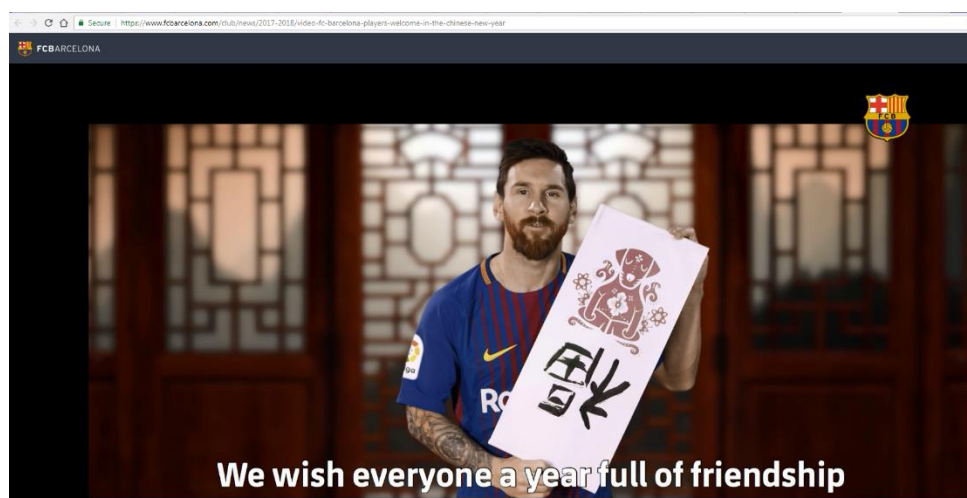


Image 11 FC Barcelona's Happy Chinese New Year video in English



Image 12 Barcelona's Happy Chinese New Year video in Chinese

Published on 15 February 2018, the video features Andrés Iniesta, Gerard Piqué, Paulinho, Sergi Roberto, Leo Messi and Luis Suárez — the team’s most iconic players — joining the celebrations for the Year of the Dog. In addition, the club describes other activities on its web site:

“FC Barcelona have carried out various activities on the main Chinese social media networks (WeChat, Sin Weibo and Tencent) during the Chinese New Year holidays. One of the highlights has been the ‘Dog Challenge’ in which users share images of their dogs to enter a competition with prizes sponsored by Beko. On 5 February a behind-the-scenes Leo Messi video was published on Weibo and the most famous television programme in China, CCTV Total Soccer, also broadcast the video, receiving a great reaction from the Chinese public. Finally, FC Barcelona also collaborated with sponsorship by Estrella Damm, “a partnership

in which a calendar was put together using images of Barça players and a Chinese design that allows users to have it as wallpaper on their mobile devices.”⁶⁸

Religious celebrations of Arabic speaking countries have not been acknowledged on the web site and no record regarding this was found. Instead, reflections could be seen on the teams' social media networks such as Facebook and Twitter. Other culture-specific symbols or icons have been found on the main web page of the localized versions of these sites.

⁶⁸ <https://www.fcbarcelona.com/en/news/717839/fc-barcelona-players-welcome-in-the-chinese-new-year#>

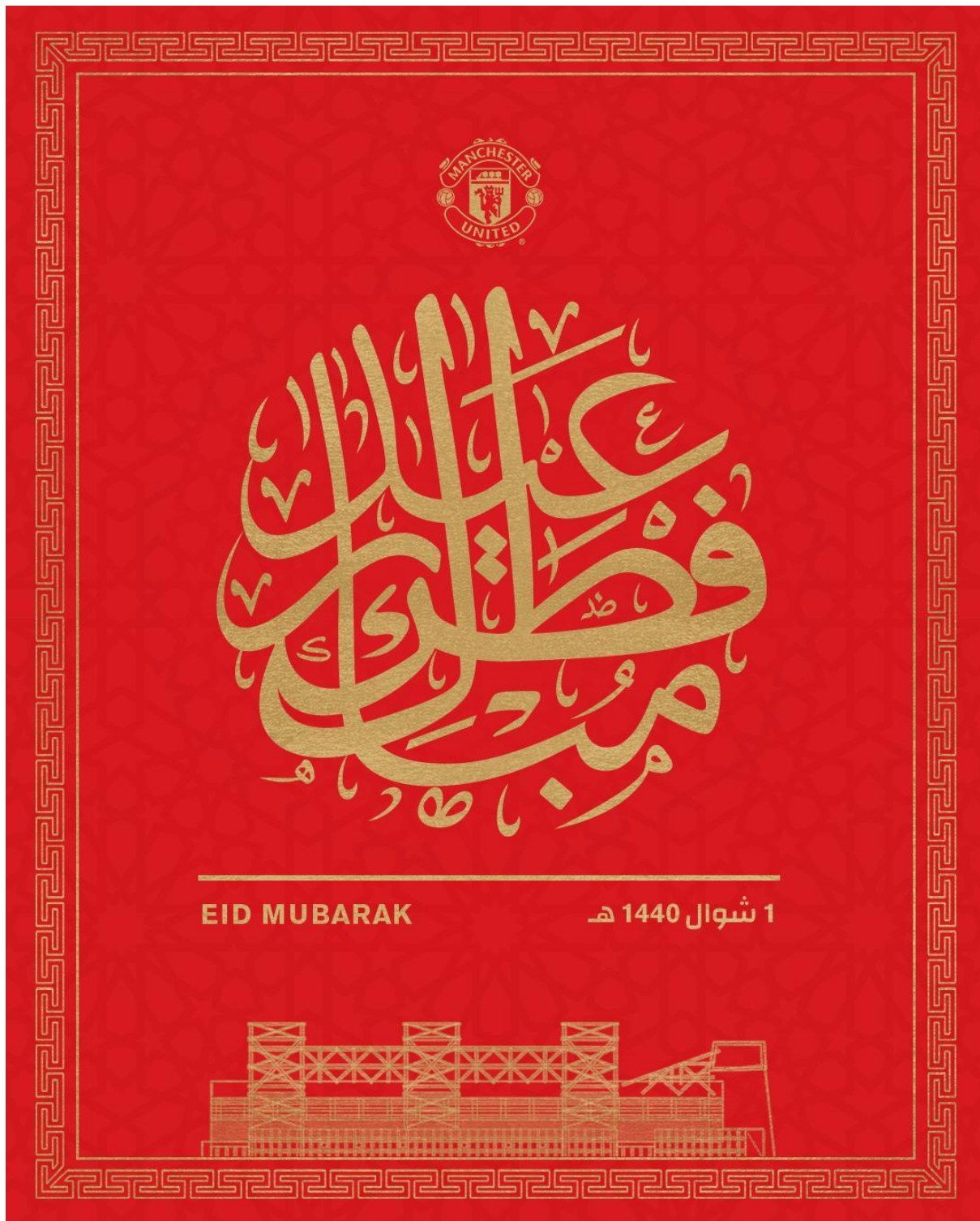


Image 13 Manchester United FC's message on Eid al-Fitr

4. “certain colours have come to hold certain meanings for people of different cultures” (Priluck Grossman and Wisenblit, 1999, p. 80).

According to Noiwan and Norcio in 2006 (as cited in Cyr, Head, and Larios, 2010, p. 2), “empirical investigations on the impacts of cultural factors on interface design are absolutely vital. Interface designers need to understand colour appreciation and colour responses of people in different cultures and regions”. Picking and mixing colours in localizing a football club web site can be a very complex process. While it appears that the theme colours of football clubs (e.g. red and blue for FC Barcelona or black and white for Juventus FC) can sway the localization team toward excluding target audience colours, there have been some instances in other areas of business where the theme colour of the organization has been replaced by a colour relevant to the target locale.

One example of a company effectively utilizing colour across its global web sites is McDonald’s. Their web sites are customized to reflect the colour preferences of each country. The company’s signature red is used throughout its globalized web sites, but McDonald’s adapts its usage of the colour accordingly. For example, in India, where red is a very auspicious, favourable colour, their web site uses a very saturated red as a background colour in comparison to other web sites, where it is reduced to an accent colour. As another illustration, this business

changes the theme colour of its dessert web page and some of its products to blue
(see image 17⁶⁹ and 18⁷⁰):



Image 14 McDonald's dessert web page in Japanese



Image 15 How MCDONALD'S changes colour in Japan

⁶⁹ Retrieved from <http://www.mcdonalds.co.jp/campaign/wafflecone/> using the online tool Internet Archive on 16 August 2018.

⁷⁰ The image has been retrieved from <https://soranews24.com/2017/06/26/mcdonalds-now-has-a-calpis-mcshake-on-the-menu-in-japan/>

5. Fink and Laupasa (2000) state that if an organisation aims to grow their products and services in another country, the web site designer should be someone in the target locale, which is why many researchers have identified the need to explore cultural issues in web interface design (see Hsieh, Holland & Young, 2009; Cyr, 2011; Kim & Kuljis, 2010).

Even a cursory glance at the landing web page of the web sites selected for this study reveals that all internationalized and localized versions have the same design. It seems that this issue has not been a priority for the football clubs, and cultural customization has not been attempted. However, it is important to differentiate between two points: 1. Understanding the interface and 2. Accepting the interface. Understanding the interface applies when a globalized version of a web site is presented to an audience. In this case, the viewers can understand how things are different when it comes to being in a globalized world. For example, the contact information, campaigns share an internationalized feature. On the other hand, the same viewers expect to see a different interface on a localized web page. For instance, some of the content such as campaigns need to be culturally adapted to the locale's taste. No diversity in relation to locale can be seen on different localized versions of the Manchester United web site, whereas Bayern Munich has different localized versions in English, Arabic, and Chinese. There are some linguistic features in different languages which change in various localized web site versions such as dates, times, measurements, numbers, etc. In

relation to this thesis, the only language with a different numerical system is Arabic. Also, Chinese, Japanese and Arabic follow different calendars. The following section will include the numerical data analysis of these criteria. However, these items seem to have been ignored in the localized version of the web sites. For example, in the news story found on the Bayern Munich FC web site in Arabic, the publication details are not clear (see Image 18).⁷¹



Image 16 A news headline with its information on the Bayern Munich web site

First of all, it is clear that the information related to this news story published in 2013 was written in German. The same language and style have been used in other localized versions of the web site. The information starts with the verb *erstellt* meaning ‘created’ in English⁷². *Am* and *um* are the prepositions used to indicate date and time respectively and *Uhr* in German means ‘o’clock’ in

⁷¹ Retrieved from <https://fcbayern.com/ar/news/2013/04/%D8%A5%D9%81-%D8%B3%D9%8A-%D8%A8%D9%8A-%D9%8A%D8%B1%D9%8A%D8%AF-%D8%A7%D9%84%D8%AA%D8%A3%D9%87%D9%84-%D8%A8%D8%AF%D9%88%D9%86-%D8%A3%D9%8A-%D8%B4%D9%83>

⁷² From Wordreference online dictionary

English. Moreover, it is not clear which time zone the times on the web site are based on. The vagueness regarding time zones is also seen on other web sites.



Image 17 News Information on Barcelona FC Web site

It can be seen on the FC Barcelona web site that the URL addresses have been used as the names of translators of the news articles in the localized versions of Arabic, Japanese and Spanish, while the internationalized web site mentions the name of the writer, for example, Duncan Bishop, Freelance Commentator and Sports Writer, according to his LinkedIn profile. For the Chinese version, “巴萨中文官网” is named as the translator of the text which means *Barcelona Official Web site in Chinese*. Plus, the Gregorian calendar is the most commonly used calendar on the web site, and the Chinese and Arabic calendars are not adopted for their localized versions.

Created on 23-09-2018 at 13:05 PM by Redaktion

Redaktion بقلم Erstellt am 23.09.2018 um 11:50 Uhr

Erstellt am 23.09.2018 um 11:50 Uhr von Redaktion

'拜仁赛事' - 24.09.2018 06:10

Creado el 23.09.2018 a las 11:50 por Redacción

Erstellt am 23.09.2018 um 11:50 Uhr by Redaktion

Image 18 News Information on Bayern Munich FC web site

It would appear that Bayern Munich FC treats German as the source language: partial translation has been carried out to describe time and date in the other versions. The news information for the Japanese version has not been translated either, and again the German version is used. In one of the news stories, half of the news story in the Arabic language has not been translated, and the paragraph in German has been published as the second part of the text instead. The same description, with few differences, applies to the other two web sites:

24.09.2018 21:30 - in: Other

23:45 23.09.2018 - في: تقارير المباريات

19.09.2018 23:00 - 在: 冠军杯联赛

23.09.2018 23:45 - in: マッチレポート

24.09.2018 21:30 - en Otros

24.09.2018 21:30 - in: Altro

Image 19. News information on Juventus FC web site

Juventus FC follows a clearer structure in different languages, while there is still room for improvements such as the calendar and the time as it is not clear what time zone these times refer to.



Image 20. News information on Manchester United FC web site

Manchester United FC follows a set structure for the localized languages. It can be easily seen that mirroring is done for Arabic, and unlike Bayern Munich, all words are translated into different languages in this section of the web site. It appears that the football clubs in question have not considered localized languages in relation to time, date, and numbers.

6. Cultural implications, low and high context cultures, as mentioned in Chapter 3, should be considered.

Singh, Hu, and Zhao (2005) revealed that images related to family were recurrent in the selected web sites because family plays a very important role in Chinese culture. This is reflected in the use of many different words for various family members and relatives in the Chinese language. According to Hall (2000) and

Hofstede (1980)⁷³, as high context cultures where many characteristics of the collectivism dimension can be seen, China and Japan require web sites with links to other web sites in the same locale. Another example can be drawn from Arabic speaking countries with high power distance such as Iraq, Kuwait, Saudi Arabia, and The United Arab Emirates, where web site viewers would require information on the organizational hierarchy charts for football clubs. This can be seen in the way football club web sites in these countries have been designed. For example, Al Ain FC demonstrates the organizational chart of the club under the second tab “Honorary Council” in English and “مجلس الشرف” in Arabic on the landing and main web page of the web site (see Image 19).

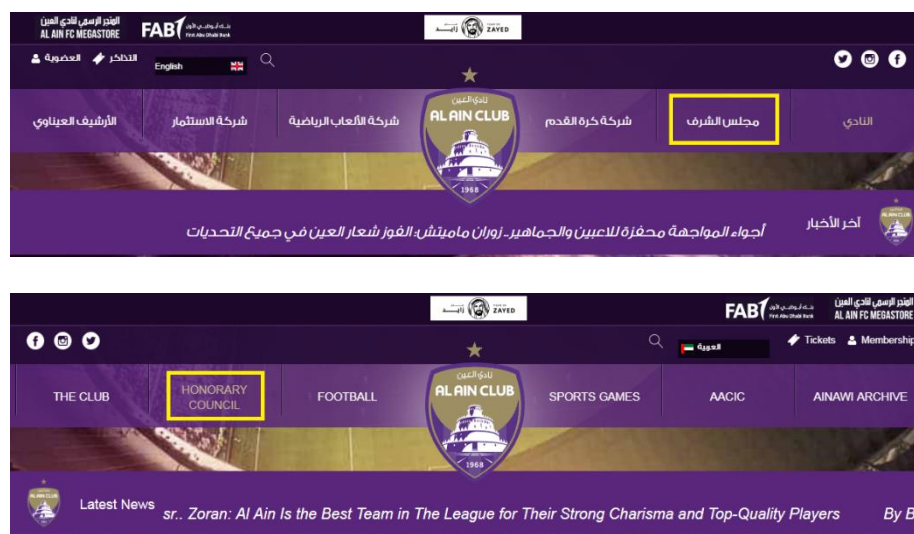


Image 21 Al Ain Landing Page in Both English and Arabic depicting where the tab is located

This is another variable that has not been taken into consideration when localizing the football club web sites at the centre of this study.

⁷³ The main application of these two theories has been presented in the next chapter in which the prescriptive phase of the study is discussed.

It seems that the selected football clubs have not been able to accomplish a complete localization scheme. The obstacles discussed in this section have hindered any progress. In the following chapters, I will perform an actual localization process and propose a comprehensive localization rubric.

Chapter 5

Localization Process

5.1 Introduction

In the first part of this chapter, I discuss the theoretical and practical issues of the FC Internazionale Milan web site localization process. The second part focuses on the most important steps before the actual localization process begins: analyzing the web site and locating potential localization problems by means of translation-focused text analysis. Together, these two steps help to ensure that the localization process unfolds smoothly. Having carried out these steps, I start the process of localization based on the criteria set out in this research. Comments and explanations of the FC Internazionale Milan web site localization process comprise the third part of this chapter.

5.2 Features of a Web Site

As classified by Reiss (2014), like any other types of text, web site contents fall into three different categories: content-focused (informative), form-focused (expressive), and appeal-focused (operative).

Informative content conveys information to the e-audience. This type of content usually provides users with facts about a specific topic. Informative content is an integral part of any football club web site where the information about the club itself such as *about us*, *match reports*, *news*, etc. is published. Expressive content is produced to express opinions and emotions. This type of content is usually found on fan club pages, in honours sections, and in forums for sharing opinions

and photos.⁷⁴ The last typology is operative, encouraging the user to act in a certain way. Online stores and campaigns of clubs are examples of this kind. Also, information on becoming a club member and even stopping or starting behaviour counts as operative content (Munday, 2004).

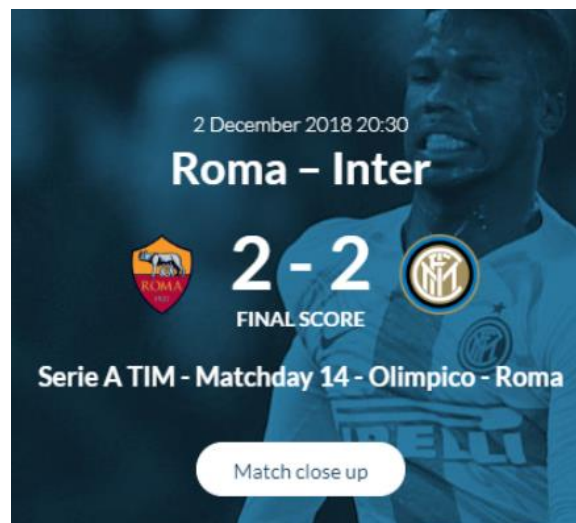


Image 22. An example of informative content on Inter Milan FC web site

⁷⁴ Nowadays, this type of content is mainly published on other social media networks of the club such as Instagram and Twitter. Due to their nature, expressive contents are produced more frequently, which is why these social networks provide useful platforms for clubs to produce such information every 4 or 5 hours on average.

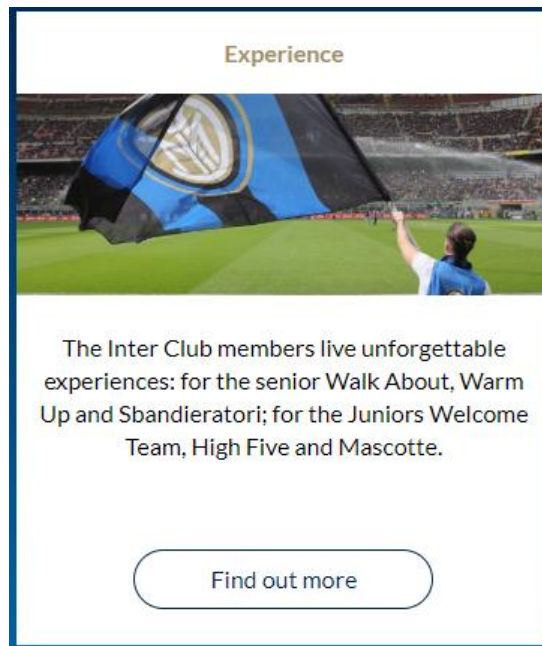


Image 23. An example of expressive content



Image 24. An example of operative content

In relation to the functions of language, Reiss names a fourth typology referred to as "audiomedial". This type of content is produced "to be spoken or (sung) and hence is not read by their audience but often read with the aid of some extra-linguistic medium, which itself plays a part in the mediation of the complex literary blend" (Reiss, 2014, p 27). Specific strategies are sometimes needed by the localization team in order to produce a better translation. Videos on web sites can be considered an example of this typology.



Image 25. Video available on the home page of Inter FC Internazionale Milan web site as an example of audiomedial content

Apart from the typology mentioned above, Sandrini (2005) describes the various types of content of a web site as “assets”:

- Digital assets which can be texts, pictures, multimedia files such as audio and video streaming;
- Application assets, i.e. files which can be accessed only by using proprietary software (e.g. Ms-word files) with the web merely used as a means of distribution which is not able to represent the content directly;
- Transactional assets, i.e. information about transactions (e.g. shopping baskets, sessions in e-commerce);
- Community assets, i.e. dynamic contents in forums and chat rooms, created by the web surfers themselves.

All in all, football club web sites include a wide range of content. Having identified different types of content, the localization team will be able to detect the textual functions of each text and translate accordingly.

5.3 Theoretical and Practical Issues of Localization

The diversity and uniqueness found in web sites impose some difficulties for localization. This section describes the theoretical and practical issues involved

in localizing the Inter FC Internazionale Milan web site. Nauert (2007) notes that there has been little discussion on translating web sites in Translation Studies, stating "although it (web site translation) has been recognized as involving problems and decisions on a number of different translation levels... [including] cultural adaptation, information sequencing of hypertext segments and language use" (Nauret, 2007, p 1). However, since 2007, a considerable number of research projects have been carried out in web site translation and localization.⁷⁵

Since its emergence, as discussed in the previous chapter, the internet has become a dynamic medium for communicating information (Moen, Koed Madsen, Aspelund, 2008) and translation seems to be the only facilitator of this kind of multi-modal cross-cultural communication. For this reason, web site translation and localization has become one of the fast-growing areas in Translation Studies (Jiménez-Crespo, 2013).

5.3.1 How Languages Are Developed on Web Sites

The question of which languages to translate and which languages not to translate on web sites remains controversial. However, due to the statistics available and online tools, some of which have been used in this thesis, it is possible for clubs to analyse and take the wisest direction in this regard.

The first point every organization or specifically in this study any football club should take into consideration is to decide the number of languages to translate

⁷⁵ See literature review in chapter two.

on its web site. The cost of production and maintenance increases as the number of languages grows, and the cost changes language by language especially in technical aspects since, as mentioned in the previous chapter, there are some differences in the layout that the localization team needs to be aware of, such as the mirroring process that happens for languages such as Persian and Arabic.⁷⁶ An investigation of clubs' priorities in selecting specific languages was not possible in this study as this is something football clubs are not willing to disclose this data. As a result, in this section, the criteria football clubs should take into account will be discussed using the online data and tools available.

At a macro level, according to the 2018 Web Globalization Report Card, from 2004-2018, “leading global brands have increased the average number of languages in which they make their content available from 15 to 32.5.”

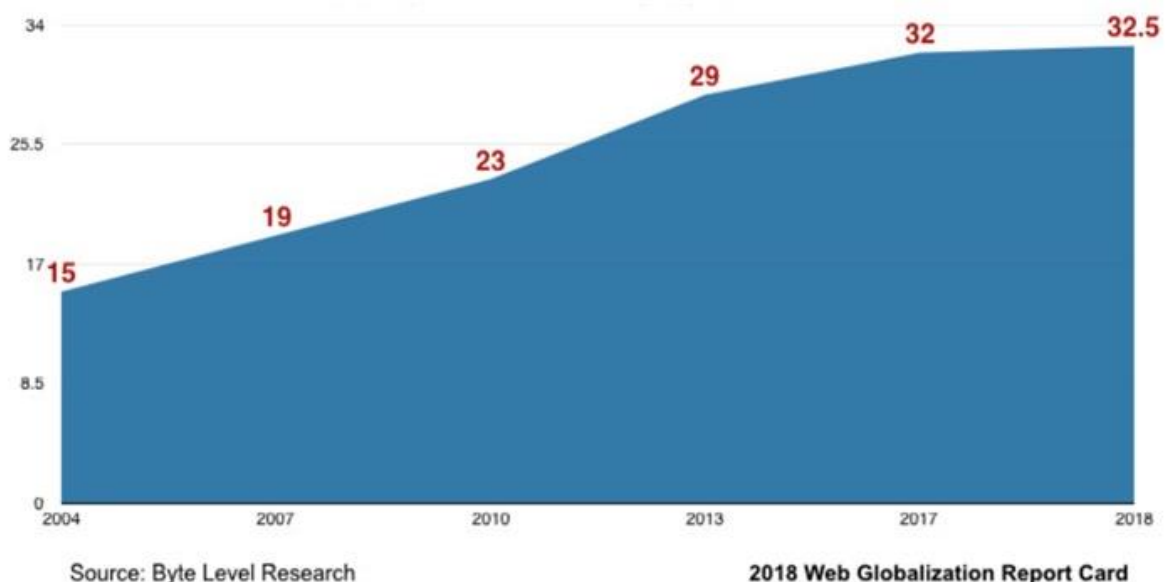


Figure 14. The increase in the average number of languages on sites by global brands

⁷⁶ HTML5 has made it possible to carry out this process and change the layout of pages and the side on which the illustrations and graphics appear. Having said that, this process imposes financial considerations.

While this report indicates that the number of languages has increased during the last two decades, the increase rate in 2018 has been at its slowest since the study began tracking languages in 2003. According to the report, "most companies still have a great deal of translation investment before they reach this average plateau" (Byte Level Research, 2018).

In terms of the case study here, at a micro level, according to the online tool "The Internet Archive", the earliest available record of the Inter FC Internazionale Milan football club web site dates to 1996 when the club established its web site in the Italian language only. The image below depicts the home page of the web site with a message stating that the English version is under construction.

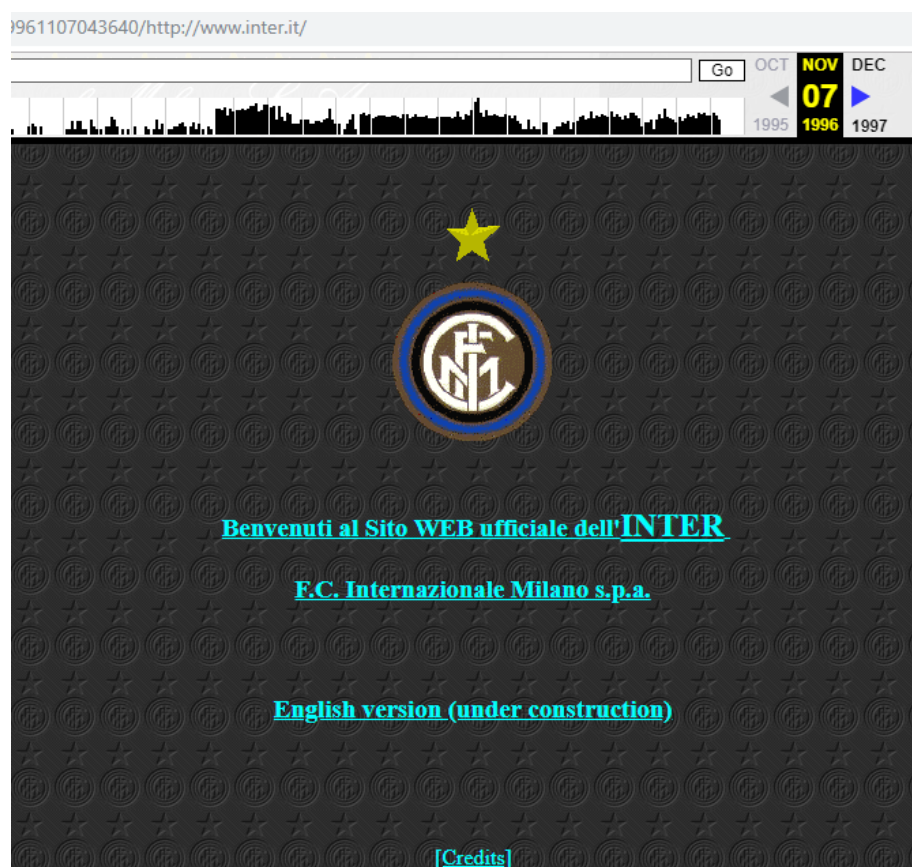


Image 26 The first web page of Inter FC Internazionale Milan found on Internet Archive

A year later, the English version was available online and featured information about the team, the 1997/98 season, history, statistics, etc. In 2002, the club added the Spanish language to its web site.



Image 27 Inter FC Internazionale Milano FC home page in 2002

In early 2004, Thai became the fourth language added to the web site due to a three-year deal between F.C. Internazionale and Samart Info Media Co. Ltd.⁷⁷ In June 2004, the club added Japanese, making a total of five languages. In December 2005, Inter removed Japanese and Thai.

⁷⁷ See <https://www.inter.it/en/news/11782/inter-it-goes-thai>



Image 28 The Header Screen Shot Taken by The Internet Archive in 2005

Chinese was added in November 2006, creating a four-language web site. The club kept this format until 2011 when two other languages were added: Arabic and Japanese. As the screenshots from "The Internet Archive" depict, Inter Milan added Indonesian to their web site in 2012, making a total of seven languages. As the most recent decision of this club, there is no record of the Arabic language after 2015.

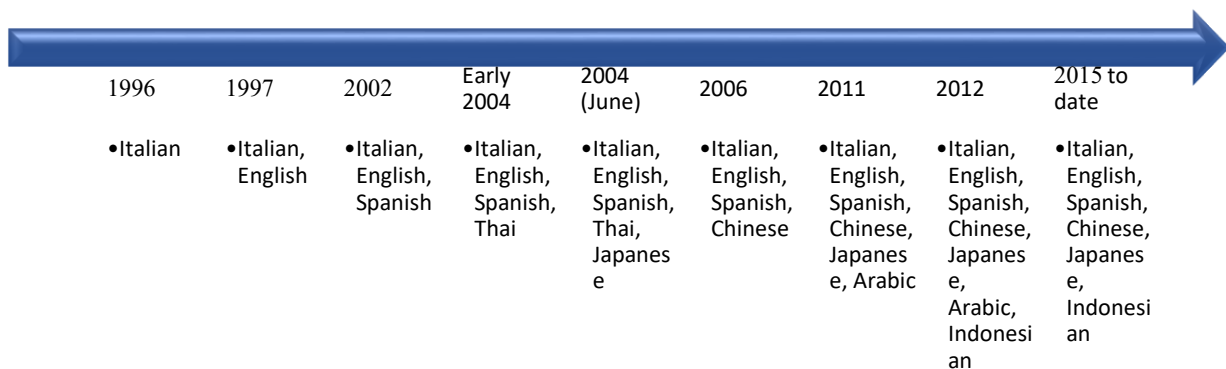


Figure 15 How various languages were either added to or removed from Inter Milan Football Club web site

5.3.2 Why Localization into Persian

Once the economy in Iran starts to grow, translation will be an increasingly important means of facilitating communication between Inter Milan and its fans

in Iran. Using the online tool Alexa, we can compare the statistics on the origin of Inter Milan web site viewers and the localized languages available on the web site.⁷⁸ On 14 December 2018, Alexa depicted Inter Milan Web site's ranking as below:

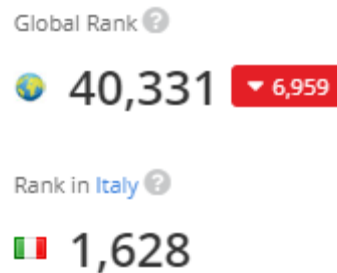


Figure 16 Alexa's report on Inter Milan FC web site's ranking

The figure above shows this club web site's ranking in the world and in Italy, respectively. Note that the report also suggests that the rank has decreased 6959 positions over the previous three months (September, October, and November). Giving tips to improve this ranking and manage search engine optimization is beyond the focus of this study. However, using more detailed data from Alexa, it is possible to find out where the viewers of this web site come from.

⁷⁸ As stated in Chapter 3, "Alexa's traffic estimates are based on data from global traffic panels, which is a sample of millions of Internet users using one of many different browser extensions. Their global traffic rank is a measure of how a web site is doing relative to all other sites on the web over the past 3 months. The rank is calculated using a proprietary methodology that combines a site's estimated average of daily unique visitors and its estimated number of page views over the past 3 months." Retrieved from www.alexa.com






Country	Percent of Visitors	Rank in Country
 Italy	65.7%	1,628
 United States	5.6%	101,150
 Indonesia	3.9%	10,143
 Switzerland	2.6%	7,944
 Iran	1.7%	49,378

Figure 17 Top five countries where Inter Milan FC web site's viewers

Given that the available languages on the web site are Italian, English, Chinese, Japanese, Indonesian, and Spanish and the top five languages are Italian (Italy and Switzerland), English (United States), Indonesian (Indonesia), French – German – Romansh (Switzerland), and Persian (Iran), it seems that due to its popularity in other countries, this club might consider further languages.

Van den Berg (2006) posits that an organization with several languages on its web site is creating an image of a successful, internationally-oriented, and multicultural entity for users.⁷⁹ As no football club in Europe has translated its web site into Persian, a niche exists to create this image in Iran as well once the fans see the localized version. Engine optimization might be another reason why the club would choose to have more viewers from Iran. Search engine optimization is the process of attracting more visitors to a web site by making the site as visible as possible to Internet search engines, such as Google or Yahoo.⁸⁰

⁷⁹ See O'Hagan and Ashworth, 2002

⁸⁰ See Gudivada, Rao and Paris, 2015

The Internet World Stats on the top internet users in the world reveals that Iran has the 16th highest number of internet users in the world.⁸¹

5.3.3 Web Design Platform

It is necessary to keep the important features of the source language web site in the localized version. Some layout features and functions should be kept, whereas others require modification. As stated earlier, the localization team is composed of an IT developer, a translator, a marketer, etc. Due to the fact that having all expertise in Information Technology, coding and web design was not feasible, a user-friendly platform was needed to enable me to duplicate the web site and translate the content into Persian. Web pages are read-only, but it is possible to edit the content of a web page directly in the web browser using the tool called Inspect Element.

By right-clicking on any web page, and clicking Inspect, it is possible to see the innards of that site: the source codes, the images, and CSS that form its design, the fonts and icons it uses, the Javascript code that powers animations, etc. This also enables translators to change any content on the page.

⁸¹ There are many other reasons as to why organizations should localize their web sites such as the communicating with the e-audience, increasing e-sales, etc. A detailed discussion and analysis of this topic will be presented in the next chapter.

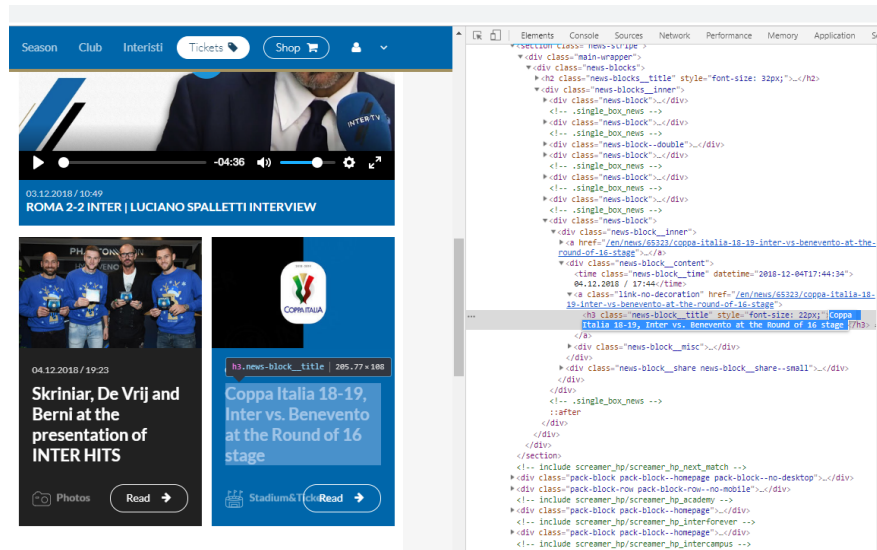


Image 29 Inspect feature on web browser

This is a very practical tool for a wide range of stakeholders:

- **Web site Designers:** having a preview of how a site design would look on different devices, testing specific colours, etc.
- **Marketer:** finding out what keywords competitors use in their web site headers or testing whether the web site is loading too slowly for Google's PageSpeed test.
- **Translators and Writers:** changing any text on a webpage.

Inspect Element requires some coding knowledge for the user to be able to change the layout and design and add or remove some features. However, using its basic feature, it is possible to make some of the required modifications to the web site.

Wix also enables such modifications. It is a free and user-friendly web site building platform. It is mainly used to create web sites, which can be updated and edited. No technical skills are required, and this feature makes it possible for those

without IT knowledge to translate, design and upload a web site according to their preferences. On 17 December 2018, the ranking of this web site in the world was 428. As a popular web site, Wix appears to be the best tool to use to localize Inter Milan football club web site into Persian.

5.4 Content Analysis

When ready to carry out the actual localization process, the translator can begin to consider how best to approach the translation process itself. It is important to have a clear idea of the strategy and methods that are appropriate to the content in question. One excellent way of accomplishing this is to submit the source text to a translation-oriented analysis aimed at locating potential translation problems. This allows the translator to devise a coherent strategy for dealing with these problems before starting the translation process, hopefully ensuring a more consistent result.

5.4.1 Translation Approach

The translation strategy is one of the criteria considered in the web site localization framework. In order to make the localized version of the web site culturally friendly for an Iranian e-audience, a functionalist approach with cultural filters specifically designed for users has been adopted. First proposed by Reiss (1971) and then developed by Vermeer (1986)⁸², functionalist theory reflects a shift in linguistic theories to a functional and sociocultural concept of

⁸² Cited by Hershey (2009)

translation. Theories such as action theory⁸³, communication theory, text theory, and texts linguistics played an important role in shaping this concept in the field of Translation Studies (Schäffner, 1998). It was later developed into the *Skopos* theory which postulates that the target text should function as effectively as the original version, resulting in an indistinguishable translation product in terms of functionality.⁸⁴ For example, regarding the functionalist approach, Smith (2006, p. 161) argues that if a text is written to persuade the reader, then its translation should be such "that the target text functions within the target culture as though it were an original". Regarding two general rules of this approach, coherence, and fidelity, Vermeer explains that the coherence rule requires the users of the text to be able to comprehend it thoroughly. Every text is part of a global continuum, and once it is translated, the target text should be interpreted as coherent with the situation by its users. Fidelity is described as the intertextual coherence between the "translatum" and the source text. In other words, it is all about the relationship between these two elements in terms of the *Skopos* and the intertextual coherence, which should be retained.⁸⁵

In translating the web site for this thesis, I have made the target text as meaningful as possible to target readers. This conformity is mainly what Reiss and Vermeer (1984 as cited in Nord 2018) refer to as intratextual coherence. Every effort has

⁸³ See Parsons (1937) "Structure of Social Action"

⁸⁴ See Vermeer (1986) cited in Hershey (2009)

⁸⁵ In her book "Translating as a Purposeful Activity: Functionalist Approaches Explained" published in 2018, Nord refers to these two concepts as intratextual and intertextual coherence as well.

been made to help web site users understand the product in the communicative situation and in Iranian culture. This appears to be the most appropriate attitude to take in translating football club web sites, and justification for this decision can be evidenced in such successful outcomes as more sales, marketing, additional fans, improved communication with fans, etc.

5.4.2 Source Text

Nord's analytical method offers practical ways to analyze the source texts of the Inter Milan Football Club web site to carry out localization. Nord (2005, p. 22) specifies two possible ways of doing a translation:

1. The source text is categorized by "a strict observance of text-type conventions", meaning that the stylistic features do not play an important role for comprehension by the receivers.
2. The *skopos* of the target text is expected to be culturally competent to the target audience, leading to "neglecting the conventional linguistic and stylistic properties of the source text in the process of analysis" and translation specifies that the source text analysis should be "translation-oriented".

The latter case applies to this study, in which the functions of the source texts are analyzed and then compared to the ones of the target text in the Persian language and Iranian culture. In this case, some of the linguistic and cultural elements might be either removed or adapted.

The questions in Nord's text analysis translation-oriented model of Nord need to be answered to establish the foundations for producing the target content. Hershey (2009) has reformulated Nord's (2005) translation-oriented model as Wh-questions. Although the answer to some of the questions below is unknown, it is always important to consider them if the translator intends to follow this model for ST and TT analysis.

Who transmits: The official web site of FC Internazionale Milan does not provide any information regarding the translators or the source text producers. Thus, there is no possibility of finding background information about the content producers.⁸⁶ Instead of identifying the agent of the source content producers, the anonymous and generalized voice representing FC Internazionale Milan can be considered as the main content producer. In this regard, the sender can be supposed to be a football language expert.

To whom: The primary intended recipients of the source text are football fans, club fans, and journalists. Because the source text is in English, the audience can be anyone able to comprehend English texts. In practice, this means that every follower of FC Internazionale Milan around the world is likely to be interested in receiving the message transmitted by the web site. The ST uses a great deal of

⁸⁶ As stated in the previous chapters of the thesis, the only football clubs which provide some information about the translation and the writers are Juventus FC and Manchester United FC in which the former mentions that the web site is a true translation from Italian into English and the latter mentions the names of the source producers only.

football-related terminology, indicating that the receiver is expected to have certain background knowledge about both football and the club.

What for: The intention of the sender is to establish a connection with fans, sell sports equipment, broadcast news, depict and increase the social status of the club, and attract more fans. As such, the ST is primarily operative in nature, with extensive use of informative and persuasive language.

By which medium: The medium used by the ST is the Internet. The FC Internazionale Milan web site, like many football club web sites, features a wide range of display types such as texts, graphics, colours, and videos. The medium of the Internet, as stated in the previous chapters, increases accessibility among the target audience.

Where: Given the fact that the selected football club is based in the city of Milan, Italy, the ST is expected to be published in Italy. This is also evident from the domain as well: ".it".⁸⁷ However, as stated earlier, the origin of content production still remains uncertain.

When: Time plays a major role in the ST. Every up-to-date news item published on a daily basis is featured on the front page. Some pages are updated regularly, even the page for the online store in which new products are displayed for sale.

⁸⁷ from Country Codes which has been created to "provide the Internet users with efficient information about country code data. The aim is to provide an easy to use service which provides the most frequently sought country code information, international dialling codes and the standard ISO codes all in the one place" Retrieved from www.countrycodes.info

As mentioned previously, this web site has almost 390 URL links and updating every single web page in a localised is unrealistic.

On what subject matter: The ST belongs mainly to the genre of technical texts: sports and specifically football. This is immediately apparent from the name of the web site, content, and other relevant elements. Also, the main headings on the home page of the web site are "home", "news", "team", "season", "club", "interisti", "ticket", and "store", indicating that journalism and marketing can be considered one of the other elements to be seen on the web site. Note that due to the web site's internationalized nature, the available content is not bound to any specific cultural context and an accessible writing style makes it easy for users to get up to date information.

What: The source content is thematically relatively coherent. Most of the web site deals with news, reports, and updates about FC Internazionale Milan such as information about tournaments the team plays in, the structure of the club, statistics for the players, partners, fan club, etc. While these pages necessarily contain different information, they share the same extra-textual factors (sender, receiver, intention, motive, function, etc.) and roughly the same subject matter.

What not: The source content sender presupposes that the receiver is familiar with football terminology such as “to be called up”⁸⁸, “booking”⁸⁹, “cap”⁹⁰, etc. given that no terminology is explained in the text. As such, we can deduce that the ST is intended to be read by new and existing fans/followers who already know what they are looking for and are at least somewhat conversant in the specific language used by the source content sender. The source content sender also presupposes that the receiver can be located anywhere in the world as the content does not contain references to any specific place.

In what order: Using tools to extract links, I estimate that there are almost 390 URL links in the English version of the Inter Milan Football club web site. Taken as a whole, the ST is an independent, self-contained text which occupies a unique address (inter.it) in cyberspace and is not embedded in or subordinate to any other addresses. In keeping with the conventions of the Internet medium⁹¹, the ST is further segmented into a series of interconnected, yet independently readable sections. The highest-positioned structure on the site is comprised of the menus running along the top of the screen where a big header is placed as well. This text is marked by optical signals in the form of white underlines. There are eight main

⁸⁸ <https://www.inter.it/en/news/65475/inter-women-schroffenegger-receives-italy-call-up>

⁸⁹ <https://www.inter.it/en/news/65235/tottenham-hotspur-1-0-inter-eriksen-strike-settles-it>

⁹⁰ <https://www.inter.it/en/news/63223/stefan-de-vrij-is-an-inter-player>

⁹¹ See www.conversion-uplift.co.uk, a web site specialising "in using behavioural change techniques to improve conversion rates and increase revenues from digital marketing. Behavioural science, data analytics, customer and usability research and design best practice are used to improve the digital customer experience and increase profitable outcomes for your business."

tabs on the landing web page which guide the user to different sections of the web site. Within all the available tabs, a total of 44 sub-categories have been placed. The next section, devoted to top news stories, is usually restricted to three or four slides. More stories are available in the next section, which mainly covers news about the team itself. Also, a countdown section is located in the next section, depicting the time of the next match followed by another news section which covers a wider range of stories about the club including "inter academy", "inter forever", "inter campus". The rest of the home page is comprised of the Twitter account depiction, active campaigns, online store, honours, partners and the detailed menu located at the bottom of the screen. This method of structuring the text is consistent with the conventions of the Internet medium. For the purpose of this thesis, I have chosen to translate highly visited web pages for localization: home page, news, store, fan club, and team.

Using which non-verbal elements: As is typical on every popular web site, the ST makes extensive use of non-verbal elements such as colours, especially blue, black, and white, graphics, banners, photos, and videos. Other non-verbal elements are subtler, such as the use of colour to indicate the presence of interactive hypertext, which happens to be for buttons only. When the mouse pointer is placed over a button, the background colour changes to indicate to the receiver that the text is clickable. Colour is also used to emphasize the verbal message of the text—blue, black and, white to depict the thematic colours of the

team.⁹² These non-verbal elements work together with the text to form a cohesive whole.

In which words: The ST is made up of a combination of persuasive and informative language and semi-specialist technical language. The persuasive language is mainly used to increase the social status and popularity of the team compared to rivals. The news stories also contain direct quotes from those players or coaches who have been interviewed; thus, there is little use of humour or figures of speech.

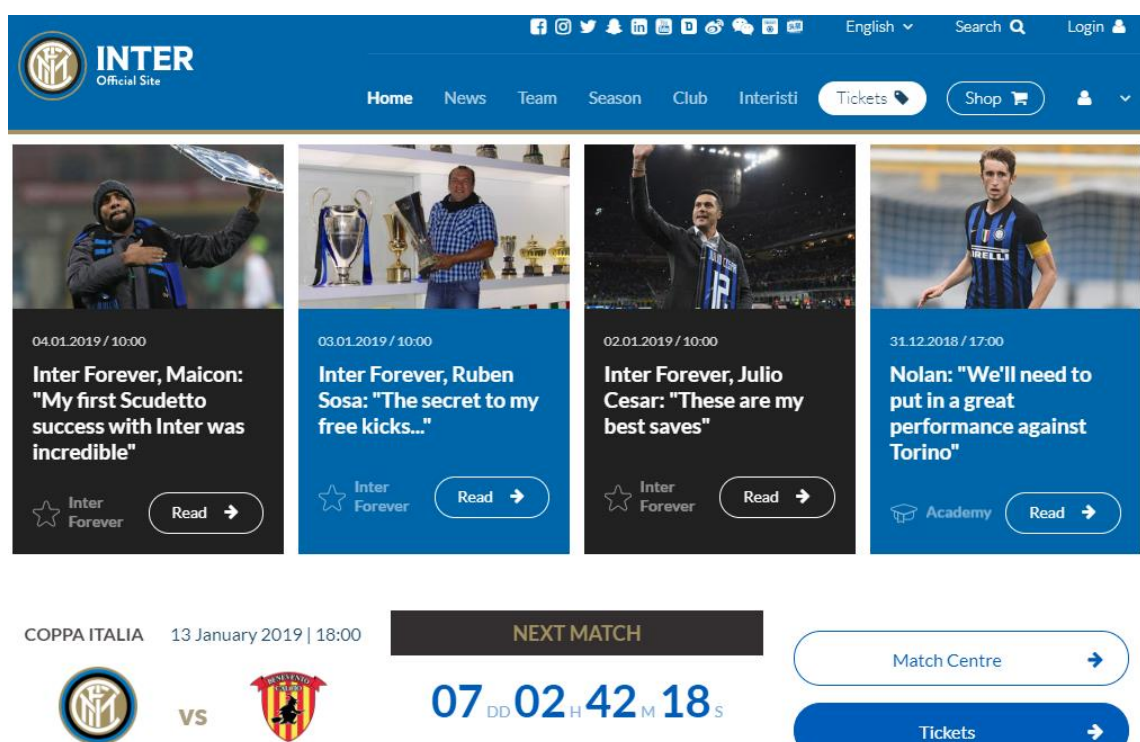


Image 30 Front page of Inter Milan FC web site depicting direct quotes

⁹² "Inter's colours came from Giorgio Muggiani's palette when Football Club Internazionale Milano was founded on 9 March 1908. The colours of the sky and the night were worn in the very first match and also our last, when the Nerazzurri put five past Udinese wearing their new home kit for the coming season, an innovative design inspired by the Milan skyline." Retrieved from <https://www.inter.it/en/news/58791/black-and-blue-two-colours-one-club>

The register of the texts is formal and professional, the reader being addressed in the second person. This is evident in advertising campaigns as well as fan club sections.

In what kinds of sentences: The grammar of the ST is somewhat dictated by the Internet medium, which demands relatively short and uncomplicated sentences, active verbs, and direct address of the reader in relevant sections.

5.4.3 Target Content

Who transmits: Same as ST.

To whom: The primary intended recipients of the target content are different from those of the source content. While the source content was intended for every fan able to read and understand English, the target content is intended to be read by Iranian fans and any football followers who might be considered as potential fans of the club inside or outside the country. FC Internazionale Milan established its fan club in Iran in 2006⁹³, and there are many social network platforms such as Instagram⁹⁴ accounts for this club run by the fans. The establishment of the fan club in Iran in 2006 led to the creation of the fan club's web site in Persian in the same year.⁹⁵ It can be inferred that Inter Milan FC currently has many fans in Iran.

⁹³ <https://www.inter.it/en/news/54867/inter-club-iran-is-born>

⁹⁴ The following link is an example of one of the most popular Instagram pages about Inter Milan FC run by its Iranian fans with almost 50,000 followers: https://www.instagram.com/inter_iran/?hl=en

⁹⁵ <http://inter.ir/>

What for: Same as ST.

By which medium: The use of the Internet medium and the features of this medium are the same for both the ST and the TT. The TT will most likely be located in the same domain with a different extension ([Http:// www.inter.it /fa/hp](http://www.inter.it/fa/hp)).

Where: Due to the fact that this research is being carried out at Victoria University of Wellington, the place of TT production is New Zealand. However, the place of text reception may differ for the two texts. While FC Internazionale Milan wishes to be able to communicate with fans located everywhere in the world, it hopes to do so with fans in Iran using their own language and culture. As such, the TT will be read by people in Iran, or perhaps even by Afghans and Iranians living abroad.

When: Same as ST.

Why: This aspect of the TT does not differ significantly from the ST, other than that the TT will be focusing on a specific group of people.

With what function: Same as ST.

On what subject matter: Same as ST.

What: This aspect of the TT does not differ significantly from the ST, other than that the TT will be focusing on a specific group of people.

What not: There is the same level of presupposition by the sender between the ST and the TT in terms of the familiarity of the receiver with sports and football terminology. The ST sender's expectation that the receiver is located in Iran, however, does not carry over to the TT. The TT sender cannot make any presuppositions about the location of the receiver as there may be many Iranians living abroad.

In what order: Same as ST.

Using which non-verbal elements: Same as ST.

In which words: Like the ST, the TT is comprised of informative and persuasive language and semi-specialist technical language and makes no use of humour, contains few figures of speech or other stylistic markers. Terminology also features prominently in both texts. The TT should also strive for roughly the same register as the ST: formal and professional. In order to lend the text a modern, high-class feel to fit the target audience's social status, the TT has made moderate use of English. This effect has already been lost in the ST as it is written in English for an internationalized audience. It is, therefore, necessary for the TT to find alternative means of creating this feel.

In what kinds of sentences: The conventions of the Internet medium do not differ significantly between the source and target languages. In both English and Persian, web texts tend to be shorter and more concise than texts for other media, as well as more active and direct. Nonetheless, the ST occasionally makes

unnecessary use of impersonal or passive constructions. These constructions are undesirable in the TT. It is also important for the TT to use clear, easy-to-understand Persian and avoid unusual constructions or idioms.

5.4.3 Potential Problems of Translating the Web site

As explained above, the purpose of the translation-oriented text analysis is to uncover the differences between the communicative situations of the source and target content and see how the selected football club web site can be cross-culturally competent and acceptable for the Iranian e-audience, which can, in turn, indicate potential translation problems. In this section, I will discuss the most important differences brought to light by the analyses in the previous section and the implications these differences have for my translation. Receivers of the source and target content seem to be one of the main differences in this translation. The reason for this is that the ST aims at targeting everyone who is able to read and understand English in the world, whereas the primary TT receivers are defined as the journalist, the club's fans and supporters. As a result, the most significant difference can be considered the TT's intended receiver. Nord (2014) emphasizes this fact and considers the receiver an important factor. There is no need to consider the level of the language in the localized version as all TT receivers are expected to be native speakers of the Persian language.⁹⁶ However, it is important for the text to be clearly and concisely written in Persian. Another

⁹⁶ Language simplification is necessary, though,

challenge is lexical and semantic equivalence. As the translation of this web site encompasses two different areas, IT and football, I am expected must have knowledge of equivalence of both areas between English and Persian and make good use of dictionaries and other available sources.

The challenge of cultural references which are unintelligible in Iranian culture can arise as well. However, due to the nature of the web site, it is expected that this is not a major hindrance to localization. The problem of where the receivers are located is another point to take into consideration. The dimension of “space”, as Nord (2014) argues, refers to both the place where the content is produced and where it will be received. As stated in the target text analysis under “what not”, while the source content (SC) receiver can be located anywhere in the world, the intended receivers of the target content (TC) are presumably based in Iran. Having said that, the SC sender makes presuppositions about the location of the readers. As a result, the TC is read by individuals whose cultural references cannot be found in the SC. One consequence of this is incorporating national symbols and related news in the localized version of the web site.

5.5 The Translation

Below are comments on the translation of the FC Internazionale Milan web site. For comparison purposes, the source text and the target text are provided in "Appendix 4". I have included comments in this section, explaining translation choices based on the criteria set out in the previous sections. I have started with

the web site's home page. As stated earlier, the home page of every web site is the most important part as it creates a first impression for the user. All effort should be made to attract the user to stay browsing and reading on the web site.

5.5.1 Home Page

Having entered the web site, the user faces a big header with a few slides in which the top headlines regarding the latest news are presented. The very first task, which applies to all sections, is to mirror the format. This process is necessary because Persian is written from right to left. All elements, including the menu and the logo, are mirrored.

The top header includes some icons guiding the user to social network platforms: Facebook, Instagram, Twitter, Snapchat, LinkedIn, YouTube, Dugout, Weibo, WeChat, DQD, and Toutiao. There are only two languages available among these networks as outlined below:

English	Chinese
Facebook	Weibo
Instagram	WeChat
Twitter	DQD
Snapchat	Toutiao
LinkedIn	
YouTube	
Dugout	

In the current localized versions, except in Chinese, all social network platforms are available, whereas there is no English language platform on the Chinese version of the web site and the Chinese applications are present only. An adaptation of the same approach seems to be the most appropriate strategy to adopt for the Persian version. It is recommended that the club establish accounts in Persian on Telegram, Instagram, and Twitter as there is a high number of users on these platforms. A detailed explanation of this is presented in the next section.

Below the social network menu is the main menu where the user is guided to the different sections of the site. This menu changes in the Chinese version, and the item "UEFA Europa League" written in English is added. For the Persian version, sticking to the translation of the internationalized version seems to be the most appropriate strategy with no omission or addition. The only modification

necessary is the translation of "Interisti". This word refers to FC Internazionale Milano players or supporters. The closest equivalent to this definition in Persian is "کانون هواداران" (kânun e havâdârân). An example of this within Iran is the fan club for Esteghlal FC, one of the most popular clubs in Asia.⁹⁷

The big header on the home page contained two slides on the day the data for this research was recorded and saved. The first headline mentions Icardi's titles in the season awards. This event is an annual award ceremony organized by the Italian Footballers' Association and the player considered to have performed best over the previous Serie A season is selected. A similar event with the same function is organized by the Football Federation of the Islamic Republic of Iran for the Persian Gulf Pro League. In order for the Persian language audience to grasp the nature of the event, the same title as in the ceremony of the Persian Gulf Pro League can be used in the translation. Another point worth mentioning is the date 2018/19. In order to fully localize the content, dates need to be converted to the solar calendar widely used in Iran. This conversion results in the years 2018/19 becoming 1397/98. The same conversion has happened to other sections of the web site where date and time are mentioned.

The second slide of the header features news about the result of the game between Inter and AS Roma. The date and time have been converted, adding بوقت ایران (be vaght e Irân) to clarify what time zone the game was based on. Regarding the

⁹⁷ <http://www.esteghlaltehranfc.com/>

translation of "Serie A (TIM)", the common translation appearing in the available corpora is سری آ (seri e â) in which there is no mention of "TIM" in the Persian version. TIM is an Italian telecommunication company sponsoring Serie A. To convey the meaning and function of "TIM", the term با حمایت شرکت ارتباطات ایتالیا (bâ hemâyat e sherkat e ertebâtat e itâlîâ) is included in parentheses.

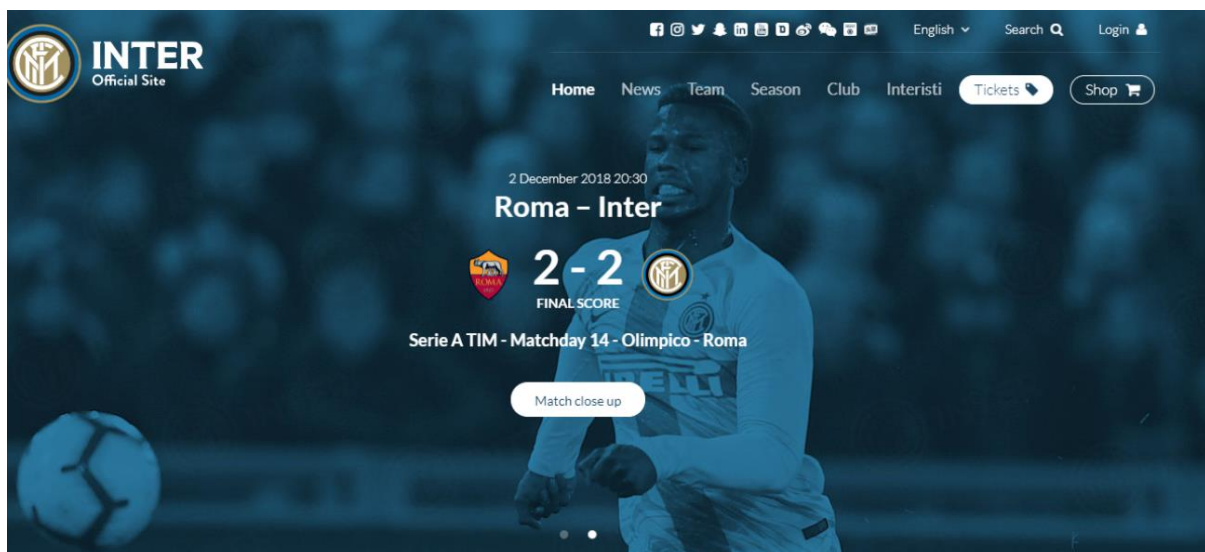


Image 31. Subheader section in English



Image 32 Subheader section in Persian

Below the big header are three slides which reflect news on a specific club event. It would be much better to have localized news headlines in this section. In other words, the globalized news fits the big header, and the localized ones could be published in one or two of these slides. Inter Milan FC has a fan club inside Iran, and this would be a perfect place to publish news articles. However, with regards to the current internationalized web site, I translate the same content of this section into Persian. As this section contains three interviews with different players, the major translation problem is the transliteration of proper names. A good source for transliterated versions is the most popular sports web site in Iran with a plethora of corpora in football, varzesh3.com (ranked 4 in Iran and 227 in the world according to Alexa). The three names appearing in this section are de Vrij, Berni, and Škriniar, which have been transliterated as ⁹⁸دی فرای, ⁹⁹برنی, and ¹⁰⁰اشکرینیار.

The three slides under the header revolve around a musical event held by the club. There are interviews within each piece in which the players talk about the upcoming games. Most news on Inter Hits is not covered in Iranian media outlets. However, this is an important event for the club, the news has been covered on the main page, and these articles have been translated into all available languages on the web site (Chinese, Japanese, Bahasa, Spanish), which suggests that this is

⁹⁸ www.varzesh3.com/news/1527128/ دی فرای-دوست-نداشتم-مقابل-اینتر-بازی-کنم

⁹⁹ video.varzesh3.com/video/83637/ اسلم-دانک-زیبای-برنی-در-بیسکیتبال-به-سبک-اینتر میلان

¹⁰⁰ www.varzesh3.com/news/1583855/ هیچ-تیمی-توان-خرید-اشکرینیار-را-ندارد

information the sender would like to transmit. Thus, despite the translation challenges of this section, the translated version of these articles should be included in the Persian localization.

There are several challenges associated with the translation of these kinds of sections. As stated, news on music and sports is not commonly covered in the Iranian media. For example, the latest news articles published in this area on Varzesh 3 web site news go back to 2016 and 2017.¹⁰¹ In addition, these sorts of news articles are not welcome in the Iranian media, as there have been many instances in which music was censored on TV, especially during opening ceremonies of international football events.¹⁰² For these articles, it should be noted that purchasing the Inter Hits products in Iran is not possible. However, as it is considered an important event in the club and the sender would like to transmit this information, these headlines have been translated.

The news section on the main page is the next item to be localized. As in the other sections, mirroring has been carried out. The post-match interview, which is in video format, has been subtitled, and the translation is presented in the Appendix section. For the other headlines, some points are worth mentioning. For example, the proper noun "Coppa Italia" refers to a knockout cup competition in Italy. A similar competition in Iran is called "Hazfi Cup" or جام حذفی (jâm e hazfi) which

¹⁰¹ <https://www.varzesh3.com/news/1274490/> (عکس) and <https://www.varzesh3.com/news/1395133/> (تب-فوتبال-با-چاشنی-موسیقی)

¹⁰² shorturl.at/kKXY5 (link has been shortened by short URL)

literary means "knockout cup". Thus, to help the Persian language e-audience understand this competition, the term "جام حذفی" (jâm e hazfi) has been used in the TT. It should be noted that the reason for such changes is localization. If localization was not considered in the translation process, the transliteration of *Coppa Italia* (کوپا ایتالیا) (kopâ itâliâ) in Persian would be an option to consider.

The next headline includes the phrase *AIC's Gran Galà del Calcio*. *The AIC Gran Galà del Calcio* is an event organized by the Italian Footballers' Association in which the best players, managers, and referees are named.¹⁰³ The equivalent of this event in the Persian Gulf Pro League is برترین های فوتبال ایران (Bartarinhâ e futbâl e Irân), or the Iran Football Award Winners held annually to name best players, coaches, and referees. So, the closest localized term would be برترین های فوتبال ایتالیا (Bartarinhâ e futbâll e itâliâ). One of the other headlines includes the proper nouns "UEFA" and "Inter Campus". The former acronym stands for the Union of European Football Associations, اتحادیه ی فوتبال اروپا (ettehâdiy e futbâl e orupâ) in Persian. As the acronym has been used in the headline, the Persian acronym can be used in the localized version: یوفا (yufâ). As for the latter phrase, Inter Campus organizes "flexible and long-term social and cooperation projects in various countries around the world. It uses the game of football as an educational tool in order to restore the right to play to needy children aged 6 to

¹⁰³ See <http://grangala.assocalciatori.it/>

13."¹⁰⁴ As the web site of Inter Campus suggests, there are charity activities involved as well, so the closest equivalent would be "موسسه ی خیریه ی اینتر کامپوس" (Moasese ye kheyrie ye inter kâmpus).

One of the most difficult features in translating the web site was the proper nouns. In some cases, I chose to use Persian transliteration, adding extra information where needed. In some situations, especially for players' names, I rendered the Persian version using transliteration. All in all, I applied three strategies based on Vermes (2003) in rendering proper nouns:

1. Transference: referred to as the same application of the proper noun from the Source Language into the Target Language. Examples of this typology are mainly the names of the players, coaches, and staff.

Samir Handanović سمیر هاندانویچ (Samir hândânovich)

Nicolò Barella نیکولو بارلا (Nikolo bârellâ)

Another example of this strategy is the translation of the word *interisti*, referring to the fans of FC Inter Club. An investigation of the way this term has been translated across the different languages available on the web site reveals that there has been a thorough consistency strategy. While it has been referred to as *interisti* in the internationalized, Italian, Japanese, Spanish and Bahamas, versions, the Chinese home page uses the term 球迷 meaning *fan*. For the localized Persian home page, I decided to follow

¹⁰⁴ Retrieved from <http://intercampus.inter.it>

the transparency strategy and use اینتریستی (interisti) as it is a frequently used term in the Inter Fan Club based in Iran.¹⁰⁵

2. Translation: described as a process in which the translator renders a noun in the Target Language. In this regard, Newmark (1988) also argues that this strategy is applied in order to render the meaning of a noun according to the source text author's intention. The following examples have been drawn from the web site:

Hall of Fame (تالار مشاهیر) (tâlâr e mashâhir)

Press Room (نشست های خبری) (neshast e khabari)

3. Substitution: using the conventional correspondent of the noun from the source text in the target text. This strategy can be applied while translating geographical nouns. According to Shirinzadeh and Mahadi (2014), the target language equivalents arise from the subconscious choice of the translator. Examples are:

26 April 1994: Berti's Big Goal in **Vienna**¹⁰⁶

26 آوریل 1994: گل تاثیر گذار برتی در **وین**

(bist o shesh e âvril e hezâro nohsad o navad o châhâr: gol e taasir gozâr e berti dar vian)

England 2 – 1 **Croatia**: Starring Three Nerazzurri players¹⁰⁷

انگلستان 2 – 1 **کروواسی**: درخشش سه بازیکن نراتزوری

(engelestân do korovâsi yek: derakhshesh e se bâzikon e nerâtzuri)

¹⁰⁵ <http://interclub.ir/?p=141>

¹⁰⁶ <https://www.inter.it/en/news/2020/04/26/salzburg-inter-uefa-cup-final-1994-berti.html>

¹⁰⁷ <https://www.inter.it/en/news/2018/11/19/england-2-1-croatia-starring-three-nerazzurri-players.html>

4. Addition: described as a strategy the translator uses to expand the information related to a proper noun in the TT. In some cases, the difference between receivers made it necessary to add extra information in order to ensure that the text was intelligible to the Iranian e-audience:

ST: The side from Campania will visit **the Meazza** for the Nerazzurri's first match of 2019.

TT: تیم شهر کامپانیا از **ورزشگاه جوزیه مئاتزا** برای اولین مسابقه ی سال 2019 نراتزوری ها دیدن خواهد کرد.

(Tim e shahre kampania az varzeshgahe jezupe meatza baraye avalin mosabegheye sal e 2019 neratzuri ha didan xahad kard)

5. Transference plus phonetic adaptation: used when transferring the same proper noun from ST to TT implementing phonetic modifications in order to match the conventions of the TL. Examples:

Inter Hall of Fame: Dejan **Stankovic**¹⁰⁸

تالار مشاهیر اینتر: دژان **استانکوویچ**

(tâlâr e mashâhir e inter: dezhan estânkovich)

In this example, the name *Stankovic* has been transferred into Persian as (**estankovich**) with a different phonetic pattern in order to match with the phonological conventions of Persian.

¹⁰⁸ <https://www.inter.it/en/news/2019/05/11/inter-hall-of-fame-dejan-stankovic.html>

5.5.2 Translation Problems Encountered in Detail

The translation-oriented text analysis discussed in the previous sections has helped me approach the localization of the web content in a structured way. Rather than dealing with each problem separately as it came up, I approached the translation with a clear idea of the issues I would face and an arsenal of strategies for tackling them. Below, I will briefly discuss the most significant localization problems, both linguistically and culturally, which I encountered and the ways in which I dealt with them.

The difference between the receivers of the source and target texts was clearly brought to light by the translation-oriented text analysis. On a basic level, this made me aware of the need to modify the club's contact information to make it more suitable for an Iranian audience. This included reversing the company's address and changing the time zone as well as the currency.

In some cases, I left out information that would be superfluous to Iranian readers and added more relevant content:

Source content: 

Target content: 

Here, I omitted references to some of the social networks which, as mentioned in the previous section, are not popular in Iran. I also added the Telegram logo to

link the club and the fans through this application. Alexa's report on the popularity of Telegram states that Iran is the third top user of Telegram in the world.






Country	Percent of Visitors	Rank in Country
 India	9.9%	303
 United States	9.2%	716
 Iran	5.1%	205
 Italy	4.5%	274
 Malaysia	4.4%	60

Figure 18 Top Users of Telegram According to Alexa on 1 January 2019

It is advisable to have the practical social network platforms for the Iranian e-audience present in the header. The platforms of Twitter, Facebook, Instagram, and Telegram are displayed on the web site. Based on a study¹⁰⁹ carried out by the Iranian Students Polling Agency (ISPA)¹¹⁰ in 2017, 6 out of 10 Iranians were members of the Telegram messaging app. The study also indicates that 58.4% of Iranians over the age of 18 use this application. Although Instagram remains popular, Telegram has dominated the country's social market. Thus, this application provides Inter with opportunities for marketing and growing its fan base in the country.

¹⁰⁹ <http://techrasa.com/2017/09/19/6-10-iranians-telegram-member/>

¹¹⁰ "The Iranian Students Polling Agency (ISPA), affiliated to the Academic Centre for Education, Culture and Research (ACECR), started its activities in 2001 with the aim of meeting the needs of policy-making organizations and institutions and in line with the country's scientific and research development, given the need for attention to public opinion and benefiting from the participation and contribution of the citizens' views in the improvement and development of the country's affairs in different fields." Retrieved from <http://www.ispa.ir>

In the following passage, also, given the fact that the upper part of Tehran is on the northern side of the city, and this is well known to the target content readers, I omitted the phrase "the upper part of Tehran".

ST: **In the upper part of Tehran**, our hosts have found an apartment for the Inter delegation in the northern side of city and the mountains.

TT: میزبانان ما آپارتمانی برای هییت باشگاه اینتر در شمال شهر و کوه‌ها مهیا کرده اند.

On a more abstract level, the differences between the source and target e-audiences meant that I needed to localize the content in such a way as to emphasize that Inter Milan FC is dealing with a smaller population in Persian in comparison to the internationalized version. This issue seems to pose some challenges for the translated web site. My solution was to make the target content more explicit than the source content wherever the fans were mentioned as that could potentially interest the target e-audience. Below is an example:

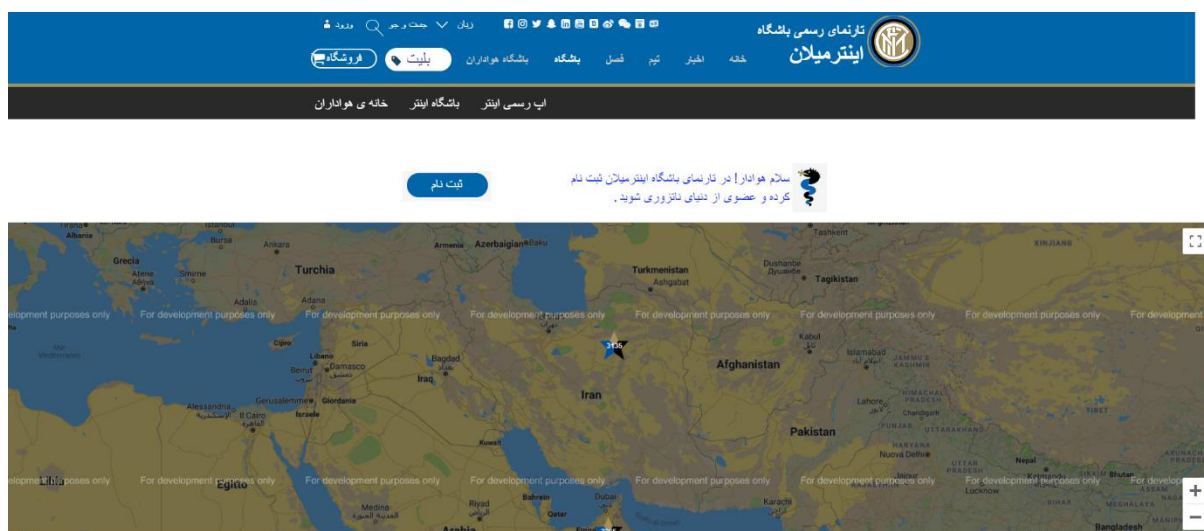


Image 33 Registration page on the Persian version of Inter web site

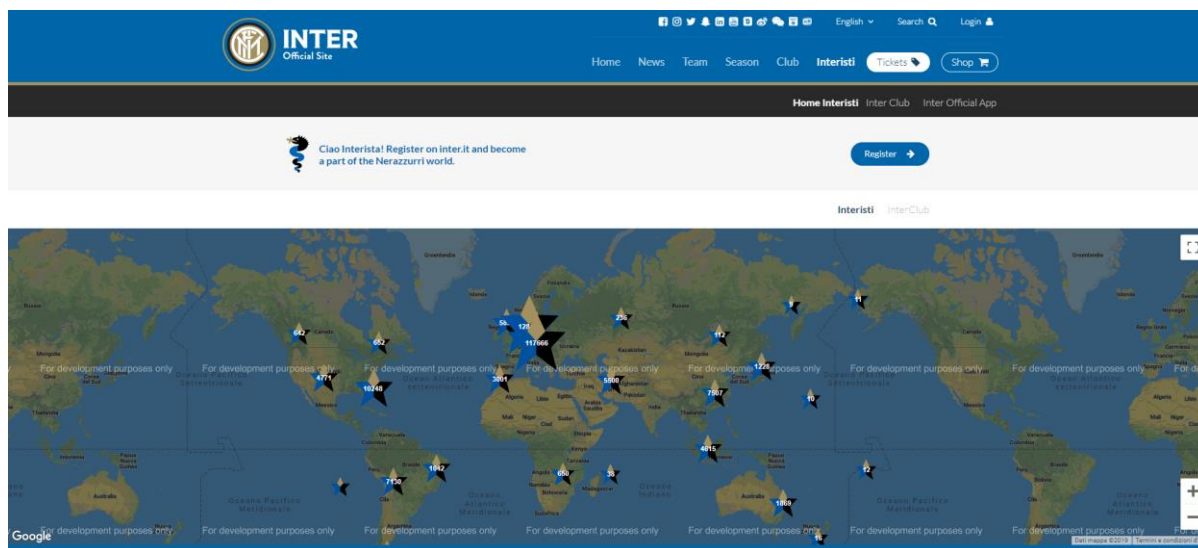


Image 34 Registration page on English version of Inter web site

As shown in Image 36, in order to make it more explicit that the web site has been localized for an Iranian audience, the map has zoomed onto the Middle East and the fan club, as well as the number of members, can be seen. In addition, more news articles and reports about Iran such as the one about Inter Campus have been added and the time zone and currency conversion signify that the target content is localized. While the style of the ST is generally fairly dynamic and engaging, the translation-oriented text analysis uncovered a tendency towards dangling modifier structures and passive constructions in some places where a literal translation would make understanding difficult for the e-audience. These lapses in style lend to portions of the ST a distant feeling that is at odds with the rest of the text. When necessary, I reworded these sentences in the TT to change

the dangling form to a more engaging and comprehensive structure, and switched passive sentences to the active voice:

ST: The common goal will be to guarantee the right to play for **kids** **involved** in the project, while also offering them food and recreational activities off the pitch.

TT: در حالیکه مواد خوراکی و فعالیت های تفریحی در خارج از زمین برای **کودکان این** پروژه تامین می شود، هدف مشترک طرح این است تا حق بازی برای آن ها تضمین شود.

(Dar halike mavad e khoraki va faaliat haye tafrihi dar kharej az zamin baraye koodakan e in perojeh tamin mishavad, hadaf e moshtarak e tarh in ast ta hagh e bazi baraye anha tazmin shaved.)

Other style-related issues arose due to differences between source and target language conventions rather than any particular shortcomings of the ST. For example, I omitted some punctuation since it is not used as frequently in Persian as in English. I also changed the wording of certain sentences in order to adhere more closely to the conventions of the target language, such as in the following example:

ST: “When we chose to put ourselves for the Venezuelan project it was largely due to country’s serious problems,” **said Inter Campus President, Carlotta Moratti.**

کارلوتا موراتی، مدیر موسسه‌ی خیریه‌ی اینتر کامپوس، گفت: عمدتاً شرایط جدی TT:

و نزولاً باعث شد تا تصمیم بگیریم پروژه‌ی این کشور را را اجرایی کنیم.

(Karlos Morati modir e moasesy e xeirie e inter kampus goft omdatan

sharayet e jedi e Venezuela ba'es shod ta tasmim begirim porozhe ye in

keshvar ra ejrayee konim)

Closely related to style is register. Both the ST and the TT strove to achieve a balance between a young, fresh, dynamic image and a feeling of gravity and professionalism. However, the two texts often accomplished this goal through different means. Localization creates a gap between the source and target cultures. Some elements of source content need to be replaced with the culturally normative ones in the target content. This is another challenge facing the localization team, especially when it comes to campaigns. The following example depicts two different products of translation and localization:



Image 35 Campaign banner in the internationalized version

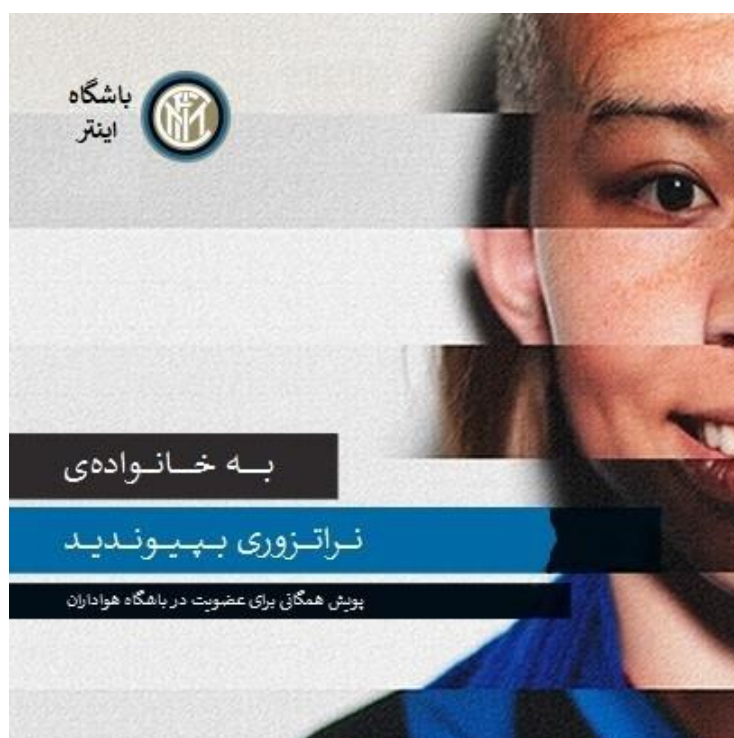


Image 36 the Product of translation



Image 37 The product of localization

Image 39 is a translation of the internationalized version. The campaign's attraction for an Iranian e-audience might not seem obvious. In order to create a localized version, in Image 40, I have added some Iranian cultural elements such as the flag, which resembles the Italian one, and representatives of various ethnic groups in their traditional costumes.¹¹¹

In the end, there was no single technique that allowed me to achieve the proper register in the TT. Instead, I combined various techniques depending on the situation. For subtitling, for example, the translation uses spoken language so that

¹¹¹ It should be noted that Image 40 illustrates an example only of how a web site banner or image can be localized using the cultural elements of the target audience. Due to the subjectivity of the banner design process, other designers might create different images.

it is assumed to have been uttered informally by the speaker. I decided to produce language which is usually spoken by football coaches in Iran:

ST: We are not able

TT: نمی توانیم

(Nemitounim)

The formal translation of this sentence in Persian would be "نمی توانیم" (nemitavânim). However, football coaches in Iran do not usually use formal language with fans and journalists. Thus, viewers of this video expect language that they usually hear from a football coach. As a result, the TT is more informal than the ST as it was not possible to balance informal and formal registers at the sentence level. Overall, however, I feel that I was able to reproduce the register of the ST in the TT because it was always possible to balance formality, informality, style, and register of the ST in the TT. Using multiple techniques, I was able to integrate the functionality of the ST into the target culture.

In terms of the marketing language, several studies have investigated the role English plays in product advertisements in various non-English speaking contexts around the world, most of which, according to Gao (2005), Martin (2006), and Lee (2006), confirm the positive effects of English in advertising for non-English speaking contexts due to its symbolic value. For Iran, Jalilfar and Shokrollahi's (2015) find that using English in advertisements is eye-catching and has a positive influence on the Iranian target audience as they purchase foreign goods more than

Iranian ones. In localizing the marketing language of the Inter web site, I used both English and Persian power words in the TT. Here is an example:

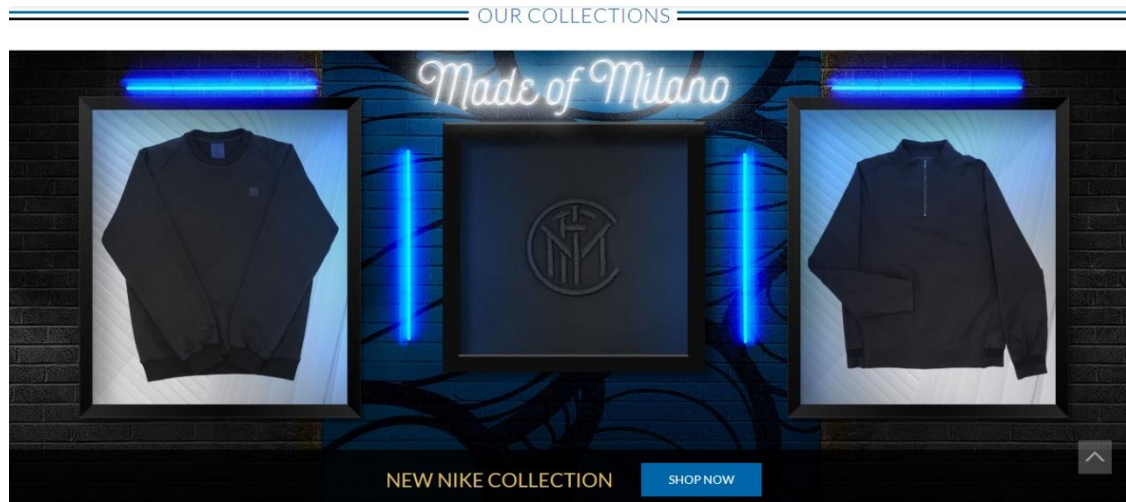


Image 38 Source content store

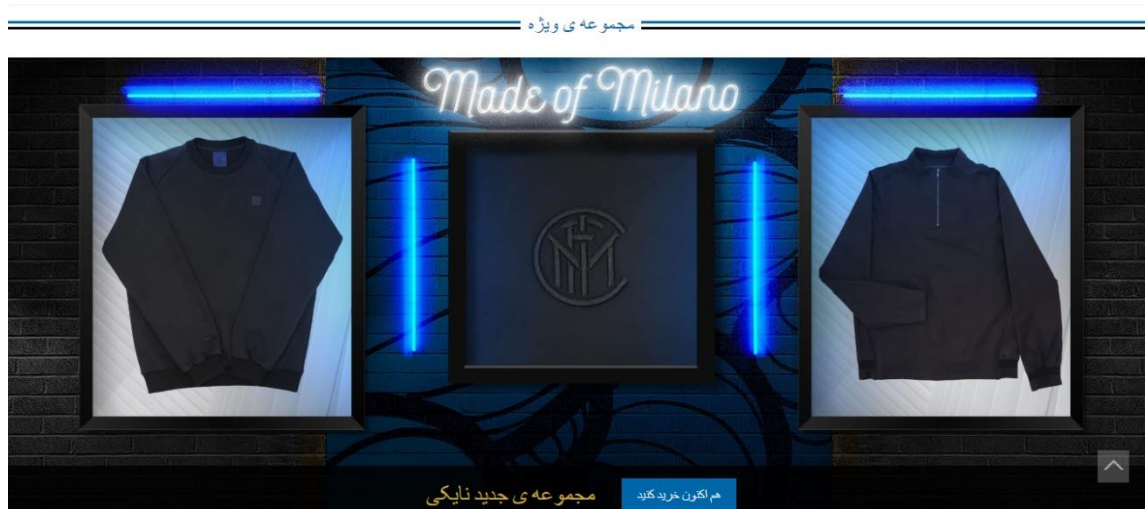


Image 39 Target content store

I did not translate "Made of Milano" as it is eye-catching and has a positive effect on the target audience. The meaning of the power words "now" and "new" have been transferred to the target content as well. With regards to word selection, as can be seen in Image 41, the word "collection" has been repeated twice. However,

I have selected different equivalents in the localized version. Using the borrowing and calque techniques in translating this word results in کلکسیون (koleksion) and مجموعه (majmoo'e), respectively. For the first "collection", as borrowing is not encouraged in Iranian translations, I chose مجموعه ی ویژه (majmoo'e ye vizheh) which is 'special collection' in English, as the phrase "مجموعه ی ما" (majmoo'e ye mâ) *our collection* does not sound comprehensive and natural in the TT. Regarding the second "collection", I used the phrase "مجموعه ی جدید نایکی" (majmoo'e ye jadide nâiki) which is a calque translation of the source content.

Due to its subject matter, the Inter web site makes the extensive use of football-related terminology extensively. For translation, techniques such as borrowing and calque proved helpful. While I did consult a number of specialist dictionaries, I ultimately made far greater use of online corpora. For example, in the following sentences, which refer to a game between Inter Milan and Sampdoria, in order to be sure of having the closest equivalent, I found the highlights video of the game and watched the way Icardi scored the goal to come up with the best equivalent.¹¹²

ST: The Nerazzurri's captain won the **Goal of the Season** award for last year with his **backheel** finish in Sampdoria 0-5 Inter on 18 March.

TT: کاپیتان نراتزوری ها بعنوان زننده ی بهترین گلی انتخاب شد که با ضربه ی تمام کننده ی پشت پا مقابل سمپدوریا به ثمر رساند. بازی که روز 27 فروردین با نتیجه ی 5 صفر به سود اینتر به اتمام رسید.

¹¹² <https://www.youtube.com/watch?v=CzvxxvYHWQsk>

There were many other cases in which the equivalents were ambiguous. As is so often the case in translation, there were sometimes several TL alternatives to choose from when translating an English term. The English *teammate* is included in the Ariyanpour dictionary, with the Persian alternatives یار (yar) and همگروه (hamgorouh). Either of these alternatives could arguably have been used in the TT. The use of همگروه (hamgorouh) would not have confused the TT receivers. However, one could expect that one of the Persian alternatives is more common than the other. Consultation of parallel texts indicated that یار (yâr) is much more frequently used than همگروه (hamgorouh) in Persian football language (for example, on the Varzesh3 web site, یار (yar) occurs 93 times, compared with only seven همگروه (hamgorouh) in football contexts). In other words, even though همگروه meaning *group mate* would have conveyed the right meaning, most readers of a Persian text on football would expect the word یار to express that concept.

Another English term that has more than one Persian equivalent is the ambiguous "goal line", which may refer to either خط دروازه (xate darvâzeh) or خط عرضی زمین (xate arzie zamin). The Online Oxford Dictionary defines this term as "the line near each end of the pitch, which marks the boundary between the field of play and the area in which the attacking side can score."¹¹³

¹¹³ <http://www.oed.com/view/Entry/50792655?redirectedFrom=goal+line#eid>

ST: Biabiany arrives to¹¹⁴ the goal-line and tries to dispatch a cross for Pandev.

TT: بیابانی خودش رو به خط عرضی زمین می رسونه و آماده ی ارسال سانترو برای پاندو میشه.

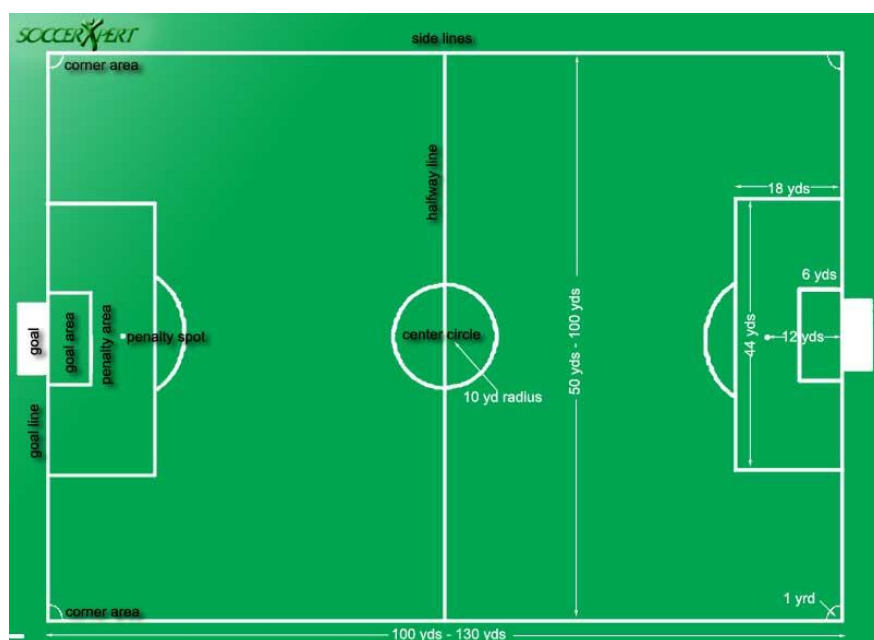


Image 40 Football pitch¹¹⁵

In fact, *goal line* does not have two synonymous Persian equivalents. Instead, just as with the above-discussed cross, this can be seen as a case of polysemy since the English term has two different but related meanings which can result in difficulty for the translator. As stated earlier, in some contexts, the term is translated as خط عرضی زمین (xate arzie zamin), whereas in others, it has been translated by means of a calque, خط دروازه (xate darvâzeh), so *goal line* refers to the whole line, while Persian distinguishes between the part of the line between

¹¹⁴ The correct preposition is at

¹¹⁵ Retrieved from <https://www.soccerxpert.com/soccer-field.aspx>

the posts and the parts outside the goal. When faced with an ambiguous ST term such as *goal line*, the translator also has to be a researcher. Vinay and Darbelnet (1958, P.180) state that many texts are ambiguous without situational information. Considering the situational information given in the above ST extract, one could make a qualified guess as to which Persian term is intended. However, some further investigation might be needed in order to choose the right TL equivalent.

In conclusion, ambiguity and polysemy in STs are obviously challenging for the translator. In comparison, Jumpelt (in Krein-Kühle, 2011, P. 440-441) claims that problems of polysemy are among the most difficult and frequent in the realm of scientific and technical translation. As the discussion above suggests, this is also the case in the translation of other specialist languages, such as football language.

5.5.3 Use of SDL Trados Studio

In addition to using parallel corpora and dictionaries in the relevant fields, I relied heavily on the computer program SDL Trados Studio 2017 to assist me with terminology and the translation process. SDL is a Computer-Assisted Translation (CAT) tool offering a "language platform – from translation memory productivity software for the individual translator to project management tools for translation teams, from localization management solutions to cloud-based machine translation."¹¹⁶ Since I had no existing translation memory (TM) on which to

¹¹⁶ Retrieved from www.sdltrados.com

draw, I had to create a new TM for this project. Nevertheless, SDL helped me to achieve greater consistency both on a sentence level and with terminology.

The ST featured certain degree of repetition, such as names and verbs built into the texts, especially in the news section on the homepage. When I came across the repeated sections to translate for a second time, SDL notified me that they were 100% matches for previously translated segments and offered me the translated version. This sped up the translation process somewhat and ensured that the localized web site text remained internally consistent. In this software, new terms were added to the specified translation memory integrated into SDL. When glossary terms appeared elsewhere in the text, the target language equivalents were suggested. I could then select the suggested term and add the Persian translation directly into the target segment I was working on.

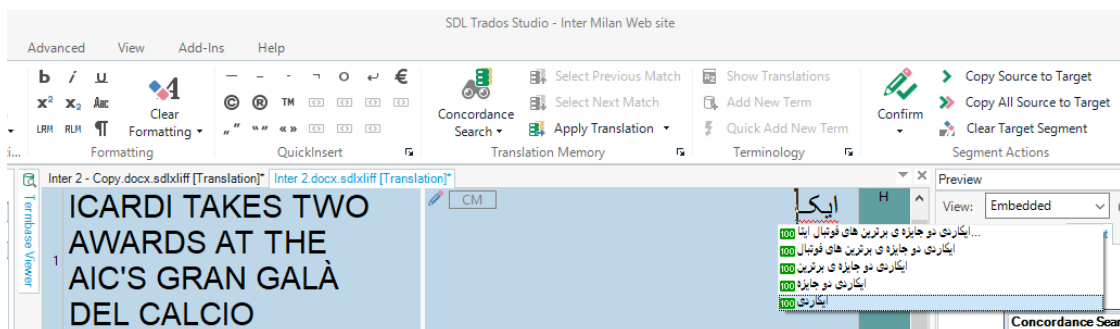


Image 41 An example of how SDL Trados suggests the term in the TT

5.5.4 Some Examples

In this section, I have provided the localized samples with their narratives. The translated texts have also been included in the appendix section.



Image 42 Internationalized version of home page slide



Image 43 Persian version of home page slide

Image 46 depicts two modified elements compared to the internationalized version: translating the expressions and adding an Iranian national symbol, the flag. This image was recorded during the COVID-19 outbreak when both Italy

and Iran were severely affected. Localizing such content will create a sense of unity between the club and the fans.

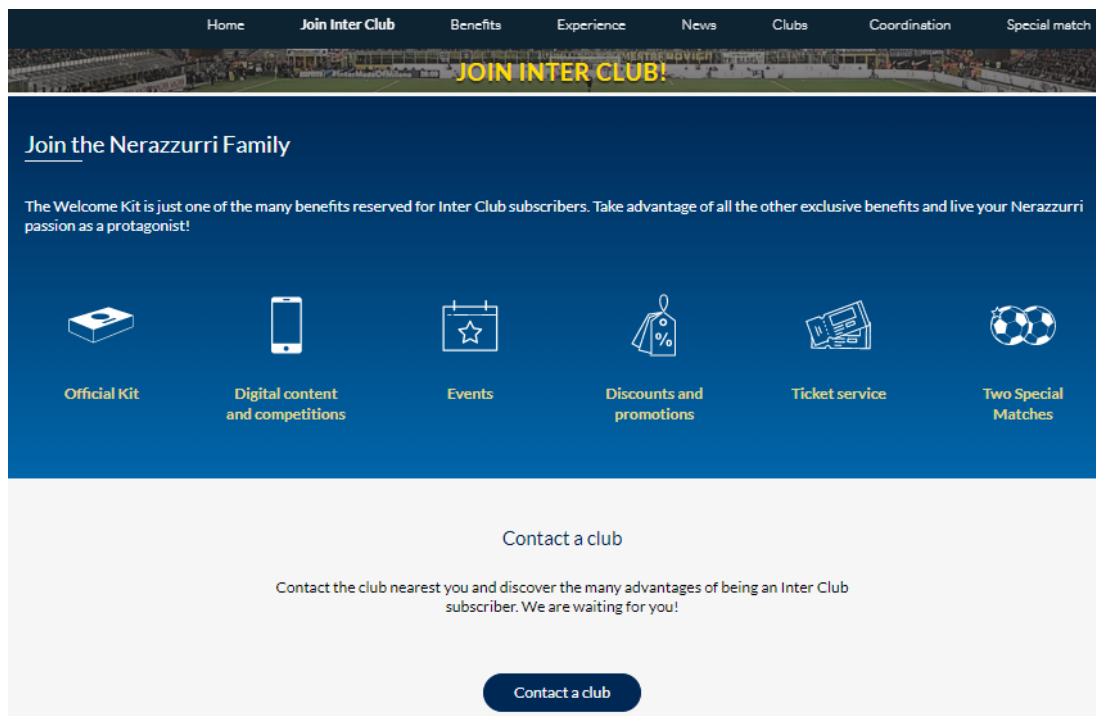


Image 44 Internationalized version of “join the club” page

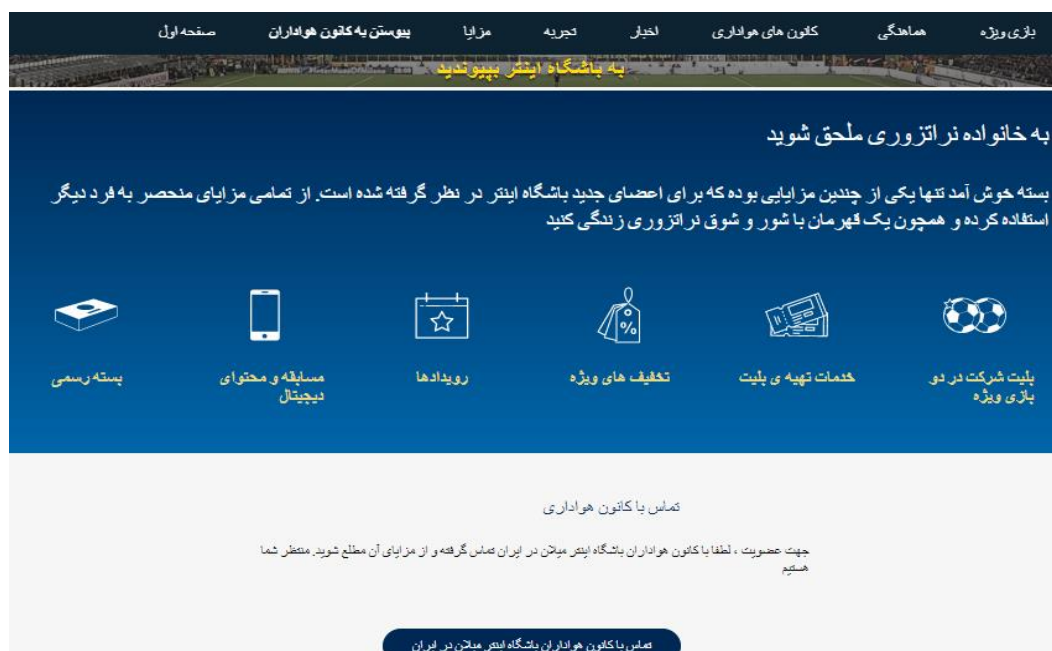


Image 45 Internationalized version of “join the club” page

Image 48 displays the localized version of the "Join Inter club!" page in Persian. The internationalized page presents information about the benefits of joining the fan club. Using a link, it also guides the user to the fan club's directory active around the world. Apart from considering semantic accuracy for this content, there are two important changes made to achieve a fully localized page: practicality and the accessibility of content. The Welcome Kit offers ticket services and free entry to the stadium to watch two of FC Inter Milan matches. There seems to be no practicality in these offers for Iranian fans as most of them reside in Iran. As a result, there need to be practical offers in the localized Welcome Kit. The second change is to include information about the FC Inter Milan fan club based in Iran as it creates more accessibility for Iranian fans.

Although the "Join the Club" page is a crucial means of communication between the club and its fans, it seems that Inter has paid little attention to this page in Japanese.

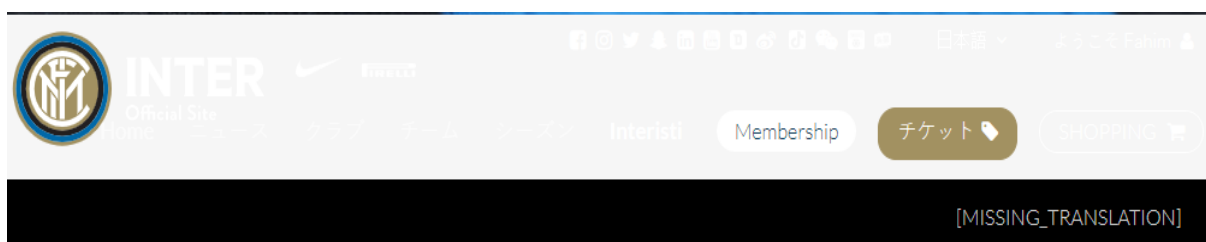


Image 46 “Join the club” page header in Japanese

The image above shows the poor design (faded colours) and missing translations on the header.

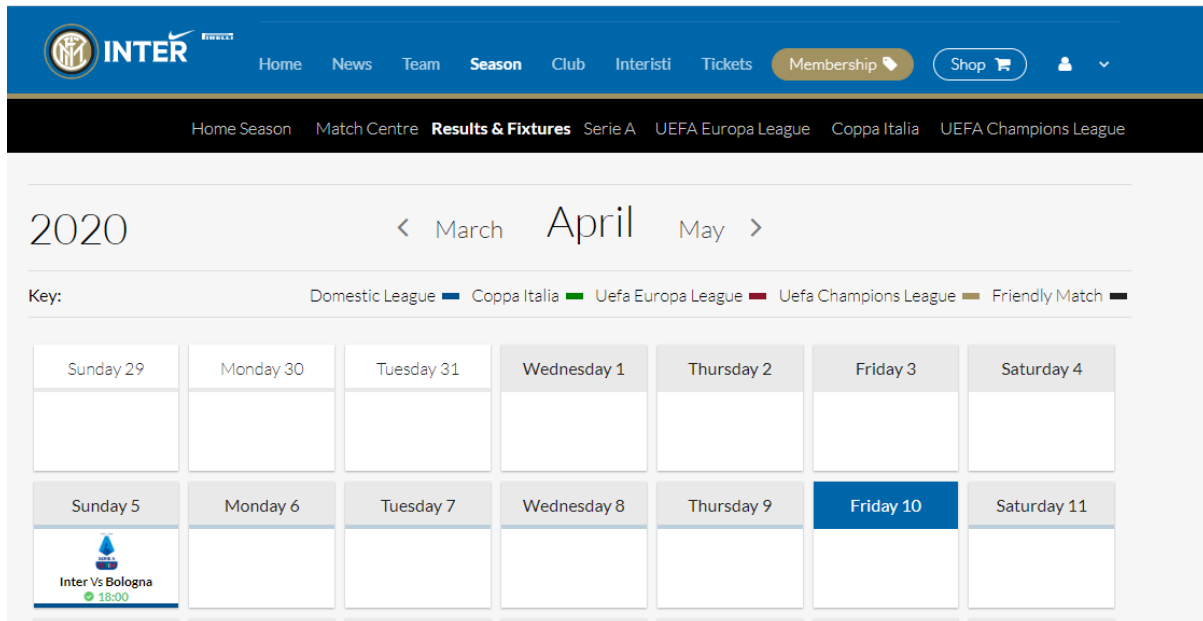


Image 47 Internationalized version of the calendar page

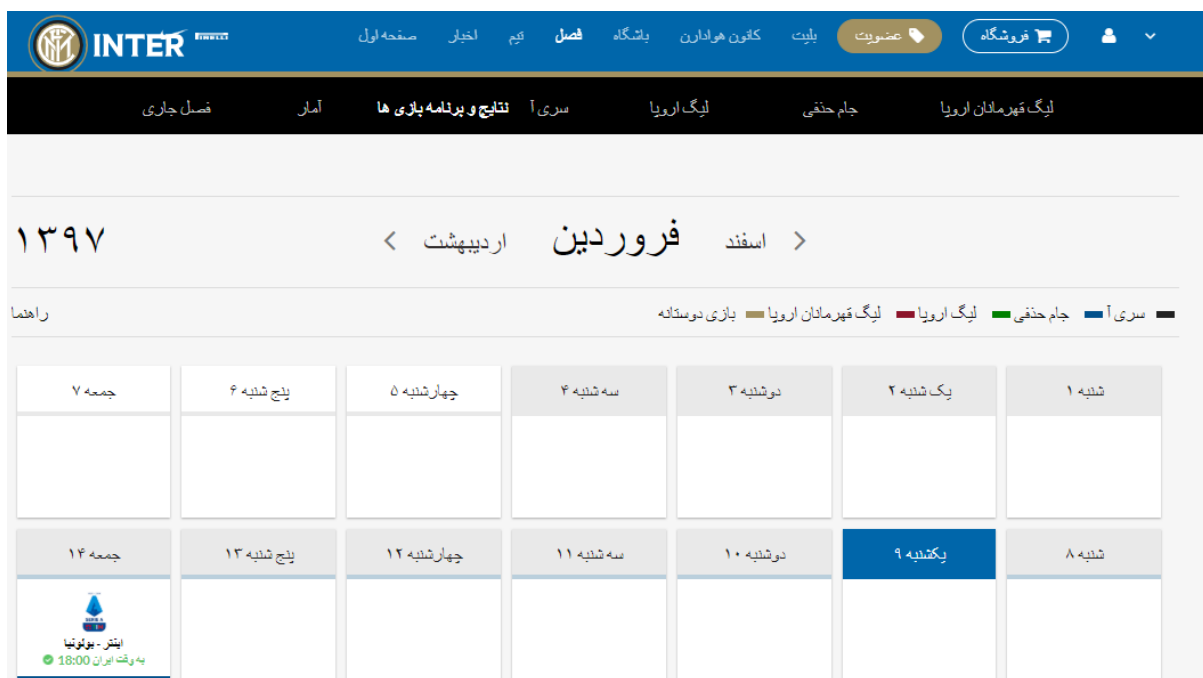


Image 48 Localized version of the calendar page

Image 51 shows a thoroughly localized version of web page content in Persian. Two main elements contributing to this result are modifications in the date and time in the calendar. Firstly, the solar calendar has been adopted, including the

year (1397) and months (Farvardin, Ordibehesht, Xordad). Also, the time of the match mentioned in the calendar has been set at Iran time.

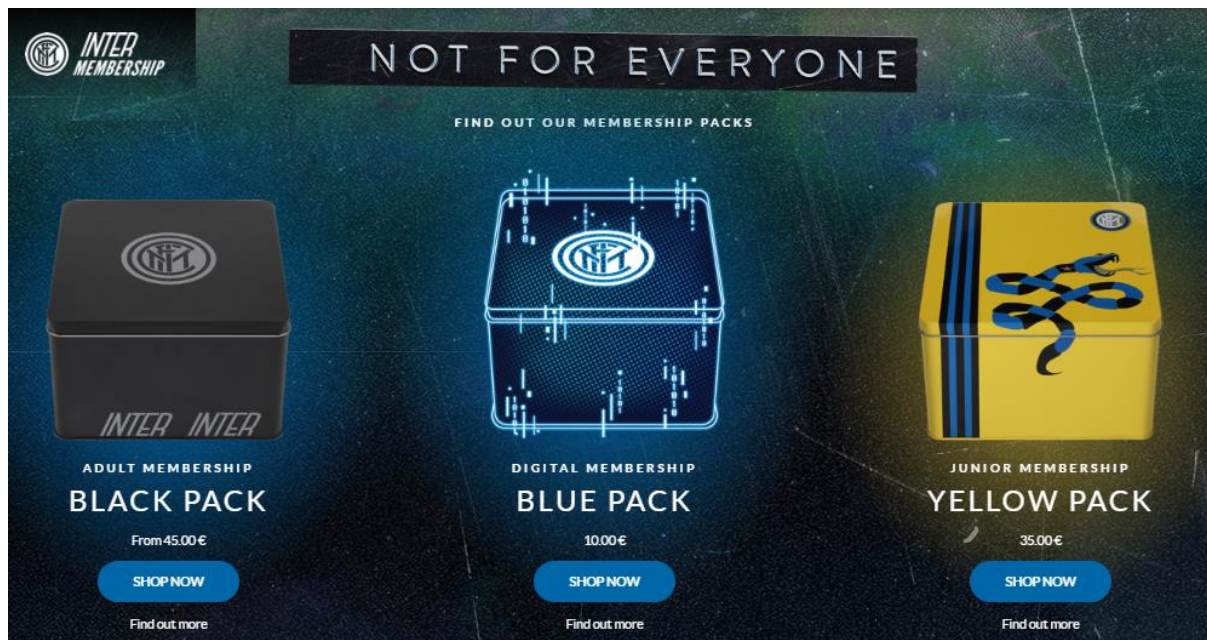


Image 49 Membership offers in the internationalized version

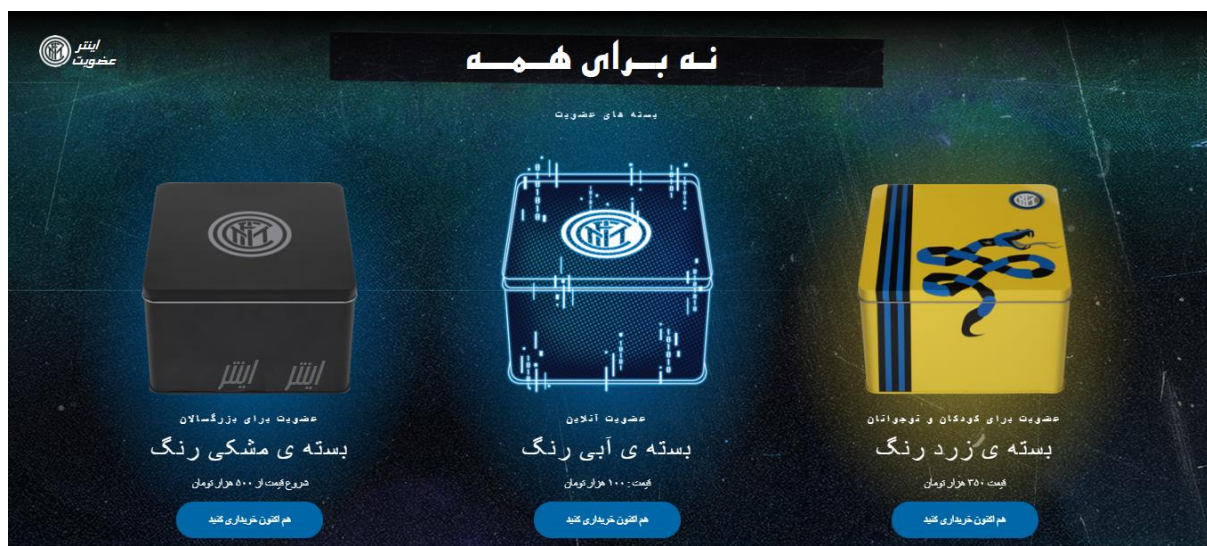


Image 50 Membership offers in the localized version

FC Inter Milan offers three membership packs which are tailored for fans depending on their age and country of residence. The Black Pack suits fans

residing outside Italy as and the Blue Pack is for the fans living inside Italy as it includes free tickets to the stadium. As part of the localization process, a fourth pack could be offered to fans residing in Iran. Although it takes time to prepare a localized pack for each country, the results would be significant, leading to more cross-culturally competent communication between the club and its fans. The changes made in Image 53 include adoption of the Iranian currency Rial (ریال).

Apart from the adaptations shown in the examples above, the localized version of the web site requires content to be generated specifically for the Iranian e-audience. This can be considered an extra step to merely translating the source content. For instance, adding Persian New Year wishes to the web site can strengthen the relationship between the club and fans. Below are two suggested samples which could be used for this purpose:



Image 51 An example of creating web site content for the FC Inter Milan web site



Image 52 FC Inter Milan fan club based in Iran¹¹⁷

5.6 Conclusion

Before commencing the localization process for the Inter web site, I had a number of concerns: would web site localization be more difficult than translating conventional paper-based texts? Could the internationalized advertising and communicating conventions be made sufficiently compatible with Iranian conventions, or would I have to make major modifications to the texts and images? How was I going to handle the technological aspects of the process?

In the course of researching for this dissertation, I gained substantial knowledge of the Internet medium, online tools, and different methods for locating and

¹¹⁷ An example from the twitter account of FC Inter Milan fan club published in 2019

managing terminology. This knowledge allowed me to solve each of the above concerns and approach the Inter web site content in a systematic way. The translation-oriented text analysis, in particular, armed me with a clear idea of the potential translation problems I would face during the translation process and helped me to remain consistent in my approach to them.

Chapter 6

Machine Translation Vs. Human Translation of a Web Site

6.1 Introduction

According to the European Association for Machine Translation, “Machine translation (MT) is the application of computers to the task of translating texts from one natural language to another”¹¹⁸. One of the main advantageous features of MT is speed (see Twomey, 2007). As a popular online translation service, Google Translate is able to render the translation of a paragraph in a second. With regards to translating web sites, Google offers two options: 1) Translation API and 2) AutoML Translation. The former provides an affordable programmatic interface using Neural Machine Translation and the latter allows users to train high-quality custom translation models without any machine learning expertise. The automated translation powered by Google enables users to skip the copy-and-paste process from one tab to another. Instead, users are able to read the translated texts on the web site using the easy-to-use right-click menu.

Despite its quick performance, “there are still gaps between translations resulting from Google Translate and those human translators would produce” (Budiharjo, 2018, p. 455). Google Translate shows defects in rendering a user-friendly output (see Amanah, 2017; Afshin and Alaeddini, 2016). In this chapter, I will identify the strengths and weaknesses of Google Translate in rendering some of the contents of the FC Inter Milan web site from English into Persian in comparison to my translation.

¹¹⁸ <http://www.eamt.org/mt.php>

6.2 Assessment Kit

One of the latest web site TQA frameworks has been proposed by Hariyanto (2016), in which four assessment parameters are recommended for web site translations: pragmatic, semantic, stylistic and semiotic dimensions. Pragmatic dimension concerns the functionality of the source and target content. This criterion seems to have been drawn from the functionalist approach discussed in Chapter 2. In Hariyanto's words, "websites are written to give information, to express ideas or feelings, or to persuade visitors to do things. Therefore, first of all, web site localization or translation should be done in line with the source website purpose. It means that an informative website should be translated into an informative website, and a persuasive website should be translated into a persuasive website too (Hariyanto, 2016, p. 53). On the other hand, prescribing such a fixed localization procedure might not be feasible as there may be various types of texts on a web site.

The semantic dimension concerns the message or meaning included in the content. The linguistic problems that the evaluator should be aware of in this regard are the issues arising from:

- a) Idioms, slang, play on words or humour and abbreviation equivalence
- b) The difference in associative meaning of words and phrases
- c) The absence of concepts in the TL

The stylistic dimension describes the ability of the translator to analyze the style of the target language, which includes sentence structure and vocabulary. According to Haryianto, one important point in vocabulary is the translation of collocations.

In Hariyato's term, semiotic dimension of web site translation "refers to the non-verbal components". He considers this dimension in the application of non-verbal signs in the ST and TT as the elements of a text go beyond letters and alphabets.

6.3 Comparison and Analysis

As stated above, one of the main strengths of Google Translate is its speed. This MT recognizes the name of the football club as a proper noun and renders the equivalent in Persian as long as the context is provided. For example, as a single word, *Lecce* was translated as لچ (lech). On the other hand, in the following sentence, *Lecce* was recognized as a technical term instead of being translated as a single term without context:

ST: This will be the 32nd encounter between Inter and Lecce in Serie A.

MT: این سی و دومین دیدار بین اینتر و لچه در سری آ خواهد بود.

(in sio dovomin didâr e bein e inter va leche dar serie â khâhad bud)

My Translation : این بازی سی و دومین رویارویی میان اینتر و لچه در سری آ خواهد بود.

(in bâzi sio dovomin ruyarui e miân e inter va leche dar serie â khâhad bud)

In another example, the proper nouns *Mario Balotelli* and *Edin Dzeko* have been well rendered in Persian. However, despite recognizing the name of the club *Man*

City as a technical term, Google Translate was not able to identify and render its proper phonological pattern in Persian.

Below is the list of all players and staff of FC Inter Milan in both English and Persian:

SL	MT	My Translation
Samir Handanovic	سمیر هندانوویچ	سمیر هاندانوویچ
Daniele Padelli	دانیل پادلی	دانیله پادلی
Filip Stankovic	فیلیپ استانکوویچ	فیلیپ استانکوویچ
Tommaso Berni	توماسو برنی	توماسو برنی
Diego Godin	دیگو گودین	دیگو گودین
Stefan de Vrij	استفان د وریچ	استفان دی فرای
Andrea Ranocchia	آندره رانوچیا	آندره آ رانوکیا
Lorenzo Pirola	لورنزو پیرولا	لورنزو پیرولا
Danilo D'Ambrosio	Danilo D'Ambrosio	دنیلو دمبروزو
Milan Skriniar	میلان سکرینیار	میلان اشکرینیار
Alessandro Bastoni	الساندرو باستونی	الساندرو باستونی
Roberto Gagliardini	روبرتو گالگیاردینی	روبرتو گالیاردینی
Matias Vecino	ماتیاس وچینو	ماتیاس وسینو
Victor Moses	ویکتور موسی	ویکتور موزس
Stefano Sensi	استفانو سنسی	استفانو سنسی
Ashley Young	اشلی یانگ	اشلی یانگ

Nicolo Barella	نیکولو بارلا	نیکولو بارلا
Kwadwo Asamoah	کوادوو آساموا	کوادوو آساموا
Borja Valero	بورجا والرو	بورخا فالیرو
Christian Eriksen	کریستین اریکسن	کریستین اریکسن
Lucien Agoume	لوسین آگوم	لوسین آگوم
Cristiano Biraghi	کریستیانو بیراگی	کریستیانو بیراگی
Maecelo Brozovic	مارسلو برزوویچ	مارسلو برزوویچ
Antonio Candreva	آنتونیو کاندرووا	آنتونیو کاندرووا
Alexis Sanchez	الکسیس سانچز	الکسیس سانچز
Romelu Lukaku	روملو لوکاکو	روملو لوکاکو
Lautaro Martinez	لاوتارو مارتینز	لاوتارو مارتینز
Sebastiano Esposito	Sebastiano Esposito	سباستیانو اسپوسیتو

ST: A few seconds before the end of the first half, **Mario Balotelli** put **Man City** into the lead. Then at the start of the second half **Edin Dzeko** made it two after just 33 seconds: **Inter** 0-2 **Manchester** City with 20 minutes to play.¹¹⁹

MT: چند ثانیه قبل از پایان نیمه اول ، **ماریو بالوتلی مانی سیتی** را به صدرنشینی واگذار کرد. سپس در شروع نیمه دوم **ادین ژکو** دو دقیقه را تنها با 33 ثانیه انجام داد: **اینتر 0-2 منچستر سیتی** با 20 دقیقه بازی.

(chand sânieh ghabl az pâîân e nimeie aval mârio bâlotelli mâni siti râ be sadr neshini vâgozâr kard. Sepas dar shoru nimeie dovom edin zheko do daghighesh

¹¹⁹ <https://www.inter.it/en/news/2011/07/31/inter-v-manchester-city-0-2-dzeko.html>

râ tanhâ ba si o se sânieh anjâm dâd: inter sefr Manchester sity do bâ bist

daghighéh bâzi)

My Translation : درحالیکه چند ثانیه به پایان نیمه اول زمان باقی مانده بود، ماریو بالوتلی من سیتی را با یک گل جلو انداخت. تنها پس از گذشت 33 ثانیه از شروع نیمه دوم، ادین ژکو گل دوم را به ثمر رساند: اینتر 0 – 0 منچستر سیتی. 20 دقیقه تا پایان بازی.

(dar hâlikeh chand sanieh be pâiân e nim e aval zaman bâghi mândeh bood, mârio bâlotelli man sity râ bâ iek gol jolo andâkht. Tanhâ pas az gozasht e si o se sânieh az shoru nimeie dovom, edin zheko gol e dovom râ be samar resând: Inter sefr – Manchestersiti sefr. bist daghighéh tâ pâyân e bâzi.

As can be seen from the example above, for *Man City*, Google Translate used /mâni siti/, whereas the correct phonological order is /man siti/. The words *Inter*, *Man* and *City* have different out-of-context meanings but using the context, the Google Translate results were accurate. In another example, as shown below, despite the club name having out-of-context meaning, Google is able to recognize it as a technical term.

ST: FC Internazionale Milano can confirm that Joao Mario has completed his loan move to **West Ham**, with the Portuguese midfielder joining the London club until June 30th 2018.

MT: FC Internazionale Milano می تواند تأیید کند که ژائو ماریو حرکت وام خود به **وستهام** را تمام کرده است ، با این که هافبک پرتغالی تا 30 ژوئن 2018 به باشگاه لندن پیوست.

My Translation: باشگاه فوتبال اینتر میلان انتقال قرضی ژوآئو ماریو را به وستهام تایید می کند.

این هافبک پرتغالی تا تاریخ 30 ژون سال 2018 برای این تیم توپ خواهد زد.

On the other hand, for both English and Persian source languages, Google Translate cannot render an equivalence in Persian for “FC Internazionale Milano”. Also, in the example below selected from a sub-header, the word *Inter* has been translated literally as بین (bein) meaning “between” in English.

ST: Inter calendar

MT: تقویم بین

(taghvim e bein)

My Translation: تقویم اینتر

(taghvim e inter)

Another faulty translation is the football term *Results and Fixtures*, a sub-header from the web site. The word *fixture* is not detected by Google Translate as a technical term, and وسایل (vasâiel) “tools” is the outcome. However, once included in a sentence with more football related terminology, the correct translation is presented: مسابقات (mosâbeghât). Performing the translation of a web page on the FC Inter Milan site by means of the Google Translate extension on Chrome reveals that this Machine Translation is not able to interrelate contextual elements and each term not joined by other words is translated out of context even though the web page as a whole has been put forward for translation. More complicated football phrases and expressions, being provided with contextual elements, seem to be a feasible task for Google Translate. In the examples below,

the football related terms have been correctly rendered, except *side*. However, the equivalents of the metaphorical expressions require revision. Although most of the equivalents are accepted in the football terminology of Persian, the whole paragraph does not sound natural.

ST: Inter battled on an equal footing with the leaders Juventus, **hit the post** through Gagliardini but in the end, Mario Mandzukic's 66th-minute **header** proved decisive. The result leaves Luciano Spalletti's **side** on 29 **points** after 15 **matches**.

MT: اینتر با یک موقعیت مساوی با رهبران یوونتوس به میدان رفت ، از طریق گآلیاردینی به تیر دروازه برخورد کرد اما در پایان ، ضربه سر 66 دقیقه ماریو ماندزوکیچ تعیین کننده تعیین کننده بود. این نتیجه پس از 15 بازی ، 29 امتیاز در کنار لوسیانو اسپالتی قرار می گیرد.

(inter bâ yek moghiat e mosâvi bâ rahbarân e yuventus be meidan raft, az tarigh e gagliardini be tir e darvâzeh barkhord kard ammâ dar payân, zarbe ye sar shast o shesh daghighieh Mario manzogich ta'in konandeh bud. In natijeh pas az pânzdah bâzi, bist o noh emtiâz dar kenâr e lusiano espaleti gharâr migirâd)

My Translation: اینتر جدال پایاپایی را در مقابل یوونتوس به نمایش گذاشت. ضربه گآلیاردینی به تیر دروازه خورد اما در نهایت ضربه سر 66 دقیقه ماریو مانجوکیچ کار را تمام کرد. پس از 15 بازی، این نتیجه تیم اسپالتی را 29 امتیاز می کند.

(jedâl e pâiâ pâyee râ dar moghâbel e iuventus be namâiesh gozâsht. Zarbe ie gâliârdini be tir e darvâzeh khord amma dar nahâiat zarbeie sar e daghighie ie

shast o shesh e mario manjokich kar ra tamam kard. Pas az panzdah bazi, in natijeh tim e espâletti ra bist o noh emtiâzeh mikonad.)

No Machine Translation yet can be described as perfect. Both strong and weak points are evident. The main challenges arise when non-linguistic components of the web site are involved, such as images, pictures, symbols, and spatial configuration. For example, each hyperlink on the web page has a message and has been allocated a task, guiding the user to a specific page. If the translation of the same hyperlink fails pragmatically, it will convey a different message. Some instances of this are:

ST	MT	My Translation
Hospitality	مهمان نوازی (mehmân navâzi)	خدمات پذیرایی و تشریفات (khadamât e pazirîee va tashrifât)
Partners	همکاران (hamkârân)	شرکا (shorakâ)
Shop	خرید (kharid)	فروشگاه (forushgâh)
Read	خواندن (khândan) بخوانید (bekhânid) خوانده شده (khânde shodeh)	بخوانید (bekhânid)

Inter “Hospitality” service offers business and entertainment experiences to businesses and VIP guests before, during, and after a game at San Siro stadium.¹²⁰ The equivalent Google Translate offers is literal and does not convey the same message in Persian. مهمان نوازی (mehmân navâzi) is one of the principles of Iranian culture where strangers are welcomed by sharing food, making them temporary members of their host family (see O’Gorman, 2007). However, the “Hospitality” service offered by Inter is commercial. So, the closest equivalent for this term is خدمات پذیرایی و تشریفات (khadamât e pazirâi va tashrifât), literally VIP and reception services. This Persian equivalent is commonly used by companies offering such services in Iran. In the second example, “shop” navigates the user to the online store page displaying products for purchase. The translation Google renders is the noun of the verb to shop, shopping. Although this word conveys a similar meaning, the best equivalent with the same message in TL is فروشگاه (forushgâh), meaning *store* in English. For the translation of the last example, *read*, there have been three different versions rendered by Google Translate in Persian: خواندن (khândan) to read, بخوانید (bekhânid) read! (imperative), and خوانده شده (khândeh shodeh) read (past participle). This seems to be due to the various parts of the speech of the verb *read*, making it difficult for Google Translate to distinguish the right usage.

¹²⁰ “Whether it’s business clients who wish to welcome their guests in a memorable environment or clients who’d like to enjoy a unique experience together with the Nerazzurri colours, IN guests will find the features that have distinguished the club throughout history. Great attention is paid to the completely new hospitality experience in a welcoming and elegant environment which is also the best setting to see the emotions of the match from up close.” retrieved from <https://www.inter.it/en/news/2018/05/8/in-is-born-the-nerazzurris-new-hospitality-concept.html>. See <https://hospitality.inter.it/en/>

با موریرو و کلونزی 'INTER CALLING'

حکایات و حقایق را درباره Nerazzurri این دو بازیکن سابق
زمان حضورشان در اینتر به یاد آوردند



Image 53 Google Translate rendering “read” as خواندن (to read)



Image 54 Google Translate rendering "read" as بخوانید "read!" (imperative)



Image 55 Google Translate rendering "read" as خوانده شده "read" (past participle)

In the examples given so far, some of the football terms on the web site are translated using one-to-one correspondence basis without their functions in Persian having been identified. As a result, the translation fails to convey the same message in the TL as in the SL.

Google Translate also does not render the translation of football clubs' nicknames into Persian.

ST: Sensi made a very bright start to his **Nerazzurri** career, scoring three goals (against Lecce, Udinese and Sampdoria) and providing two assists in Inter's first six league fixtures. He also won a penalty against Cagliari.¹²¹

¹²¹ <https://www.inter.it/en/news/2020/05/01/inter-quiz-guess-the-player-stefano-sensi.html>

MT: سنسی شروع بسیار درخشانی در کارنامه خود در بازی **Nerazzurri** داشت و سه گل (مقابل لچه ، اودینزه و سامپدوریا) به ثمر رساند و دو پاس گل نیز در شش بازی اول لیگ برتر اینتر ارائه داد. او همچنین مقابل کالیاری یک پنالتی به دست آورد.

(sensi shoru e besiâr derakhshâni dar kârname ie khod dar bâzi nerâtzuri dâsht va se gol (moghâbel e leche, odinezeh va sâmpdoriâ) be sâmar resând va do pâs e gol niz dar shesh bâzi aval e lig e bartar inter erâe dad. U hamchenin moghâbel e kaliâri iek penâlti be dast âvard.)

My Translation: سنسی شروع بسیار درخشانی را در آغاز حرفه ی **نراتزوری** خود رقم زد: سه گل مقابل لچه، اودینزه و سامپدوریا به ثمر رسانده و در شش بازی اول اینتر در لیگ دو پاس گل داد. همچنین توانست یک پنالتی مقابل کالیاری بگیرد.

(sensi shoru e besiâr derakhshâni râ dar âghâz e herfeie nerâtzuri khod ragham zad: se gol moghâbel e leche, odinezeh va sâmpdoriâ be sâmar resânde va dar shesh bâzi e aval e inter dar lig do pâs e gol dâd. Hamchenin tavânest iek penâlti moghâbel e kâliâri begirad.)

In the above example, Google does not translate the proper noun, Nerazzurri, from English into Persian. However, selecting Italian as the SL on Google Translate renders a different result. For the language pair Italian and Persian, Google Translate renders Nerazzurri as اینتر, inter.

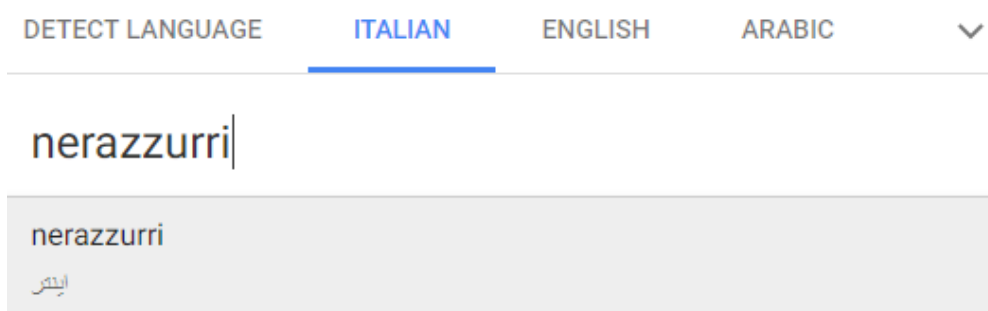


Image 56 Google Translate renders Nerazzurri as اینتر "inter" from Italian into Persian

Google Translate seems to perform better for other language pairs such as English and Arabic when translating football terminology. For example, the MT renders نیرازوری (nirâzuri). Moreover, the word “assist” has been translated communicatively, considering the context of football rather than literally, producing the expression پاس گل (pâs e gol), which is the right equivalent in Persian football terminology.

With regards to other football club nicknames for the English and Persian language pair, Google Translate does not perform consistently. In the example below the term Bianconeri, one of the nicknames of Juventus, the borrowed version has been rendered in Persian.

ST: "Against the Bianconeri," added the Argentinian striker, "I've always been very lucky, touch wood. I've often scored, and now I hope to do so in an Inter shirt."

MT: مهاجم آرژانتینی ، اضافه کرد: "در مقابل بیانکونری" ، من همیشه خوش شانس بودم ، چوب لمسی کردم. من اغلب گلزنی کرده ام و اکنون امیدوارم که این کار را با پیراهن اینتر انجام دهم.

(mohâjem e ârzhântini ezâfeh kard: dar moghâbel e biânkunri man hamisheh khosh shâns budam chub lamsi kardam. Man aghlab golzani kardeh am va aknun omidvâram ke in kê ra bâ pirâhan e inter hanjâm daham.)

My Translation: این مهاجم آرژانتینی افزود: بزنم به تخته، مقابل بیانکونری همیشه خوش شانس بودم. اغلب گلزنی کرده ام و اکنون امیدوارم که این کار را در پیراهن اینتر انجام دهم.

(in mohâjem e ârzhantini afzud: bezanam be takhteh moghâbel e biânkunri hamisheh khosh shâns budam. Aghlab golzani kardeh am va aknun omidvâram ke in kê râ dar pirâhan e inter anjâm daham.)

There are two translations for “Bianconeri” in Persian: 1) the borrowed version, بیانکونری (biânkunri), and 2) the direct translation, سیاه و سفید ها (siâh o sefid hâ) The Black and Whites. Investigating the number of times each term appeared on the Internet reveals that بیانکونری (biânkunri) has been used about 662000 times, while سیاه و سفید ها (siâh o sefid hâ) The Black and Whites, in football related contexts, has been used about 3170 times. The result from Google Translate is acceptable in this example. But, this cannot be considered a strong point for Google Translate as it results in inconsistency, a situation similar to the translation of the word “read” mentioned earlier. Examining more corpora in Google Translate shows further inconsistency of linguistic elements in the translation of some terms on the Inter football club web site. Another weak point found in the Google translate is the term “touch wood” which has been translated literally as چوب لمسی (chub lamsi) “wood touching”. According to the Cambridge

English dictionary, one “touches wood” is used “in order to avoid bad luck, either when one mentions good luck that you have had in the past or when one mentions hopes they have for the future.”¹²² The equivalent of this term with the same functionality is بزَنَم به تَخْتَه (bezanam be takhteh) “hit the wood”.

Another problem identified in the translation of the FC Inter Milan web site from English into Persian using Google involves non-linguistic elements. These issues mainly include the visual and spatial aspects. While Google Translate shifts the writing system from right to left in Persian translated texts on its main platform, this feature is not applied when using its browser extension. Moreover, due to the length of the translated terms, glitches occur, causing the web site page in the target language to have a different appearance from the original.

For example, in the news section of the Persian language homepage, the “read” button changes its layout due to the length of the translation.

¹²² <https://dictionary.cambridge.org/dictionary/english/touch-wood>



Image 57 Change in layout using Google Translate



Image 58 No change in layout



Image 59 Source content

In addition to changes relating to the position of images and texts, blank space becomes an issue with Google Translate. Blank spaces occur in some parts of the Persian version of the homepage. These trigger problems concerning both the layout and message of the web site page.

A blank space creates layout change; more precisely, the translation text displays additional space with respect to in the source text. The following extract from the original web page and its translation provides an example.



Image 60 Complete source content

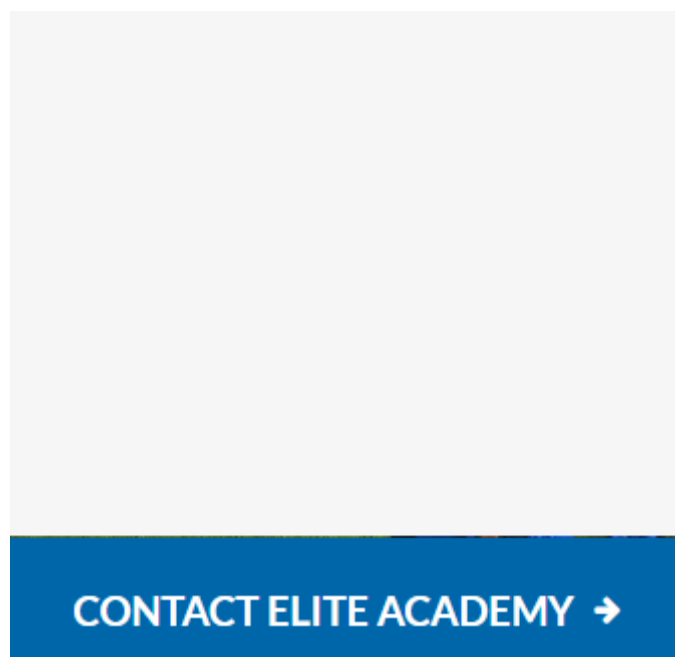


Image 61 Change in layout using Google Translate

The points described in this section shed light on the performance of the web site translation powered by Google. Hariyanto (2015) argues that a considerable number of unacceptable translations are an integral part of the product generated by Google. This statement applies to the translation generated by Google from English into Persian in the football context. According to Budiharjo (2018), this mistranslation is due to several reasons:

- 1) literal translation of the technical terms (Inter, بین bein – “inter” in English);
- 2) the presence of distorted equivalences;
- 3) the use of equivalences outside those listed in dictionaries.

6.4 Discussion

In this section, I will be discussing two primary advantages of Google’s Machine Translation: maintaining speed and finding equivalence in the football area for

the English and Persian language pair. We et al. (2016) state that MT is the best model for translation with regards to speed and accuracy. The criterion of speed was confirmed in this study as Google Translate took only a few seconds to carry out the translation task for each web page. With regards to the terms not found in dictionaries such as Merriam Webster and Oxford, known as rare words (Man City and West Ham), Google Translate performed well, recognizing them as single terms rather than common phrases. The same does not apply to some of the Serie A teams. The list of Google translated Serie A teams from English into Persian appears in the appendix.

Google Translate no longer processes data as word for word. It can process data on sentential and contextual bases. However, in relation to context Google Translate also performs poorly in translating words such as “fixture”, “shop”, and “read”. It seems that for the English to Persian language pair, there is no consistency in the contextual recognition feature. In translating these terms, Google Translate places all three in the wrong context.

Having been viewed from the perspective of accuracy, clarity, and naturalness (see Larson 1984), the translation of the web pages carried out by Google does not meet the criteria of excellent and high-quality translation. At this point, we turn to a comparison between the observable facts already presented, and the theory of good translation proposed by Larson. In terms of the verbal element, at the micro level, the quality of the translation of micro-units within the web site

may vary. Some units of translation successfully convey the message of the original text and at the same time sound natural in the target language; in other words, they fulfil the criteria of accuracy and naturalness.

Good translations include “hit the post” and the translation of “assist” into “برخورد با تیر دروازه” (barkhord bâ tir e darvâzeh) and پاس گل (pâs e gol), whereas poor translations include “read”, and “shop” translated as خوانده شده (khândeh shodeh), بخوانید (bekhânid), خواندن (khândan), and خرید (kharid). The result shows inadequate accuracy as the term used as the (mistaken) equivalent points to a different referent, despite the good result for naturalness.

Another item exemplifying a problem with the selection of equivalents is the translation of “FC Internazionale Milano can confirm that Joao Mario has completed his loan move to West Ham” into the following:

FC Internazionale Milano می تواند تأیید کند که ژائو ماریو حرکت وام خود به وستهام را تمام کرده است.

The translation points to the need for further improvement of Machine Translation despite the result of a series of experiments which suggest that “the quality of the resulting translation system gets closer to that of average human translators.” (Budiharjo, 2018 as cited in Wu et al., 2016). The example shows some uses of equivalents which are out of context, such as in the selection of the equivalent terms for “loan move” and the untranslated club name “FC Internazionale Milano”. The collocation formed by “loan” and “move”, which

can serve as context within the sentence, goes unrecognized, resulting in translation into the most basic senses: “انتقال قرضی” (enteghâl e gharzi) instead of “حرکت وام” (harekat e vâm), which are the correct equivalents. Again, Google’s translation does not fulfil the criterion of accuracy. In addition, in terms of naturalness, the translation is grammatically correct but the meaning is unacceptable.

In relation to the visual element, the situation is similar. Some images appear exactly identical and in the same position, both on the original web site page and on the translated page. On the other hand, some images are not rendered in the same way. The visual glitch found in the translation generated by Google Translate has various impacts on accuracy and naturalness. Not switching the position of the text to right to left causes problems in the layout of the web site, creating some other glitches such as spatial shifts and blank spaces, which decreases the degree of naturalness and even accuracy of the translation.

I carried out further analysis using Hariyanto’s model. The results indicate that the translation of the FC Inter Milan web site generated by Google Translate from English into Persian is not an ideal one. I posed questions relating to the semantic and semiotic dimensions of Hariyanto’s model, including (1) whether there is any change of meaning (referent) in the TT as compared to the ST and whether the change (if any) is justifiable and (2) whether there is any omission or addition of information in the TT as compared to the ST and whether this happens

systematically. The questions relating to the semiotic dimension ask whether there is any change in non-verbal elements (color, illustration, pictures, etc.) of the TT as compared to the ST and whether the change (if any) is justifiable.

The answers to these questions can be derived from the details specified in the previous section. Unjustified changes of referent occur in the translation, which result from the use of mistaken equivalents. Unjustified omissions (missing information) occur in some sections of the web site page, and are caused by spatial shifts. All of these have a negative impact on the overall semantic dimensions of the translation. Unjustified changes are also made in non-verbal elements, resulting in spatial shifts and additional spaces. The alterations result in changes to the web layout and detract from the naturalness of the homepage.

6.5 Conclusion

Based on trial, analysis and discussion, in a relatively short amount of time some elements of the web site page (verbal and visual) are successfully rendered in the target language despite the presence of false translations and inconsistencies in the translation of the verbal elements of the web site page. The false translations and inconsistencies altogether lower the level of accuracy and naturalness of the translation. In addition, spatial shifts and glitches are identified in relation to the transfer of visual elements from the source language to the target language, causing changes to web layout. These changes have a similar effect on the text as a whole and reduce accuracy and naturalness. Clearly, Google Translate with its

improved Neural Machine Translation requires further development before it can produce reliable translations of web sites. As this is basic research, involving a limited quantity of data, I can describe only a small area of the phenomenon of Google Translate web site translation. Nonetheless, even in this small sample, certain strengths and weaknesses are already clearly evident.

Chapter 7

Readability, Comprehensibility and the Localization Rubric

7.1 Introduction

In this chapter, I will discuss three main points regarding the last stage in localizing the web site of FC Inter Milan. The chapter begins by assessing the readability of the translated texts using the Fog Index proposed by Gunning (1952), for which I used systematic sampling in order to choose the corpora from each translated web page. Next, having conducted an online survey for a potential e-audience in Iran, I measured the comprehensibility of the translated texts. In the final section of this chapter, I propose a localization rubric with a set of guidelines for English and Persian to be applied by football clubs.

Given the multidisciplinary nature of web site localization, a number of academic disciplines and professional specializations, straddling linguistic and paralinguistic aspects, have been consulted in generating the rubric. These include translation, social networks, information technology, cultural expertise, and accessibility assessment. From the linguistic point of view, I have drawn on the ideas of:

1. Semantic and pragmatic filters;
2. The translation quality assessment adapted in chapter 3;
3. Nord's analytical approach;
4. Readability and comprehensibility levels.

The paralinguistic aspect revolves around producing attuned content on the localized web site. This includes 1) date, 2) time, 3) currency conversions, 4) national symbols, 5) social network platforms, 6) geolocation, 7) modification of keywords, 8) national culture referencing combined with national symbols, and 9) accessibility. The explanations related to each section of the rubric are presented in this chapter. As explained in detail in Chapter Two and Chapter Five, as a functionalist theory, Nord's analytical approach leaves ample room for site localization. It offers practical ways to analyze the source texts of web sites, enabling the localization team to identify and examine the essential elements of the source content.

7.2 Readability of the Translated Texts

This section describes the quantitative results of the assessment conducted to measure the level of readability of the translated web site texts. The means of measuring this variable is the Gunning Fog Index. Many scholars have discussed the concept of readability over recent decades, for example, Dale and Chall (1949), Klare (1963), McLaughlin (1969), and Hargis (1998), as cited in Dubay (2004, p.3). Some definitions for readability include:

Dale and Chall (1949):

"The sum total (including all the interactions) of all those elements within a given piece of printed material that affect the success a group of readers have

with it. The success is the extent to which they understand it, read it at an optimal speed, and find it interesting.”

Klare (1963):

“The ease of understanding or comprehension due to the style of writing.”

McLaughlin (1969):

“The degree to which a given class of people find certain reading matter compelling and comprehensible.”

Hargis (1998):

The "ease of reading words and sentences,”

Apart from the definition, Gunning (1952) proposed a readability formula which is known as “the FOG Index”. The formula is:

$$\text{Fog Index/Grade Level} = 0.4 (\text{ASL} + \text{PHW})$$

Where,

ASL = Average Sentence Length (i.e., number of words divided by the number of sentences)

PHW = Percentage of Hard Words

Scores obtained from the Fog Index range from 6 to 17.

Table 8 Level of readability according to the Gunning Fog Index

Fog Index	Reading level by grade
17	College graduate
16	College senior
15	College junior
14	College sophomore
13	College freshman
12	High school senior
11	High school junior
10	High school sophomore
9	High school freshman
8	Eighth grade
7	Seventh grade
6	Sixth grade

According to Gunning (1968), scores above 17 are called 17+ and are considered beyond the danger line. Considering the age of Internet users in Iran¹²³, the most appropriate levels of difficulty seem to be between 13 and 17 for the localized versions of football clubs.

From all mathematical readability formulae, I have selected the Gunning Fog Index for the following reasons:

¹²³ According the latest report from the 2016 – 2017 statistical yearbook published by the Statistical Centre of Iran, 89.6% of the web site internet users in Iran range between 16 and 24. Source: www.amar.org.ir

- The readability measurement formula needs to be modified for different languages. As the Gunning Fog Index has already been modified for Persian texts, it is a reliable formula to use. (Kolahi and Shirvani, 2012);
- This is a suitable formula to use for the texts with specific terminology (Gunning, 1968);
- This formula produces valid results for texts written for college level (Kolahi and Shirvani, 2012).

I followed systematic sampling in selecting the corpora from each translated web page and selected 10 unique samples from each news tab (Home News, Team, Stadium and Tickets, Club, Press Room, Academy, Inter Clubs, and Inter Campus). As a result, the corpus of this phase contains 80 samples of Persian translated news articles. Gunning (1968) advises choosing samples from the corpora evenly, and selecting 10 pages from each tab makes it possible to achieve this objective. At the time of saving the data of the web site in my database, there were 142 news web pages out of a total of 490. The other 348 web pages contained either very short texts (such as in the online store), photos, statistics or a few long texts from other tabs (such as announcements). So, had I also chosen from tabs other than news, it would have been impossible to space the samples evenly, as it was important to select pages with a similar amount of text. Samples were chosen randomly from the respective web pages and whenever there was a repeated news article, I selected a different web page. The translated samples

contained almost 250 words each and the sentence count was stopped where the Persian sentences finished.

After selecting the corpus, the next step was to calculate the elements included in the Fog Index. These are described below:

- Number of words;
- Number of words with 3 or more syllables (polysyllabic words);
- Number of sentences.

I examined each sample three times for the sake of validity and counted the elements required for the Gunning Fog Index.

For counting words, Kolahi and Shirvani (2012) have cited Kalbasi (2008) and Gunning (1968), whose criteria can be applied here as well. The rules with examples from the corpora of the localized web site are described below:

1. For counting the number of lexicons, words such as بازیکن (Bazi kon) "player" and ورزشگاه (varzesh gâh) "stadium" were counted as one word each (Kalbasi, 1387).
2. Numbers were counted as one word (Kalbasi, 1387, p.31).
3. Words containing plural makers such as "ها" as in بازی‌ها (bâzi hâ) "games", "ات" as in مسابقات (mosâbeqât) "matches" and "ان" as in کودکان (kudakân) were counted as one word (Kalbasi, 1387).

4. Although compound verbs such as "انجام شد" (anjâm shod) "was done" are considered as one word (Kalbasi, 1387), here they were counted as two words because Gunning (1968) counted compound verbs in English such as "look up" and "go down" as two words.
5. According to Gunning (1968), words containing a hyphen such as "culture-bounded" are considered as one word. So in Persian words such as "اجتماعی-سیاسی" (ejtemâee-siâsi) "social-political" and the scores such as "3-2" were counted the same as they were in English. In English, abbreviations such as "FC" (Football Club), "VS" (versus), and "e.g." (for example) were counted as one word.

For deciding on polysyllabic words in Persian, in order to comply with the rules, three rules are introduced in Gunning (1968) as cited by Kolahi and Shirvani (2012). These rules are:

- 1) Not counting words combined with easy words;
- 2) Not counting words which are made three syllables by adding "ed" and "es";
- 3) Not counting words which are proper names.

Examples for rule 1 in Persian are words such as "فروشگاه" (foroush gâh), store, "زیرنویس" (zir nevis), subtitle. In line with Gunning's rules, I did not count them as polysyllabic words as they are a combination of two easy words. In this case,

each easy word contained fewer than three syllables, otherwise they were counted as two separate words.

For rule 2 in Persian, the same principle of disregarding plural words has been applied. Words ending with plural marker suffixes such as “ان” (an), “ها” (ha), “ین” (in), “ات” (at), as in the word "توضیحات" (tozihât), explanations, were not counted as polysyllabic words. However, cases where the words themselves, without suffixes, contained more than three syllables, such as "اطلاعات" (etelâ'ât), information, were considered polysyllabic words.

For the last rule, Gunning (1968, p.281) states “all the capitalized words, unless the reason for capitalization is that they begin a sentence” should not be considered polysyllabic. As such, the Persian equivalents of all English capitalized words were excluded from the count. According to Rahimian (2017), patterns of word syllables in Persian include: CV, CVC, and CVCC. According to these three patterns, one can say no Persian vowel appears in initial position of a word/syllable.

For counting the number of sentences for the purpose of readability in Persian, Kolahi and Shirvani (2012) propose applying the T-unit to indicate the end of a sentence.

Introduced by Hunt (1965), “T-unit is one independent clause and its dependent clauses” (Bardovi-Harlig, 1992, p.390), making it possible to count the number of sentences precisely in the Persian language.

To exemplify how the data was collected, one sample text from my corpus is presented below. In this sample, sentences (T-units) are divided by “/” and hard words (words of three syllables or more) are underlined and shown in bold. Finally, the Fog Index is applied to the sample texts.

The sample text below is a Persian translation:

آوسیلیو: می‌توانیم برای یوونتوس مشکل ایجاد کنیم./
مدیر ورزشی اینتر پیش از مسابقه در شهر تورین: می‌دانیم که یوونتوس چقدر خوب است./ در حال پیشرفت هستیم و تیم خوبی بشمار می‌آییم./
تورین – طی مصاحبه‌ای با شبکه‌ی اسکای اسپورت تنها دقایقی پیش از بازی بین یوونتوس و اینتر، پیرو آوسیلیو گفت: اینجا آمده‌ایم تا برای یوونتوس دردسر ایجاد کنیم./ تاریخ ما ایجاب می‌کند./ می‌دانیم که حریف ما چقدر خوب است/ و ما هم در مرحله‌ی پیشرفت هستیم./ ما می‌توانیم/ و باید پیشرفت کنیم/ اما تیم خوبی هستیم./ در مورد آساموا؟ باید بگوییم که زیاد صحبت نمی‌کند/ اما بازیکن فوق‌العاده و حرفه‌ای است./ همیشه توی زمین تاثیرگذار بوده./ آمار هم در مورد ایكاردی كاملا گویاست./ می‌داند چطور به تیم کمک کند/ و تور دروازه را به خوبی می‌تواند پیدا کند./ همیشه با هم-تیمی‌هاش کار را تمام می‌کند./

This sample text contains 136 words, 25 hard words, and 17 sentences. The Fog Index is calculated as:

$$PHW = (HW / W) \times 100 = 18.38 \quad ASL = W / S = 8$$

$$ASL + PHW = 18.38 + 8 = 26.38$$

$$0.4 \times (ASL + PHW) = (0.4) \times (33) = 10.55 \quad \text{Fog Index} = 10.55$$

Having applied the Gunning Fog Index on the corpus of the study, I found that the average Fog Indices of the texts translated into Persian range from 10 to 16. According to the table presented by Gunning (1968, p.40), this means that these texts are readable for university students who constitute most of the football fans and Internet users as well. The results of this phase of the study indicate that the translations contain an acceptable degree of readability for the intended Iranian e-audience.

7.2.1 Limitations of Readability Formulas

According to Robin, Zakaluk, and Samuels (1988), although the readability formula has been applied in many research projects, it is not adequate to examine the comprehensibility of the text. They state that because only the number of words and sentence length are considered, the readability formula cannot be used as the sole instrument to measure the level of difficulty of a text. In addition, such formulas fail to take into consideration other factors such as readers. Marshall (1979) found that a poorly-organized and a well-organized text could have the same readability score according to a readability formula. In order to compensate for the limits of readability formulas, I have considered the element of comprehensibility, taking into account the readers' point of view on the localized texts.

7.3 Comprehensibility of the Translated Texts

According to the available literature, the initial traces of research on comprehensibility go back to 1920 (see Thorndike, 1921). Various research projects have been carried out in this field and many definitions of comprehensibility have been presented. Among them, Bourbonnière (1998) defines comprehensibility as a set of factors making a text easy to understand. However, these factors might affect readers differently, as it is a reader-dependent process. The level of comprehensibility can be different for various readers of the same text because of factors such as age, interest, and background knowledge.

That is why, for the purpose of this phase of the research, I selected a group of readers aged 22 to 35 with the same interest (football) and similar background knowledge of the sport to read 5 selected texts from the Inter web site translated into Persian, and then to measure the level of their comprehension. A questionnaire was then given to the respondents, i.e., Persian native speakers of translated football texts residing in Iran. Based on the definitions of comprehensibility, readability, and the distinction between them, the comprehensibility test requires the attendance of human subjects as it is reader-dependent, whereas the readability test is text-based. Thus, according to Doherty (2012), the following figure provides a visual description of the conceptualization of both readability and comprehensibility as operationalized.

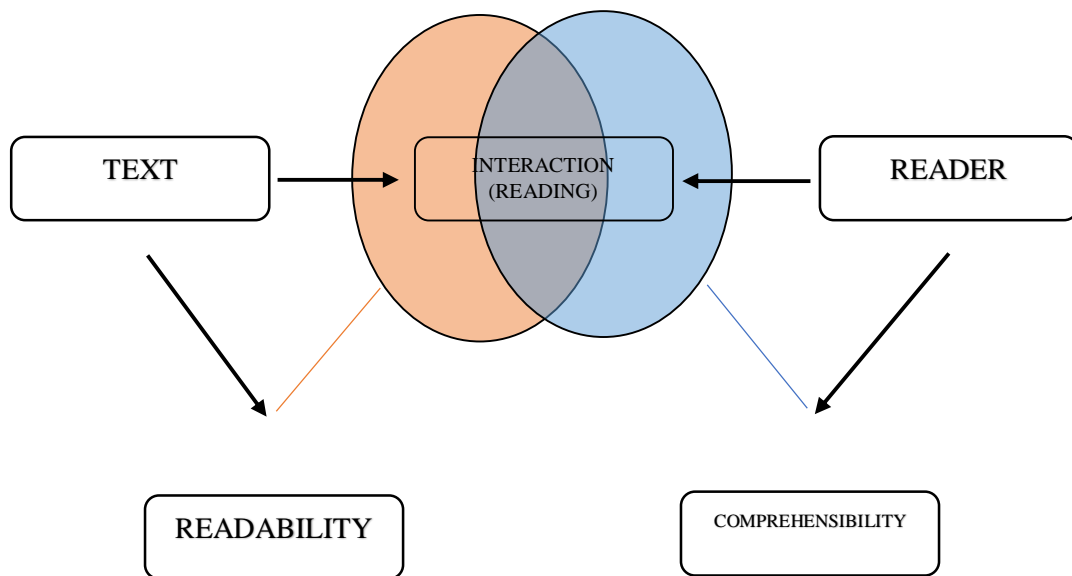


Figure 19 Interaction of text and reader considering readability and comprehensibility (Doherty, 2012)

Doherty (2012) defines comprehensibility as the extent to which a text is understandable. Assessing the readability and comprehensibility of the translated texts for the Iranian e-audience gave me an insight into how to produce a target text which is acceptable to the locale.

For the comprehensibility survey, I modified the questionnaire developed by Mujiyanto (2016) to reveal the respondents' perceptions about the comprehensibility level of my Persian translations. The questionnaire comprises five translated texts, as well as statements about the respondents' perceptions of the texts' comprehensibility. The five variables for comprehensibility are:

- 1) general information
- 2) detailed information
- 3) purpose of the text
- 4) vocabulary

5) sentence length

The options for judging each variable were “very easy”, “easy”, “moderate”, “difficult”, or “very difficult” to comprehend. The questionnaire was then distributed online among the native speakers of Persian living inside Iran. The questionnaire received 36 unique responses from target readers for the texts in this study. Five 150-word texts from parts of the site encompassing news, about us and fan page were retrieved for assessment.

The results of the are illustrated in Tables 7 to 12.

Table 9 Comprehensibility level for text No. 1

#	Criterion	Comp. Level	Total
1	General Idea	69.23%	36
2	Detailed Idea	69.23%	36
3	Purpose	71.79%	36
4	Sentence Length	69.23%	36
5	Vocabulary	64.10%	36

As can be seen in Table 7, for the first text assessed by the e-audience, the level of comprehensibility for all criteria is more than 60, which is acceptable level. The purpose of the text had the highest level of comprehensibility with 71.79%, while the lowest rate was for vocabulary, 64.10%.

Table 10 Comprehensibility Level for Text No. 2

#	Criterion	Comp. Level	Total
1	General Idea	69.23%	36

2	Detailed Idea	69.23%	36
3	Purpose	69.23%	36
4	Sentence Length	69.23%	36
5	Vocabulary	64.10%	36

Table 8 depicts the level of comprehensibility for the second text, illustrating consistency in all criteria, 69.23% for all values, except vocabulary at 64.10%.

Table 11 Comprehensibility Level for Text No. 3

#	Criterion	Comp. Level	Total
1	General Idea	80.76%	36
2	Detailed Idea	70.59%	36
3	Purpose	73.07%	36
4	Sentence Length	71.79%	36
5	Vocabulary	76.92%	36

The third text, as shown above, had the highest level of comprehensibility in general compared to the other texts. The general idea of this text was also the most comprehensible of all texts at 80.76%.

The figures for texts 4 to 6 are described below:

Table 12 Comprehensibility Level for Text No. 4

#	Criterion	Comp. Level	Total
1	General Idea	66.66%	36
2	Detailed Idea	62.82%	36
3	Purpose	61.53%	36

4	Sentence Length	67.94%	36
5	Vocabulary	68.38%	36

Table 13 Comprehensibility Level for Text No. 5

#	Criterion	Comp. Level	Total
1	General Idea	70.51%	36
2	Detailed Idea	67.94%	36
3	Purpose	69.23%	36
4	Sentence Length	70.51%	36
5	Vocabulary	61.53%	36

Table 14 Comprehensibility Level for Text No. 6

#	Criterion	Comp. Level	Total
1	General Idea	66.66%	36
2	Detailed Idea	61.53%	36
3	Purpose	65.28%	36
4	Sentence Length	62.82%	36
5	Vocabulary	60.25%	36

The mean comprehensibility level for each text is shown in the following bar graph.

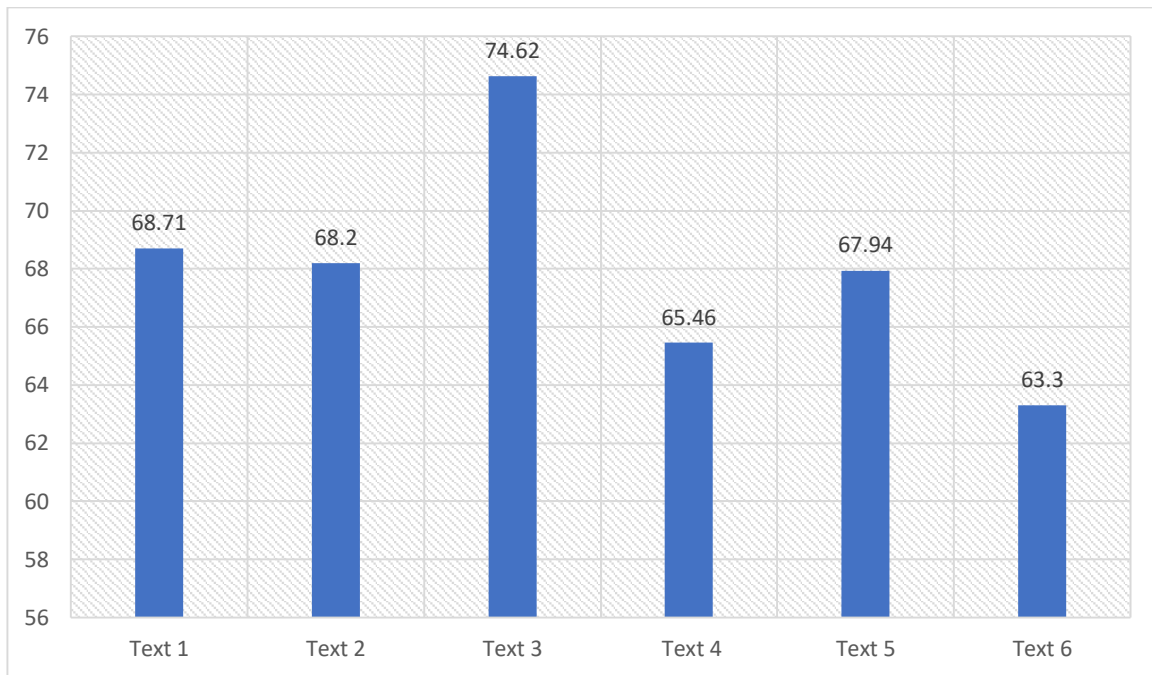


Figure 20 Mean of Comprehensibility Level for Each Text

The statistical calculations of mean, variance, and standard deviation are described below:

Standard Deviation, σ : 3.4858017569691

Count, N: 6

Sum, Σx : 408.23

Mean, μ : 68.038333333333

Variance, σ^2 : 12.150813888889

Steps:

$$\sigma = \sqrt{\frac{1}{N} \sum_{i=1}^N (x_i - \mu)^2}$$

$$\sigma^2 = \frac{\sum (x_i - \mu)^2}{\text{-----}}$$

$$\begin{aligned}
& N \\
& (68.71 - 68.038333333333)^2 + \dots + (63.30 - 68.038333333333)^2 \\
& = \frac{\dots}{6} \\
& 72.904883333333 \\
& = \frac{\dots}{6} \\
& = 12.150813888889 \\
& \sigma = \sqrt{12.150813888889} \\
& = 3.4858017569691
\end{aligned}$$

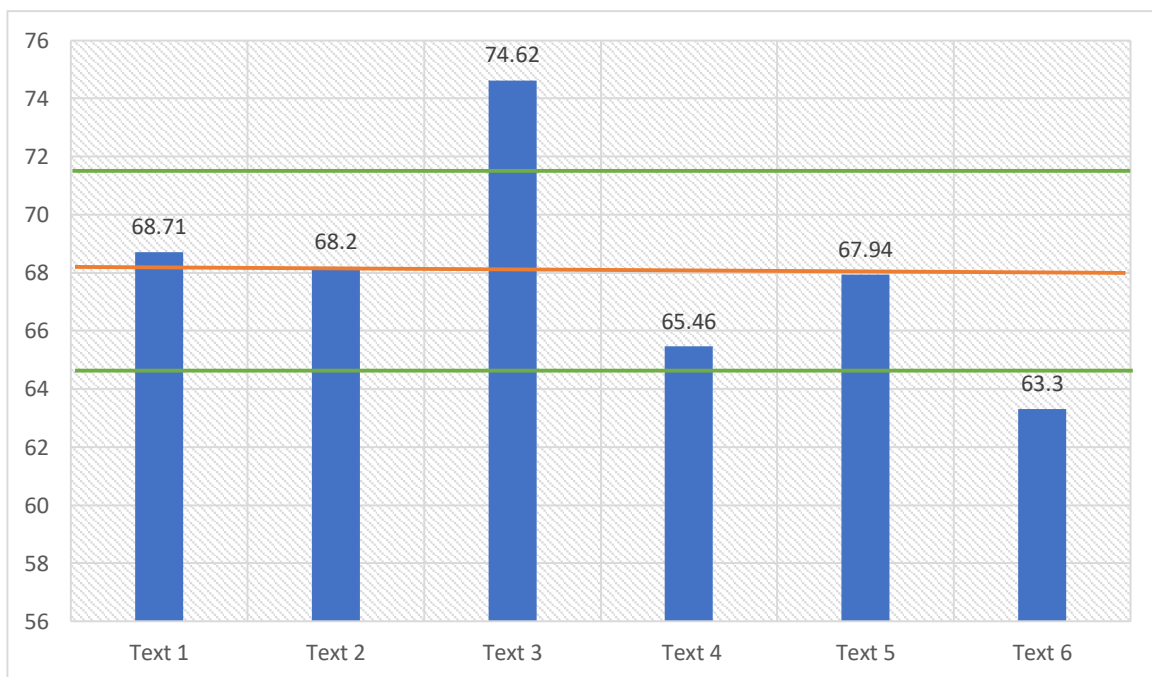


Figure 21. Mean and Standard Deviation of the Comprehensibility of the Texts

In the bar graph above, the red line depicts the mean and the green lines show the standard deviation, a measure which indicates how much the values in the data set differ from the mean. According to the results, text 3 had the highest mean of

comprehensibly with 74.62%, while text 6 appeared to be the most difficult text to comprehend. This may be due to the level of detail in the news article.

Considering the mean comprehensibility, the standard deviation is acceptable. It is also important to include such statistical calculations in the process of web site localization to ensure that the product will be well received by the target audience.

7.4 Localization Rubric for Football Club Web sites

Due to the interdisciplinary nature of the field, scholars in different fields such as Translation Studies, management, and IT have proposed localization strategies. In the rubric proposed here, however, I concentrate mainly on elements of language, culture, and IT as they play the most crucial roles in generating a localized web site which is highly effective in communicating with its intended e-audience.

In this section, I propose a framework for localizing football club web sites into Persian based on 1) the comparative descriptive study discussed in Chapter Four and 2) the actual localization experience of the FC Inter web site in Chapter Five.

Nelson (2001), as cited in Garner, Ning and Francis (2012), argues that misconceptions have been hampering the effectiveness of different forms of communication. In order to have effective communication via a web site, the mode of transmission of information should be adapted to suit the context, which considers the intended target e-audience. As concepts of language and culture are dynamic, it is not possible to prescribe a single fixed model for all circumstances.

Thus, it is possible to make changes to the current rubric for future usage. Using this framework, the message is reconstructed and negotiated by the localization team.

Reddy (1979) proposed a constructivist approach, arguing that communication is dynamic and interactive. He postulates three features of communication which are also applicable to this rubric:

- "1. Communication is much more than sending and receiving information;
2. Communication is an interactive process – directly between reader and text and indirectly between reader and author;
3. Meaning is not inherent in the text but is constructed by the reader." (Cited by Mark et al., 2012)

This rubric accounts for the complex and relatively unpredictable nature of communication without over-simplification, yet it is simple and coherent enough to be applied by localizers without an extensive theoretical background. Because it has been designed specifically for the Iranian context, my rubric cannot be used for other languages and cultures without modifications by the localization team.

A linguistically and culturally competent web site is reader-based and embedded in the way the meaning is interpreted and reconstructed, thus forming the reader's response to the text. It is important to create in the reader the response the sender intends and the means of generating that response can be different among

languages and cultures. However, there are occasionally instances where even the message the sender intends to transmit is inappropriate in the target culture. In such a case, the localization team's responsibility is to create a cultural filter appropriate to the target culture.

I have divided the rubric into two parts, namely linguistic level and para-linguistic level. In the former section, linguistic factors are taken into consideration. This section is missing in the available localization frameworks such as Singh, Toy, and Wright's, in which the linguistic aspect comprises a very small part of the study. The second section of the rubric encompasses the elements beyond language such as technical features of the web site and cultural considerations of the e-audience.

The explanation of each element follows the rubric.

Linguistic Level

Category	1	2	3	4	5
Semantic Filter	0-20% of the texts have been filtered semantically	20-40% of the texts have been filtered semantically	40-60% of the texts have been filtered semantically	60-80% of the texts have been filtered semantically	80-100% of the texts have been filtered semantically
Pragmatic Filter	0-20% of the texts have been filtered pragmatically	20-40% of the texts have been filtered pragmatically	40-60% of the texts have been filtered pragmatically	60-80% of the texts have been filtered pragmatically	80-100% of the texts have been filtered pragmatically
Translation Accuracy: lexical correctness using TQA form in Chapter 3	Very poor	Poor	Fair	Good	Very Good

Translation Strategy (Nord Analytical Approach)	0-20% of the questions have been answered	20-40% of the questions have been answered	40-60% of the questions have been answered	60-80% of the questions have been answered	80-100% of the questions have been answered
Readability Level	0-20% of the texts are within 10-16	20-40% of the texts are within 10-16	40-60% of the texts are within 10-16	60-80% of the texts are within 10-16	80-100% of the texts are within 10-16
Comprehensibility Level	0-20% of the texts are within the standard deviation	20-40% of the texts are within the standard deviation	40-60% of the texts are within the standard deviation	60-80% of the texts are within the standard deviation	80-100% of the texts are within the standard deviation

Para Linguistic Level

Category	1	2	3	4	5
Relevant Content	0-20% of the relevant content has been published	20-40% of the relevant content has been published	40-60% of the relevant content has been published	60-80% of the relevant content has been published	80-100% of the relevant content has been published
Date and Calendar	0-20% of the date and calendar have been localized	20-40% of the date and calendar have been localized	40-60% of the date and calendar have been localized	60-80% of the date and calendar have been localized	80-100% of the date and calendar have been localized
National Symbols in Images	National symbols have been used on the web	National symbols have been used on the web	National symbols have been used on	National symbols have been used on	National symbols have been used on the web

	site very poorly	site poorly	the web site fairly	the web site well	site very well
Numbers and Currency	0-20% of the numbers and currency have been localized	20-40% of the numbers and currency have been localized	40-60% of the numbers and currency have been localized	60-80% of the numbers and currency have been localized	80-100% of the numbers and currency have been localized
Social Network Platforms	0-20% of the applicable social network platforms have been used	20-40% of the applicable social network platforms have been used	40-60% of the applicable social network platforms have been used	60-80% of the applicable social network platforms have been used	80-100% of the applicable social network platforms have been used
URL, Speed and Geolocation	Very poor	Poor	Fair	Good	Very Good
Keywords	0-20% of the keywords have been translated	20-40% of the keywords have been translated	40-60% of the keywords have been translated	60-80% of the keywords have been translated	80-100% of the keywords have been translated
National Culture	0-20% of the web site has	20-40% of the web site	40-60% of the web site	60-80% of the web site	80-100% of the web site

	been localized according to national culture	has been localized according to national culture	has been localized according to national culture	has been localized according to national culture	has been localized according to national culture
Accessibility	Yes	No			

Semantic and Pragmatic Filter:

Introduced by House (1977), a cultural filter functions as a means for the translator to manipulate the source content. Using the idea of cultural filter, I have drawn two means, namely semantic filter and pragmatic filter, to be applied by the localization team in order to meet the norms of the target e-audience using the right communicative preferences. Thus, the localizer attempts to retain the function of the original content and applies the semantic and pragmatic filters in order to transfer the message. In this way, the content undergoes the required changes. Baumgarten, House, and Probst (2004, p. 84) posit that this procedure makes the source content "compatible with target textual norms, such that the resulting text gives the reader the impression that it is not a translation but a 'local text' which exemplifies a local genre."

In terms of the communicative preference, for example, Iranians usually tend to have an indirect communication style and rely on nonverbal cues and figurative forms of speech. This leads to saving face during communication, while

individual dignity is maintained. This component of Iranian culture should be taken into consideration when carrying out web site localization. For instance, the use of image and animation-rich communication on the front page can be seen as a form of indirect communication. This feature seems to be more prevalent in the Iranian market.



Image 62 An advertisement on Varzesh3.com

In the above advertisement, the use of indirect language is very clear. The ad is persuading the e-audience to click on the banner by using the sentences "New kits ... foreign football clubs". Words expressing a direct imperative to purchase such as "order now" are excluded. Instead, the red button on the banner reads "see".

The following questions need to be taken into consideration for the semantic criterion:

- Is the translated text/content semantically equivalent to the source text?
- Is the localized text/content semantically appropriate to the culture of the Iranian e-audience?
- If not, what step should be taken in order to produce semantically-friendly text/content?

For the pragmatic criterion, it is important to answer the following questions:

- What possible emotions and values are going to be derived from the produced text/content by the Iranian audience?
- Are there any taboo emotions and values in the text/content targeting the Iranian audience?
- Is the message being transmitted in a compelling and appropriate manner?

Overall, the semantic aspect can be considered the step prior to the pragmatic aspect. In other words, the answers to pragmatic questions should be considered as the application of the semantic phase of filtering. The approach could be summarised as follows:

1. Has the semantic translation been done successfully and appropriately?
(Semantic Filter)
2. If so, what are the possible consequences of publishing the text/content?
(Pragmatic Filter)

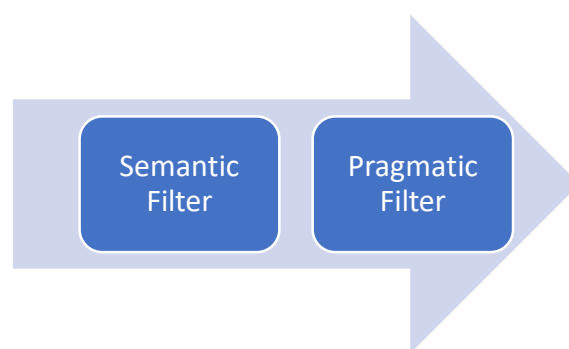


Image 63 How the semantic and pragmatic filters are recommended to be applied

The semantic and pragmatic filters are used in this framework to specify the socio-cultural differences between the source and target linguacultural communities. Moreover, given the fact that the objective is to create functional equivalence in the localized product, assumptions of cultural difference should be carefully examined before any change in the source text is undertaken using the proposed Translation Strategy (Nord Analytical Approach). Using these two filters, it is necessary to produce content which is compatible with the target culture discourse norms and preferences.

Translation Accuracy:

In the traditional sense, translation is considered as transferring the meaning of the source text into the target text. According to Larson (1984), in meaning-based translation, the meaning in the SL is communicated in the natural forms of the TL. Such a form of translation is also called idiomatic translation. Two important factors that Larson (1984) considers in this form of translation are grammatical constructions and lexical items, which can fulfil localization requirements at the linguistic level.

As localization requires the invisibility of the localization team, the product ought to be seen as if it was written in the TL. Thus, a good localized text should be translated idiomatically. Larson (1984), however, proposes a spectrum, explaining that in practice it is not feasible to consistently translate idiomatically. So, translation falls on a continuum from ‘very literal’, via ‘literal’, ‘modified

literal’, ‘near idiomatic’, to ‘idiomatic’, and may even reach ‘unduly free’ as displayed below:

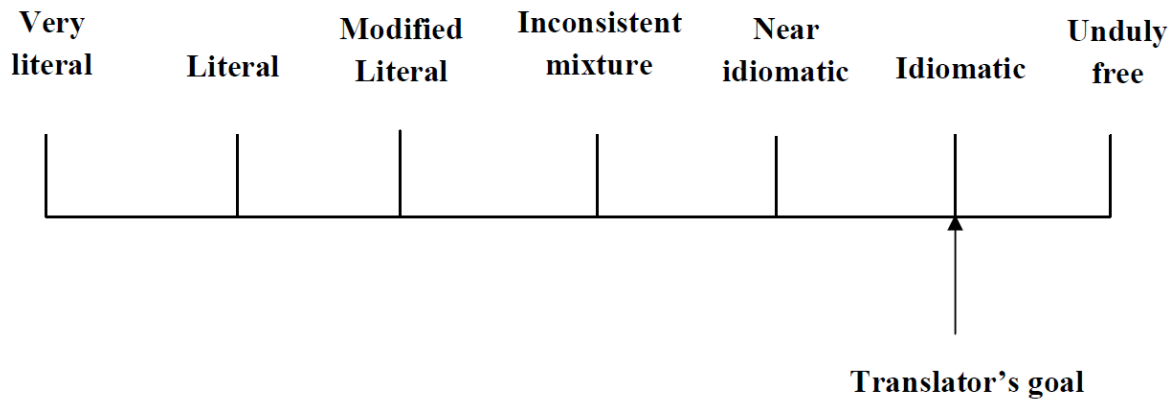


Figure 22. Translation spectrum proposed by Larson (1984)

Producing an idiomatic translation should be the priority of the localization team. Thus, the translation accuracy in this rubric centres around the level of idiomatic translation on the web site.

Relevant Content:

The question of what content to localize is a matter of prioritization. In other words, prioritizing and selecting shape the foundations of what the target e-audience see. One way to select what content to localize is by statistical analysis. As stated in Chapter 3, Google Analytics provides comprehensive information regarding where web site traffic comes from, how many internet users visit the web site, where they are going, and through which search engines and key words they got to the web site. These data can contribute greatly to decisions about what content to localize. Given that only web site owners have access to this

information, I selected content for the case study based on my understanding of the Iranian e-audience.

In general, five ways of publishing content for a localized web site can be proposed as below:

1. Selection without modification¹²⁴
2. Selection with modification
3. Selection to be published in a different section of the web site
4. Merging
5. No selection

The currently available pages can be categorized as follows:

News Tab	Measure	Comment
Home News	Selected with modification	News related to the target locale can be added
Team	Selected without modification	
Stadiums and Tickets	Selected to be published in another section	Can be published in the tab "tickets" on home page
Club	Selected without modification	
Press Room	Selected without modification	There is overlapping information on different

¹²⁴ Modification here refers to all changes except terminology.

		pages. The selection can be done by the localization team to see which news article would have many hits
Academy	To be merged (A)	This section can be merged with "Inter Academy"
Inter Academy	To be merged (A)	This section can be merged with "Academy"
Inter Clubs	Selected with modification	News related to club fans in Iran can be published
Inter Campus	Selected with modification	News related to the Inter Campus project in Iran can be published
Photos	Selected without modification	

Team Section	Measure	Comment
First Team	Selected without modification	
Coach	Selected without modification	
Staff	Selected without modification	
Training Schedule	Selected with modification	The element present in this web page includes

		date and time and requires changes.
Statistics	Selected with modification	Changes in numbers to be implemented
Elite Academy	Selected with modification	Information of the target e-audience needs to be incorporated
Inter Forever	Selected with modification	Cultural references should be added

Season Section	Measure	Comment
Home Season	Selected without modification	
Match Centre	Selected with modification	Changes in time and calendar to be implemented
Results and Fixtures	Selected with modification	Changes in time and calendar to be implemented
Serie A	Selected with modification	Changes in numbers to be implemented
UEFA	Selected with modification	Changes in numbers to be implemented
Coppa Italia	Selected with modification	Changes in numbers to be implemented
UEFA Champions League	Selected with modification	Changes in numbers to be implemented

Club Section	Measure	Comment
Home Club	Selected without modification	
Org Chart	Selected without modification	
Honours	Selected without modification	
Inter Campus	Selected with modification	Information related to Iran can be added
Hall of Fame	Selected without modification	
Inter Academy	Selected with modification	Information related to Iran can be added
Partners	Selected without modification	
Investor Relations	Selected without modification	
Code of Ethics	Selected without modification	
Contacts	Selected with modification	Two points should be considered: 1) supporting the Persian language and 2) providing local contact information
Archive	Selected without modification	

Work with us	Selected without modification	
Club Transparency	Selected without modification	

Intersti Section	Measure	Comment
Home intersti	Selected with modification	Cultural references need to be implemented
Inter Club	Selected with modification	Cultural references need to be implemented
Inter official app	Selected with modification	Mentioning local app stores where the e-audience can download the application form

Most of the information in the Club Section and Intersti is static, meaning that this information rarely needs to be updated. The other information available on the web site can be considered dynamic. In other words, it needs to be changed regularly. The tables below depict the kind of approach the club in my estimation should take to publishing content on a Persian language web site.

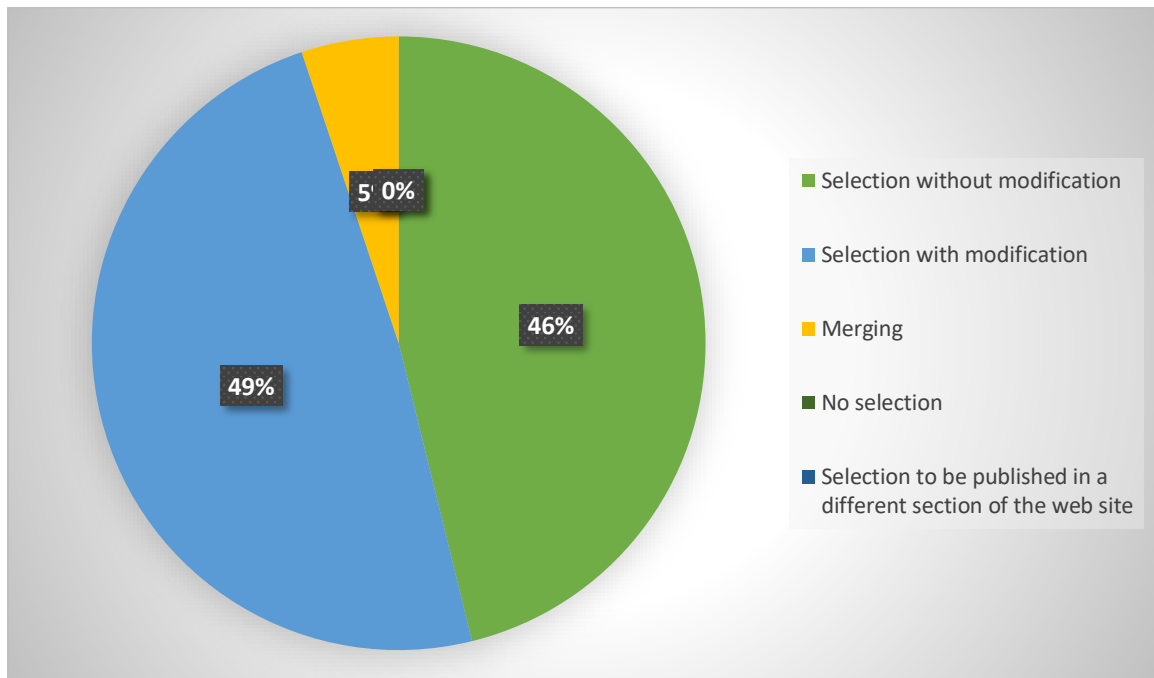


Figure 23. Changes to the contents on the web site

Calendar, Currency and Numbers:

These items should be altered for the Iranian e-audience. The Iranian calendar is a solar calendar starting each year on the vernal equinox as determined by astronomical observations. The Rial is the official currency of Iran: ریال. With regards to numbers, Eastern Arabic numerals are used in conjunction with the Arabic alphabet in the Perso-Arabic script.

Image:

There are many subtle cultural messages within the images used on a web site. Pictures or images might contain negative connotations that repel viewers. It is vital for football clubs to take this into consideration, as it is through images that organizations can either appeal to an audience or repel it.

One suggestion would be to incorporate the cultural values of Iranians with the images used on the web site. To do this, however, the club must gain knowledge of the target culture. Some of the cultural values of Iranians will be mentioned in the following sections.

As with pictures, symbols can be challenging and problematic in localization process. Icons involving fingers, such as an OK or a V-sign, may mean different things to different cultures. An instance of this can be the representation of the house which can refer to either a home page, or mailbox. Also, using the image of animals in logos can create embarrassment.

National Symbols

“Cultural competence” can be defined as a set of behaviors, values, policies and approaches enabling an organization to operate effectively in a given cross-cultural situation. For the localization of football club web sites, cultural competence involves understanding and respect of the target culture and knowledge of how to express ideas from a social and pragmatic perspective in the virtual world. A deep understanding of cultural nuances will allow the club to deliver messages effectively and appropriately via the site.

The crucial components making up a culture can be language, ethnicity and nationality. Throughout the world, there are cultural diversities and conflicts affecting how clubs communicate with their fans.

As a Middle Eastern nation, Iran is located among Arab Asia and Central Asia. Despite the number of Arab neighbours, the Iranian people do not affiliate themselves with the Arab world. Among most of the Iranians, there is a distinctive Persian identity that stimulates a strong sense of pride. As an example, one commonly hears that most Iranians calling themselves “Persians”, as they often favor to be associated with the Persian empire presrige. The Iranian people and culture have a record of being among the most progressive in the Middle East. Iranians can often recount the country’s legacy and heritage in detail.

As a result, two vital questions that arise for localizers are:

Do images on the web site show people in their daily activities?

Do symbols and pictures on the web site depict national identity?

Some of the important cultural references related to the Iranian e-audience are listed below:

Identity

The concept of identity and pride among Iranians dates back to the time when Arabs invaded Persia to Islamicize the nation. The Arab invasion to Persia created a sense of loss in the nation as Shahrokh Meskoob (1992, p 94) said, “Identity is a reactive matter and attention to self becomes more meaningful in relation to others.” Persians had an option to choose, they could adopt a new culture, encompassing nationality, language and religion, or they could hold on to the

distinctive features that made up their Persian identity. Anyone who has heard of Persian pride knows that the people fought to remain Persians, and resist pressure not to become Arabs.

According to Strayer (2008), although Islam eventually replaced the native Zoroastrian religion, the Persians did not abandon their native language. The preservation of the Persian language can be considered one of the main reasons why the Persian heritage has been retained. Later, classical literature flourished and poets such as Saadi and Ferdowsi wrote epic works. Language preservation and the classical literary canon gave enduring expression to a distinctly Persian cultural identity.

Persian Art

Iranian art is considered one of the richest artistic heritages in world history. Ancient Persian art includes architecture, painting, weaving, pottery, calligraphy, metalwork and sculpture from the early kingdom of Iran in southwest Asia. The use of Persian art can be incorporated in the web site to show appreciation of the target audience's culture.

Religion

As the only Shia theocracy in the world with almost 98% of the population being Muslim, Iran is considered a conservative society where Islamic values and traditions play a major role in people's lives. Building a bridge to connect these traditions with different elements on the web site such as images and videos can signify how cross-culturally competent the club is when it comes to communicating with fans. An example can be drawn from the AS Roma Persian Twitter account, in which the club tweets a "Happy Eid al-fitr" message:



Image 64. AS Roma Twitter Persian page shares "Happy Eid al Fitr"

Those cultural values mentioned here affect the way organizations are perceived by fans and it is advised that football clubs be aware of these concepts in order to communicate more effectively.

Social Network:

According to a report from the Ministry of Information and Communications Technology of Iran¹²⁵, with over 53 million people out of 80 million connected to the Internet using their phones, statistics for the end of 2017 indicate that cell phone penetration was 110%. The report also suggests that the number of Internet users will increase in the coming years.

As stated in the previous section, the AS Roma Twitter account in Persian is a prime example of a foreign football club's presence among Iranian Internet users. Having started in April 2018, this account now has 24,100 followers and is very popular among Iranian users, while the Persepolis FC Twitter account has 22,700 followers.



Image 65. AS Roma Persian Language Twitter Account

¹²⁵ [ytire.ir/Recentreportsiran](https://www.ict.gov.ir/) (The original url is from <https://www.ict.gov.ir/>. However, due to its length, the link has been shortened using the link shortener.)



Image 66. Persepolis Twitter Account

Accessibility:

According to the "Definitive Guide to Website Translation" by Lionbridge, it is necessary to provide links in the visitors' language on a site. Despite the fact that the Inter site has provided this feature, the current language accessibility page is not based on alphabetical order, which demonstrates geographical or linguistic preference. Once this feature has been modified, the order of the languages would be as follows:

Bahasa Indonesia

中文 (Chinese)

English

Español (Spanish)

日本語 (Japanese)

فارسی (Persian)

URL:

Search engine optimization can be achieved by choosing specific domain suffixes. Country code top level domains indicate where a web site is registered. According to the standards set by ISO 3166-1¹²⁶, naming and code construction of a web site facilitates the search engines' targeting process for specific countries. One way for search engines and users to indicate that the content of a site is targeting a specific country is to use Country Code Top-Level Domains (ccTLDs). Once applied on the site's URL, the ccTLD helps search engines to consider the site relevant to a specific geographic area, enabling appearance to appear on search engine result pages in that area. As a result, it is advisable for football clubs to consider adopting ccTLDs for their URLs.

Country Code Top-Level Domains (ccTLDs) might be the best choice if a football club uses the country-targeted approach. In this regard, it is possible to create a separate domain for each location the club is targeting. Building a web site with a generic domain and subdirectories is a good option if a particular language is to be targeted. Another option for a language-targeted approach can be subdomain structure. The advantages (+) disadvantages (-) of each option has are:

¹²⁶ <https://www.iso.org>

ccTLD (inter.ir)

- + Geotargeted + Greater authority for search engines
- + More trust from local users
- + Faster load speeds (if hosted locally)
- May have availability issues

Subdirectory (inter.it/fa)

- + Fewer maintenance and hosting expenses
- + Popularity increases quickly (as each subfolder benefits from top-level domain)
- All versions are subject to Google penalty
- More complicated URL structure

Subdomain (fa.inter.it)

- + Easier to build and maintain
- + Hosting from different server locations is possible
- More difficult to build authority
- Can be confusing for web site users

Keywords

Translating keywords in accordance with the phrases used by the target audience can be eye-catching for prominent search engines such as Google. Also, including

anchor tags on a web page improves search engine optimization. As stated earlier regarding popular social network applications in the target audience, football clubs can connect content to anchor pages to promote both the localized web site and their accounts on social networks. Telegram and Instagram might be key players in this promotion for FC Inter Milan. As Google is the leading search engine in Iran¹²⁷, it is advisable to modify the SEO strategy accordingly.

National Culture

The incorporation of values and beliefs under the concept of culture is defined not only in daily life but also in the World Wide Web. Previous studies show the direct correlation between web site design and cultural background and how a web site can be culturally accepted and welcomed by the target audience (see Czerwinski, Mountford, Nielsen, Tognazzini, & Instone, 1997; Sun, 2001, Mushtaha, & De Troyer, 2009). Achieving this objective then becomes a challenge for the localization team.

In an experiment by Fink and Laupase (2010), the designs of four web sites were investigated, two Malaysian (representing eastern, Asian culture) and two Australian (representing western culture). They found out that national cultures influence the perceptions of internet users for web site designs, highlighting that “organizations that set out to market their products and services in another

¹²⁷ Alexa's record in July 2019 indicates that Google.com is the top visited web site in Iran.

country would therefore be advised to have their web sites designed by someone in that country” (Fink and Laupase, 2010, p. 53)

As stated in the previous chapters, Hofstede’s research has been considered one of the most thorough studies of how culture influences values. His systematic framework for assessing and differentiating cultures is a practical tool for carrying out a comparison of cultures in order to be aware of differences with regards to user experience and cross-cultural competency.

In this section, based on the Hofstede theory of national culture¹²⁸, I will provide a guideline on how to design a cross-cultural user experience of football club web sites for Iranian e-audience. Five out of six national culture dimensions introduced by Hofstede seem to be most applicable to web site design: power distance, individualism vs collectivism, masculinity vs femininity, uncertainty avoidance and long-term versus short-term orientation.

Power Distance

The way inequality is handled among individuals in a society is the key point with regards to this dimension. According to Mooij and Hofstede (2010), in a society with high power distance, a certain hierarchical order and inequalities are accepted among individuals, while in low power distance societies, people constantly attempt to create an equalized distribution of power.

¹²⁸ See chapter 2 for more information on Hofstede’s theory of national culture

As a hierarchical society, Iran receives the score of 58 on this dimension.¹²⁹ In other words, the hierarchical order in which every individual has a place without any justification is accepted among people of the society. According to Hofstede, hierarchy in an organisation is the result of inherent inequalities where concepts such as centralisation, obedience and autocracy are common.



Figure 24. Iran's score of power distance

The score of 58, which is higher than the average, indicates that the role of authorities and solid structures is important in Iran. The higher the score of power distance is, the less critical people are with regards to searching for detailed information on the web site. Thus, it is necessary that facts and information are clearly stated and provided.

Individualism vs Collectivism

Hofstede believes that whether the individuals of a society refer to themselves as "I" or "we" is reflected in this dimension. In an individualist society, a loose social network is highly emphasized and each person attempts to care for themselves

¹²⁹ <https://www.hofstede-insights.com/>

and immediate families. On the other hand, the concept of "others" is very prominent among collectivist cultures and people take care of each other.

With a score of 41, Iran is a collectivistic society where people have a strong commitment to close family members. According to Hofstede, in such cultures, loyalty is paramount, and over-rides most other societal rules. The bond between members of the society fosters strong relationships where everyone takes responsibility for fellow members of their group.

Thus, with a degree of collectivism, the Iranian e-audience acts in the interest of their close group members, mainly family, rather than in their own interest. Decisions are usually made based on the others' opinions and on what is common or popular, rather than their individual preferences. This can be reflected on a football club web site through the presence of fans on various pages or social media. Some examples might be the following:

- Social media sharing options highlighting the importance of community in the organization;
- Demonstrating and promoting the concept of family on the web site;
- Having forums;
- Being able to communicate easily with the audience;
- Engagement of the audience with the organization via social media.

Masculinity vs Femininity

In feminine societies, concepts of cooperation, modesty and caring are highlighted, whereas heroism, assertiveness, and materialism are emphasized in masculine cultures.

With a score of 43 on this dimension, Iran is considered a relatively feminine society where the focus is mainly on “working in order to live” ideology. Some of the features of the web site which can be considered for this specific e-audience are:

- Comprehensive information on “contact us”;
- Interactive design
- Offering a lot of information

Uncertainty Avoidance

This dimension has to do with the way that a society deals with the fact that the future can never be known and the most important question in this category would be whether individuals should try to control the future or just let it happen. This dichotomy brings with it anxiety, which different cultures have learned to deal with in different ways. The degree to which the members of a culture feel threatened by uncertain or unknown circumstances and have established values and institutions that aim to avoid these is reflected in the Uncertainty Avoidance score.

Hofstede believes that cultures with a high uncertainty avoidance stick to what they know and avoid unorthodox ideas. However, cultures with a low degree in uncertainty avoidance rather practice over principles and embrace change. Moreover, such people prefer deductive rather than inductive approaches. They like to base their decisions and actions on a systematic evaluation of all available and relevant aspects. They also like and prefer the familiar over the unfamiliar. For the Inter Milan web site, this means that it is important to provide as much relevant information as possible in an organized and consistent manner. In order to make a reliable decision, people under this group need to be able to weigh multiple options against each other.

On this dimension, Iran scores 59 and therefore has a strong preference for avoiding uncertainty. Countries demonstrating high uncertainty avoidance maintain strict standards of belief and conduct and are intolerant of unorthodox attitudes and thoughts. There is an emotional need for rules in these societies. Time is valuable, people have an inner desire to be busy and work hard, accuracy and punctuality are the norm, creativity may be resisted, and safety is an essential component of individual motivation.

Features of the site:

- Clear and classy design;
- Use of visuals;
- Comprehensive footer;

- Use of happy images;

Long-Term versus Short-Term Orientation

This dimension determines how much virtue affects a society. In their thinking, communities are normative in their thinking with a short-term orientation. They admire traditions and are interested in defining the absolute truth of the moment. They live the moment and do not concern themselves too much with the future.

It also explains how each society, when grappling with problems of present and future, has to maintain some links with its own history. Societies prioritize these two existential goals differently. For example, normative societies that score low on this dimension, prefer to maintain time-honoured traditions and standards while viewing the changes of society with suspicion. On the other hand, those with a high-scoring culture take a more pragmatic approach: they encourage thrift and modern education efforts as a way to prepare for the future.

Iran's very low score of 14 indicates that it has a strongly normative cultural orientation. Individuals in such societies are strongly concerned with establishing truth. They are normative in their thinking, demonstrate great respect for traditions, a relatively small propensity to save for the future, and a focus on achieving quick results.

It can be shown that people with a short-term orientation exist more in the past and in the present than in the future. Quick results are important and should be in

line with established values and traditions. On football club web sites, therefore, it is important to offer short cuts and options for taking immediate action. Catching the attention of the e-audience with references they are familiar with rather than looking to the future is another consideration to take into account.

Conclusion

All in all, taking cultural complexity into account, it is possible for some web site features and elements to have deeper links to more cultural dimensions. For example, (Ahmed et al., 2009) focuses on East Asian cultures, which are characterized as cultures with a high value of power distance, and also as high-context cultures. When examining countries with a high value of more cultural dimensions, the influence of a certain cultural dimension might be neglected and a given property then assigned to another. This can lead to inaccurate conclusions. It is clear that the existing results of previous studies are not yet ideal and contain imperfections. Despite these limitations, the rubric proposed in this study with the required changes and modifications can be used by translators, web site developers and designers as a framework for the localization of web sites for different countries and cultures. The fact that certain web site elements and features can be inherently reflected in more cultural dimensions is not an obstacle to correct localization. The result is in every way a culturally congruent web site. It is necessary to take into account that the results of all studies were verified. For example, the team of authors Singh, Kumar and Baack (2005) evaluated their set of web site features and elements many times on web sites from different

countries. For researchers pursuing the issue of culture and its aspects, this comprehensive rubric offers a resource for further research.

It is important for Inter Milan FC to be culturally competent for each of the target audiences it is working with by developing a thorough understanding of cultural background, awareness and sensitivity in order to effectively communicate messages from the source language to the target language e-audience. The message should not be repeated by changing the source language's words in the target language. Instead, it is important to deliver the meaning of those words in a way that creates a successful communication with the e-audience. It is necessary for every football club to know more than the language competence.

Chapter 8

Conclusion, Implications and Suggestions for Further Study

8.1 Introduction

In this chapter, I discuss my findings and answer the research questions asked in Chapter One. Implications of findings are presented, as well as suggestions for further research. I was motivated to carry out this study due to the lack of research on the cross-cultural competence of football clubs and evidence of it on their web sites.

8.2 Conclusion

This dissertation has described the descriptive and prescriptive aspects of localization, concentrating on leading football clubs' web sites in Europe. The first part of the study aimed to assess how successfully web site localization has been done by top European football clubs for Spanish, Japanese, Chinese, and Arabic web site versions. The results indicated that FC Barcelona had the highest number of translated web pages and has applied more customization changes to the Chinese version of its web site than to the other languages among other football clubs. However, as an overall answer, it is clear that none of the clubs achieved a high degree of localization on their web sites. There was no major change with regards to the criteria such as 'Promotions, Service and Products', or 'Web Page Structure', as set out in the framework for the descriptive phase of the study. Most web pages were simple translated versions of internationalized web pages, which showed little or no cultural customization.

In the prescriptive phase of this thesis, having carried out the actual localization process for the Inter web site from English into Persian, I proposed a 15-variable

framework making it possible to conduct a content analysis of the source web site and the target e-audience. In Chapters 5 and 6, the answers to the following questions of the thesis have been presented:

- What are the potential challenges in localizing the Inter football club web site from English into Persian?
- What are the criteria to take into consideration in localizing football club web sites from English into Persian?

Prior to commencing the localization process, it is necessary to have a comprehensive understanding of the source content in order to be prepared for the potential challenges. This deep understanding can be achieved using analytical methods such as Nord's (2014) as applied in this thesis. To make the target content as culturally friendly as possible to the target e-audience, I carried out a content analysis of the source web site. This revealed that the most significant difference between the source content and the target content is the receiver, creating linguistic and cultural challenges for localization process. This requires the localization team to acquire a comprehensive understanding of the target e-audience. Additionally, due to the nature of web sites and the way users read content, the use of the right terminology on the Persian version of the web site was another challenge. To this end, I conducted readability and comprehensibility tests in order to assess the difficulty of the translated content. With regards to the last question of this thesis, I have considered linguistic and paralinguistic levels, creating comprehensive localization guidelines. Apart from

including the target language in web site localization, it is necessary to take cultural values, cultural features, relevancy, and the e-audience into account as well. The issue of culture and relevancy have been widely discussed in the previous chapter where for the Iranian e-audience, the following criteria are to be met:

- Selecting relevant content;
- Considering national symbols;
- Including national culture;
- Using culturally friendly images.

All in all, having carried out this research, I realized that despite being a specific concept, web site localization needs to be viewed comprehensively. Thus, I define it in the following way:

Adaptation and generation of linguistic, communicative, cultural, marketing, and technological web site content based on the norms of the target e-audience.

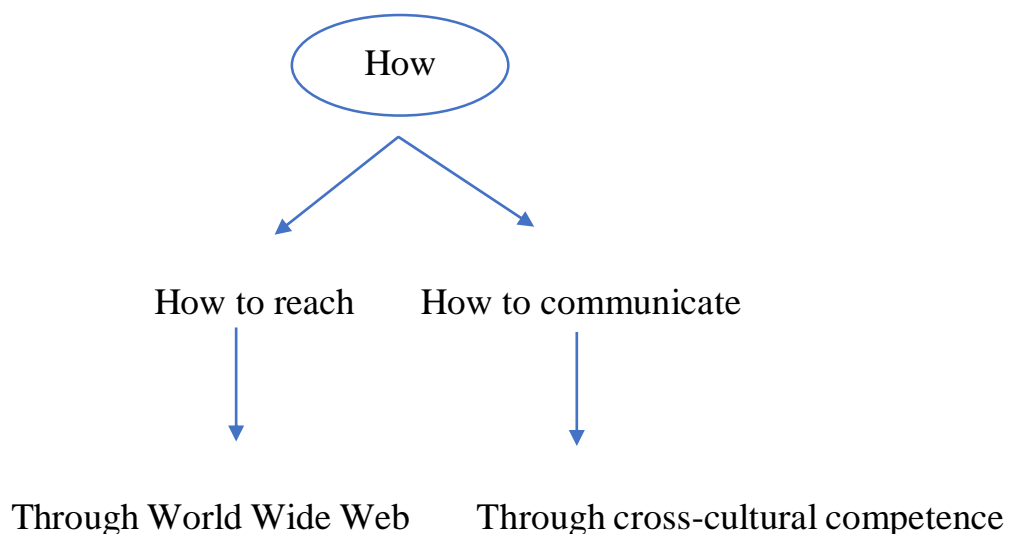
My definition above covers all areas required to be modified in order to produce a localized web site. The concept of content creation seems to be missing in the previous definitions presented. In this step, the procedure involved goes beyond merely translating the ST. Content creation includes particularization, creativity, and emotional transfer. In other words, while parts of the ST are translated, others are adapted to the locale. What is more, the transcreator ought to must be skilled in generating the content for the target e-audience while the cohesion and

coherency of the web site content is maintained. Lako (2014) states that this can be achieved using the right terminology and style.

8.3 Implications

Since the emergence of the Internet, football clubs have made an attempt to represent themselves on social media. With the presence of hardcore football fans in the World Wide Web, football clubs see social media as a platform for communicating more quickly with their fans. However, the prerequisite of successful communication is understanding the target e-audience.

There are many benefits if football clubs establish successful communication with their internal fans, such as improving performance and increasing sales. However, the questions of how to reach and how to communicate with their fans remain the main challenge for football clubs. Web sites and social media platforms have now bridged this gap, enabling clubs to extend their outreach.



One of the implications of establishing such successful communication is engaging the fans and providing them with regular updates before, during and after each game. These days, football clubs are considered media owners publishing various content such as exclusively produced videos on their web sites. Greater engagement and personalized content encourage loyalty among fans. Whilst most content involves news about players and the club, the option of presenting a sales platform arises as well.

Web site localization is a continuous process and requires modifications to the target content every time the source content is updated. Apart from the textual changes occurring on the web site, cultural localization is key. The localization rubric proposed in this thesis, pinpointing the cultural aspects of the Iranian market, could be applicable to football clubs and international companies.

In this thesis, I have attempted to offer new perspectives on a topic in sports, technology, management, and Translation Studies, i.e. the localization of a football web site. The research methods I employed in various phases helped me answer the research questions, contributing to these fields theoretically and practically. What is more, it is predicted that the use of IT tools will open up new directions for Translation Studies in web site localization, such as the application of keywords. The application of the guidelines set out in this thesis will facilitate a better localized exposure and performance.

This research aims to be applicable for use in different contexts. It could be a reference for football clubs, international companies, web site designers, and practitioners, empirical analysts or scholars in Translation Studies. The localization rubric proposed in this research based on various sociocultural, linguistic, and technological factors can be used for different applications as well.

Managers of football clubs and international companies that are considering extending their markets or going abroad can derive ideas from this research about how to set up their web site strategies. Football clubs with existing web sites can also use this study as a reference for the design and review of their web site strategies. The study can help executives or analysts better understand the situation of the industry environment and their competitors. It also enables evaluation of other companies' web site strategies. However, new applications of this framework are possible not only for web site conception but also for different industries' and companies' activities, such as their advertisement strategy.

Football clubs need be dedicated to an ongoing learning process, so they can be up to date with current events and can act appropriately when working with cultures that may be responsive to certain expressions, phrases or delivery methods.

The basis for an effective cross-cultural communicative experience would be the expansion competencies related to technicality such as a good command of languages, familiarity with terminology and procedures, translation or

interpretation methods, along with interpersonal competencies such as being aware of national values.

8.3.1 Commercialization in Football

There is no doubt that fans play a crucial role in the process of commercializing and developing football. Their passion and their attendance influence the teams' sales and results as well as TV rights and sponsorships. In return, these will lead to the expansion of teams and the decisions they make regarding their future investment patterns. Clearly, this influence, and the close relationship between the fans and teams that drive it, cannot be established overnight and requires a huge amount of effort to achieve. However, once this end is met, the revenue for clubs will increase. As well as local supporters, football clubs attempt to attract e-audience. This type of audience is in constant communication with football clubs and gathering more e-audience will lead to outstanding merchandise sales. Web sites play an important role in establishing this communication. The psychological influence a web site can exercise on viewers has a powerful impact on sales even in countries geographically distant:

**Presenting the new 2018/19 adidas
third kit!**
يوفنتوس يكشف عن قميصه الثالث لموسم
2018/19
2018/19 アディダス製サードユニフ
オーム発表
斑马军团**2018/19**赛季的第三球衣现
已正式发布
¡La tercera equipación 2018/19!



Image 67. A translated news story on the third kit of Juventus FC¹³⁰

It should be noted that localizing a web site can have economic benefits for both the football club and the target country. Once a club expands its presence and influence in any given market, its visibility in the World Wide Web increases. Consequently, the demand for the club's products such as kits, balls, bags, and even jewellery increases. After this increase, licensing can be granted to local manufacturers in the target country to look after production under the license of the club.

¹³⁰ English version is available on: <http://www.juventus.com/en/news/news/2018/presenting-the-new-2018-19-adidas-third-kit-juventus.php>

Image 70, for example, depicts a news story related to the launch of the Juventus FC 2018/19 third kit. This text has been translated into every language available on the web site. This implies the importance of news stories about sports gear and commercializing is such that these stories are regarded as a priority for translation into other languages. Evidently, a large and efficient workforce is required to meet very high demands. This, in turn, generates more employment opportunities. Once the localized web site has been established and a culturally friendly relationship between the club and fans has been created, the demand for the club's sports gear increases. The local manufacturers produce more products, leading to more purchases by fans and more income and revenue. Figure 8 depicts how this cycle can yield important benefits for clubs specifically and how the greater presence of football clubs on the World Wide Web in different languages will lead to greater chances for mutually beneficial trade.



Figure 25 How expansion of a football club via different media can have consequences

As stated earlier, Figure 8 illustrates how beneficial the process of commercialization of football club web sites can be for all parties involved. The most important step, however, is sporting success which in every football club can lead to outstanding consequences. Without success, taking the following steps does not create the results mentioned in the cycle graph. Following success in domestic and international sports events, and taking advantage of TV and the internet, football clubs are able to promote themselves and be seen around the world. This will lead to more support for the team in domestic and international events. The increase in visibility and popularity creates demand for more sports equipment such as jerseys. In order to meet this demand, clubs provide licenses for other companies to promote and sell the products in different regions. In order

to produce and sell the required products, the company in the target country employs staff. It follows that both in-store and online shopping increases and this process leads to more income for the football clubs. It should be noted that every step cited here requires a lot of effort and planning.

Lindberg (2014) lists several reasons why individuals select specific teams to follow:

§ Family members' and friends' influence on children: This influence is created by the bond among people;

§ Geographical influence: there is a high chance for local football clubs to have supporters from the same city or province;¹³¹

§ Team's success: There is a relationship between the team's success history and their number of fans. In other words, winning teams attract fans.

In order to have an international perspective, Bodet & Chanavat (2010) (as cited in Lindberg, 2014) mention six main factors that affect how international supporters are attracted to football clubs in different countries:

§ Club achievements;

§ On-field performance;

¹³¹ In their study in 2012, Uhlman & Trail (as cited in Lindberg, 2014), refer to this as "Community Support", "Community Pride" and "Attachment to Community".

§ Current members of the club;

§ History and traditions;

§ Marketing programs;

§ Team kits.

Other factors that Bodet and Chanavat describe are the off-pitch behaviour of players, and tours to other countries.

8.4 Suggestions for Further Study

In order to shed more light on the field of web site localization, the following areas of study are suggested for further research:

1. Investigating the role of culture in the localization of international companies, considering different languages and cultures;
2. Investigating the consequential impact of the localized web site on the intended e-audience;
3. Conducting a study into the role of language and culture in cross-cultural communication in social media platforms such as Facebook and Instagram;
4. Investigating the role of fan pages of football clubs and how they can contribute to establishing culturally-friendly communication between the fans and the club.
5. Studying the role of web site localization in increasing the sales of football clubs using multimodality theories and frameworks.

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Appendix A: Selected translated content

Text 1

COPPA ITALIA 18-19, INTER VS. BENEVENTO AT THE ROUND OF 16 STAGE

The side from Campania will visit the Meazza for the Nerazzurri's first match of 2019

04/12/2018 - 17:44

MILAN - The Nerazzurri's first competitive fixture of 2019 will be at the Round of 16 stage in the Coppa Italia. Following their 1-0 win against Cittadella, Benevento will be the visitors for the straight knockout fixture at the Stadio Meazza with a place in the quarter-finals at stake.

MT:

INTER VS. BENEVENTO، ITALY CUP 18-19 در آواز 16 مرحله

طرف مقابل کامپانیا برای اولین مسابقه نراذوروری سال 2019 از Meazza دیدار خواهد کرد

17:44 – 2018/12/04

میلان – اولین مسابقه رقابتی Nerazzurri سال 2019 در مرحله شانزدهم مرحله Coppa ایتالیا برگزار می شود. پس از پیروزی 1 بر صفر مقابل سیتادلا، بنوونتو برای دیدار برگشت حذفی مستقیم در استادیو Meazza با یک مکان در مرحله یک چهارم نهایی در معرض دیداری می باشد.

My Translation:

جام حذفی ایتالیا (کوپا ایتالیا) 19-2018: اینتر – بنونتو مرحله یک شانزدهم

تیم شهر کامپانیا از ورزشگاه جوزپه مائتزا برای اولین مسابقه ی سال 2019 نراتزوری ها دیدن خواهد کرد.

تاریخ ساعت

میلان – نخستین رقابت سال 2019 نراتزوری ها در مرحله ی یک شانزدهم جام حذفی خواهد بود. پس از پیروزی یک بر صفر مقابل چیتادلا، تیم بنونتو در رقابت تک حذفی به ورزشگاه جوزپه مائتزا خواهد آمد، جایی که جایگاه آن ها را در مرحله ی یک چهارم نهایی به خطر می اندازد.

Text 2

ICARDI TAKES TWO AWARDS AT THE AIC'S GRAN GALÀ DEL CALCIO

The captain took the Player of the Year and Goal of the Year accolades for last season

04/12/2018 - 10:26

MILAN - It was a special night for **Mauro Icardi** at the eighth edition of the AIC's Gran Galà del Calcio. The Nerazzurri's captain won the **Goal of the Season** award for last year with his backheel finish in Sampdoria 0-5 Inter on 18 March. Finally, the evening came to a close with Mauro winning the **Player of the Year** award for 2017-18.

MT:

ایکاردی دو جایزه در GRIC GALÀ DEL CALCIO در AIC دریافت می کند

کاپیتان بازیکن فصل و اهداف سال را برای فصل گذشته تحسین کرد

04/12/2018 - 10:26

میلان - در هشتمین دوره از نمایشگاه کتاب گران گالا دل کلسیو AIC یک شب خاص برای مائورو ایکاردی بود. کاپیتان Nerazzurri در سال گذشته با پیراهن پستی خود در Sampdoria 0-5 Inter در 18 مارس جایزه گل فصل را گرفت. سرانجام ، عصر با برنده شدن جایزه بازیکن سال برای 2017-18 به پایان رسید.

My Translation:

ایکاردی دو جایزه ی برترین های فوتبال ایتالیا را از آن خود کرد

جایزه ی بهترین بازیکن و بهترین گل سال فصل به کاپیتان رسید.

تاریخ ساعت

میلان - هشتمین دوره ی مراسم برترین های فوتبال سال ایتالیا با عنوان گران گالا دل کالچو شبی رویایی را برای مائورو ایکاردی رقم زد. کاپیتان نراتزوری ها بعنوان زننده ی بهترین گلی انتخاب شد که با ضربه ی تمام کننده ی پشت پا مقابل سمپدوریا به ثمر رساند. بازی که روز 27 فروردین با نتیجه ی 5 صفر به سود اینتر به اتمام رسید. در نهایت مراسم با انتخاب مائورو ایکاردی بعنوان بازیکن سال 2017-18 به اتمام رسید.

Text 3

UEFA HONOURS INTER CAMPUS

For the second time, Inter Campus has been named among the projects that will receive financial support from the UEFA Foundation for Children.

03/12/2018

NYON – Under the chairmanship of UEFA President Aleksander Čeferin, the Board of Trustees at the UEFA Foundation for Children met on Friday at the

House of European Football. It was here where the list the project winners were announced in helping to further safeguard children's rights through sport.

And from the many applications put forward, Inter Campus was among the winners!

This collaboration will see support from the UEFA foundation in 2019 to help strengthen activities in Venezuela, where Inter Campus have been present since 2010 – specifically in Caracas. The common goal will be to guarantee the right to play for kids involved in the project, while also offering them food and recreational activities off the pitch. This is to help a country that's currently dealing with a very difficult socio-economic situation.

“When we chose to put ourselves for the Venezuelan project it was largely due to country's serious problems,” said Inter Campus President, Carlotta Moratti. “This is an important piece of recognition for the perseverance and determination on our behalf, owed to all of the people that we work with there.”

After our victory in 2016 for the Israel and Palestine project, this is just the latest achievement in helping kids all around the world.

MT:

UEFA HONORS INTER CAMPUS

برای دومین بار ، پردیس اینتر از جمله پروژه هایی معرفی شده است که از بنیاد UEFA برای کودکان حمایت مالی دریافت می کند.

2018/03/12

نیونون - به ریاست الکساندر شفرین ، رئیس یوفا ، هیئت امنای بنیاد کودکان یوفا روز جمعه در خانه فوتبال اروپا برگزار شد. در اینجا بود که لیستی که برندگان این پروژه برای کمک به حمایت بیشتر از حقوق کودکان از طریق ورزش اعلام شدند ، اعلام شد.

و از بسیاری از برنامه های مطرح شده ، پردیس اینتر در بین برندگان قرار گرفت!

این همکاری از بنیاد یوفا در سال 2019 برای کمک به تقویت فعالیت ها در ونزوئلا ، جایی که پردیس اینتر از سال 2010 - به طور خاص در کاراکاس - حضور داشته است ، شاهد خواهد بود. هدف مشترک تضمین حق بازی برای بچه های درگیر در این پروژه و در عین حال تهیه غذا و فعالیت های تفریحی در خارج از زمین نیز خواهد بود. این برای کمک به کشوری است که در حال حاضر با یک وضعیت اقتصادی و اجتماعی بسیار دشوار روبرو است.

"کارلوتا موراتی" ، رئیس پردیس اینتر ، گفت: "وقتی تصمیم گرفتیم خود را برای پروژه ونزوئلا قرار دهیم ، این امر عمدتاً به دلیل مشکلات جدی کشور بود." "این یک بخش مهم شناخت برای پشتکار و عزم و اراده از طرف ما است ، که مدیون همه افرادی است که با آنها کار می کنیم".

پس از پیروزی ما در سال 2016 برای پروژه اسرائیل و فلسطین ، این تازه ترین دستاورد در کمک به بچه ها در سراسر جهان است.

My Translation:

تمجید یوفا از اینتر کامپوس

برای دومین بار ، موسسه ی خیریه ی اینتر کامپوس در بین پروژه هایی معرفی شد که از "بنیاد یوفا برای کودکان" حمایت مالی دریافت خواهد کرد.

تاریخ

نیون - هیئت امنای "بنیاد یوفا برای کودکان" تحت ریاست الکساندر چفرین، رییس یوفا، روز جمعه در خانه ی فوتبال اروپا دیدار کردند. در این جلسه بود که لیست برندگان پروژه های کمک به حفاظت بیشتر از حقوق کودکان از طریق ورزش اعلام شد.

و از میان طرح های پیشنهادی ارایه شده، موسسه ی اینتر کامپوس از جمله ی برندگان بود.

این همکاری با حمایت یوفا در سال 2019 برای کمک به تقویت فعالیت ها در ونزولا صورت خواهد گرفت. جایی که اینتر کامپوس از سال 2010 بویژه در شهر کاراکاس حضور داشته است. درحالیکه مواد خوراکی و فعالیت های تفریحی در خارج از زمین برای کودکان این پروژه تامین می شود، هدف مشترک طرح این است تا حق بازی برای آن ها تضمین شود. این رویداد در کشوری رخ می دهد که در حال حاضر با مشکلات بسیار سخت اجتماعی اقتصادی مواجه است.

کارلوتا موراتی، مدیر موسسه‌ی اینتر کامپوس، گفت: زمانی که تصمیم گرفتیم هدف خود را بر روی طرح ونزولا متمرکز کنیم، فقط بخاطر شرایط جدی این کشور بود. وی افزود: برای ما مهم است نسبت به استقامت و عزم خود رسمیت ببخشیم و در قبال افرادی که در انجا با آن‌ها کار می‌کنیم متعهد باشیم.

بعد از موفقیت ما در پروژه‌ی فلسطین سال 2016، این طرح جدیدترین دست آورد ما برای کمک به کودکان در سراسر جهان بوده است.

Text 4

Founded in 1908, Inter is globally renowned as one of the world's most successful football teams. The club's trophy haul includes 18 Italian league titles, 7 Coppa Italias, 5 Italian Super Cups, 3 UEFA Cups, 2 European Cups, 1 UEFA Champions League, 2 Intercontinental Cups and 1 FIFA Club World Cup. Inter is one of the seven teams to have done the treble – Champions League, national championship and national cup – in the same year (2010), and the only Italian club never to have been relegated in its 110 year history.

MT:

اینتر در سال 1908 تأسیس و در سطح جهان به عنوان یکی از موفق‌ترین تیم‌های فوتبال جهان شناخته شده است. جایزه‌های این باشگاه شامل 18 عنوان لیگ ایتالیا، 7 کوپا ایتالیا، 5 سوپر جام ایتالیا، 3 جام یوفا، 2 جام اروپا، 1 لیگ قهرمانان یوفا، 2 جام بین‌قاره‌ای و 1 جام جهانی باشگاه فیفا است. اینتر یکی از هفت تیمی است که در همان سال (2010) سه برابر لیگ قهرمانان، قهرمانی ملی و جام ملت‌ها را انجام داده است و تنها باشگاه ایتالیایی است که هرگز در تاریخ 110 ساله خود به میدان نرفته است.

My Translation:

باشگاه فوتبال اینتر به عنوان یکی از موفق ترین تیم های فوتبال شناخته شده در سطح جهانی در سال 1908 افتتاح شد. افتخارات باشگاه عبارت است از:

18 قهرمانی در سری آ

7 قهرمانی در جام حذفی

5 قهرمانی در سوپر جام

3 قهرمانی در جام یوفا

2 قهرمانی در جام اروپا

1 قهرمانی در جام باشگاه های اروپا

2 قهرمانی در جام بین قاره ای

1 قهرمانی در جام باشگاه های جهان

اینتر یکی از هفت تیمی است که توانسته هر سه جام حذفی، سری آ و باشگاه های جهان را در یک سال (2010) برنده شود. همچنین، تاریخ 110 ساله ی باشگاه نشان می دهد که اینتر تنها تیمی بوده هیچگاه به لیگ های پایین تر سقوط نکرده است.

Text 5

JOAO MARIO: "WE WERE MORE DESERVING OF THE WIN THAN ROMA"

The Portuguese midfielder commented on the draw at the Stadio Olimpico: "We played well, we'll also play to win in Turin"

02/12/2018 - 23:38

ROME – Portuguese midfielder Joao Mario spoke following the 2-2 draw between Roma and Inter: "I think we played well, and if any team was going to

win it would have been us. We always try to get three points in every match we play, and I'm convinced we can win away to Juventus."

MT:

جووا ماریو: "ما بیشتر از پیروزی از روما استفاده می کنیم"

هافبک پرتغالی درباره تساوی در استادیو اولیمپیکو اظهار داشت: "ما خوب بازی کردیم ، برای پیروزی در تورین نیز بازی خواهیم کرد"

23:38 – 2018/12/02

روم – هائو ماریو ، هافبک پرتغالی پس از تساوی 2-2 بین رم و اینتر گفت: "فکر می کنم ما خوب بازی کردیم و اگر هر تیمی می خواست پیروز شود ، ما می شدیم. ما همیشه سعی می کنیم در هر مسابقه ای که انجام می دهیم سه امتیاز کسب کنیم و من اطمینان دارم که می توانیم به یوونتوس برنده شویم."

My Translation:

ژوآئو ماریو: بیشتر از آ س رم، مستحق برد بودیم.

هافبک پرتغالی درباره ی تساوی در ورزشگاه المپیک رم اظهار داشت: ما خوب بازی کردیم و برای پیروزی در تورین نیز خوب بازی خواهیم کرد.

تاریخ ساعت

رم – ژوآئو ماریو هافبک پرتغالی پس از تساوی 2-2 با رم گفت: فکر می کنم ما خوب بازی کردیم ، و اگر قرار بود بازی برنده داشته باشد، آن تیم مما بودیم. همیشه سعی می کنیم سه امتیاز هر بازی را کسب کنیم و من اطمینان دارم که می توانیم بازی خارج از خانه ی خود مقابل یوونتوس را برنده باشیم.

Text 6

INTER VS. PSV: LET'S FILL SAN SIRO

All the ticket information for Inter vs. PSV, the Nerazzurri's sixth fixture in this season's UEFA Champions League

03/12/2018 - 14:40

MILAN – It'll be the decisive game: the next 90 minutes will determine whether we remain in the UEFA Champions League. A packed San Siro is needed to push the team over the line. The atmosphere will reflect the importance of the occasion, and we're already ready to belt out the Champions League Anthem together.

We want San Siro to be full to the brim on Tuesday 11th December at 21:00 CET: it's sure to be a great spectacle once again.

TICKETS

Due to the high demand for tickets, the Terzo Anello Rosso will cost €45 for adults and €30 for those under the age of 18 (if bought together with an adult ticket).

To discover all the other ticket prices, click [here](#).

WHERE TICKETS CAN BE PURCHASED

Tickets will be sold on inter.it/tickets. This is the easiest and cheapest option, with it also being possible to directly choose where you want to sit. They can also be purchased at the **ticket office** at **San Siro** (Gate 14), at the **Inter Store Milano** at Galleria Passarella 2 (MM SanBabila) and at over 500 Vivaticket sales points, all of which are listed at inter.it/puntivendita.

CHILDREN UNDER-5

As is the case for all of the 'big matches', including our games in the Champions League, it will not be possible to purchase tickets for children under five years of age.

ACCESS TO THE STADIUM

We would like to remind all fans that an identity document will need to be presented in order to access the stadium (identity card, passport or birth certificate). Fans are encouraged to arrive at the stadium in good time ahead of kick-off (at least 60 minutes before the match begins) to avoid queues at the turnstiles and to take in the pre-match atmosphere.

We're looking forward to seeing you at San Siro, **#ForzaInter forever!**

MT:

INTER VS. PSV: بباید SAN SIRO را پر کنید

تمام اطلاعات بلیط مربوط به اینتر در مقابل PSV ، ششمین دیدار نراذابوری در این فصل لیگ قهرمانان اروپا

03/12/2018 - 14:40

- MILAN این بازی سرنوشت ساز خواهد بود: 90 دقیقه آینده مشخص خواهد کرد که آیا ما در لیگ قهرمانان یوفا باقی می مانیم یا خیر. یک سان سیرو بسته بندی شده برای فشار آوردن تیم به خط مورد نیاز است. اوضاع اهمیت این مناسبت را منعکس می کند ، و ما از قبل آماده هستیم تا سرود لیگ قهرمانان را با هم محکم کنیم.

ما می خواهیم سان سیرو در روز سه شنبه یازدهم دسامبر از ساعت 21:00 در آستانه پر بودن باشد: مطمئناً یک بار دیگر یک نمایش عالی خواهد بود.

بلیط ها

به دلیل تقاضای زیاد بلیط ، Terzo Anello Rosso برای بزرگسالان 45 یورو و برای افراد زیر 18 سال 30 یورو هزینه می شود (در صورت خرید همراه با بلیط بزرگسالان).

برای کشف سایر قیمت های بلیط ، اینجا را کلیک کنید.

از کجا می توان بلیط خریداری کرد

بلیط ها در inter.it/tickets فروخته می شوند. این ساده ترین و ارزان ترین گزینه است ، همچنین امکان انتخاب مستقیم در مکانی که می خواهید بنشینید نیز ممکن است. همچنین می توان آنها را در دفتر بلیط در سان سیرو (دروازه 14) ، در فروشگاه بین المللی میلانو در گالریا پاسارلا 2 (MM SanBabila) و در بیش از 500 نقطه فروش Vivaticket خریداری کرد که همه این موارد در inter.it/puntivendita ذکر شده است.

کودکان زیر 5

مانند همه مسابقات "بزرگ" ، از جمله بازی های ما در لیگ قهرمانان اروپا ، خرید بلیط برای کودکان زیر 5 سال امکان پذیر نخواهد بود.

دسترسی به استادیوم

ما می خواهیم به همه هواداران یادآوری کنیم که برای دسترسی به استادیوم (شناسنامه ، گذرنامه یا شناسنامه) باید یک شناسنامه ارائه شود. هواداران تشویق می شوند تا در زمان مناسب پیش از شروع مسابقه (حداقل 60 دقیقه قبل از شروع مسابقه) وارد ورزشگاه شوند تا از صف حضور در دور برگشت و حضور در فضای قبل از مسابقه جلوگیری کنند.

ما مشتاقانه منتظر دیدن شما در سان سیرو ، #فورزا Inter برای همیشه هستیم!

My Translation:

اینتر – پاریس انترمن: استادیوم را پر کنیم

تمامی اطلاعات مربوط به بلیت بازی اینتر در مقابل پاریس انترمن، ششمین دیدار نراتزوری ها در این فصل لیگ قهرمانان اروپا را در این صفحه بخوانید

تاریخ ساعت

میلان- بازی سرنوشت سازی خواهد بود: 90 دقیقه ی آینده مشخص خواهد کرد که آیا ما در لیگ قهرمانان اروپا باقی می مانیم یا خیر. برای اینکه به تیم روحیه بدهیم، به یک ورزشگاه مملو از هوادار نیاز داریم. جو ورزشگاه اهمیت این بازی را نشان خواهد داد ، و ما آماده هستیم تا سرود لیگ قهرمانان اروپا را با هم بخوانیم می خواهیم ورزشگاه سان سیرو روز سه شنبه یازدهم دسامبر از ساعت 21:00 مملو از هوادار باشد: مطمئناً بار دیگر نمایش عالی خواهد بود.

بلیت

به دلیل تقاضای بالا، Terzo Anello Rosso برای بزرگسالان 45 یورو و برای افراد زیر 18 سال 30 یورو هزینه می شود (در صورت خرید هردو باهم).

جهت دریافت اطلاعات بیشتر در خصوص بلیت ها، اینجا را کلیک کنید.

مراکز تهیه ی بلیت

بلیت ها در وب سایت inter.it/tickets به فروش می رسد. این ساده ترین و ارزان ترین گزینه بوده که امکان انتخاب صندلی را نیز به شما می دهد. همچنین خرید بلیت در مکان های زیر امکان پذیر است:

- گیت شماره ی 14 ورزشگاه سان سیرو
- فروشگاه اینتر میلانو در گالریا پاسارلا (Galleria Passarella 2)
- مراکز فروش ویوا تیکت (Vivatecket). جهت دریافت اطلاعات بیشتر در خصوص آدرس های این مرکز فروش بلیت به لینک زیر مراجعه فرمایید:

inter.it/puntivendita

کودکان زیر 5 سال

همچون سایر "مسابقات بزرگ" ، از جمله بازی های ما در لیگ قهرمانان اروپا ، تهیه ی بلیت برای کودکان زیر 5 سال امکان پذیر نخواهد بود.

ورود به ورزشگاه

جهت ورود به ورزشگاه، همراه داشتن مدرک شناسایی (کارت هویت، گذرنامه، شناسنامه) ضروریست. از هواداران محترم خواهشمندیم، جهت جلوگیری از تشکیل صف های طولانی در گیت های ورودی و ایجاد جو مناسب ورزشگاه، حداقل 60 دقیقه پیش از شروع مسابقه وارد ورزشگاه شوند.

بی صبرانه منتظر دیدار شما در ورزشگاه سان سیرو هستیم.

#ForzaInter

Text 7

LETTERS TO INTER - JAVIER ZANETTI

The Vice-President's letter to all Nerazzurri fans around the world

06/04/2020

The fourth official had already signalled the three minutes of added time when Julio grabbed hold of the ball. I knew that we'd done it. I started to cry. The rollercoaster of emotions, of hardships, memories and suffering, it had all finally come to an end. I turned around and said to Walter: **"We've won, it's ours."**

Walter didn't bat an eyelid: "There's still three minutes left, play the game."

Time. I learned to measure it, to weigh it, to feel it inside me. Three minutes. Three minutes or 5,382 days? Since Inter vs. Vicenza at the Bernabeu in '95. The final whistle made that time stretch out, compress together, and then explode. In my heart and in the hearts of millions of Inter fans.

Are your efforts worth less if you lose? No.

Did I put in less work in training, less intensity, if the victories didn't come? No.

Have I ever failed to put in all of my effort or energy? Have I ever backed down? No.

On the evening of the Champions League Derby against AC Milan I got home, distraught. It had been two weeks of unspeakable tension. In Milan, among people on the street, with friends, everywhere: the only thing on my mind was those two games. Two draws, elimination. We'd left everything out there on the pitch. Everything. We had already experienced big disappointments, but the feeling of regret that night was **deep and painful**.

But I've always been a positive person, the kind of captain who tries to convey a clear message to all of his teammates: hard work pays off. And it's in difficult times that you need to go again. We don't give up. Training after training, sprint after sprint: persevere, fall down and improve. Give your all, always. Is it hard to remember that in those moments? **No, I've always believed it**. Firmly.

You know that phrase: **winning helps you win again**? When Ivan Cordoba lifted the Coppa Italia in 2005, it was like a Champions League trophy for us. Something important started there, an awareness: we were on the right path, one that could last for some time: for seasons, years. The day comes where you say: ok, now I don't want to lose anymore. And in fact we went to Turin and won the Italian Super Cup, in a game that felt like it would never end.

Stoppage time always seems to run slower when you're winning, while it flies like the wind when you need a comeback. Against Sampdoria we managed to turn it all around in less than six minutes. **Goal, ball on the centre spot. Goal, ball on the centre spot. Goal**. Nothing is impossible.

Time and love have formed both the axes and ordinates that plot the trajectory of my life. I married Paula, who I knew from when she used to play for my neighbourhood basketball team back when we were kids. I loved football even before that, from when I used to chase the ball on those clay pitches in Argentina, screaming out the commentary of my dreams: the National Team, Serie A. I used to fantasise, but I also wanted to repay the sacrifices my parents had made for me. I have three children of my own: Sol, Ignacio and Tomas. On some of these days we spend the afternoons together on the sofa, rewatching games from 2010. We

were watching our 2-0 win in the Derby a few days ago, and I said to Tomy, who never really saw me play: "Watch what Milito's doing now," or "check out this free kick from Pandev." And then **we all hug**. He's eight years old, he's studying **our history**.

I arrived in Italy in 1995 with my football boots in a plastic bag, and now I'm Vice President of this Club. It's an extraordinary journey, but one brings with it great responsibility. I've studied, put my heart into, used my experience and knowledge in dealing with everything that passes over my desk. It's more complicated than when I had to chase after a ball, but it's enormous: I still have the chance to work on building the future of this Club firsthand.

I'm focused on the future; I want it to be beautiful for us Inter fans.

Let's continue building it, together.

MT:

INTER - JAVIER ZANETTI نامه هایی برای

نامه معاون رئیس جمهور به همه هواداران نرازوروری در سراسر جهان

06/04/2020

مقام چهارم پیش از این که جولیو توپ را در اختیار داشت ، سه دقیقه از وقت اضافه را اعلام کرد. من می دانستم که ما آن را انجام داده ایم. شروع کردم به گریه کردن. سرانجام احساسات ، سختیها ، خاطرات و رنجها ، سرانجام به پایان رسید. چرخیدم و به والتر گفتم: "ما برنده شدیم ، این مال ماست".

والتر خط چشمش را خم نکرد: "هنوز سه دقیقه باقی مانده است ، بازی را انجام دهید".

زمان. یاد گرفتم که آن را اندازه بگیرم ، وزنش کنم ، آن را در درونم حس کنم. سه دقیقه. سه دقیقه یا 5382 روز؟ از آنجا که اینتر در مقابل ویسنزا در Bernabeu در سال 95. سوت آخر باعث شد که زمان دراز شود ، با هم فشرده شود و سپس منفجر شود. در قلب من و در قلب میلیون ها هوادار اینتر.

آیا در صورت از دست دادن تلاشهای شما ارزش کمتری دارد؟ نه

آیا اگر پیروزیها به نتیجه نرسیدند ، آیا کمتر در تمرین ، شدت کمتری قرار می دادم؟ نه

آیا تا به حال نتوانسته ام تمام تلاش یا انرژی خود را به کار گیرم؟ آیا تا کنون عقب افتاده ام؟ نه

عصر روز دربی لیگ قهرمانان اروپا مقابل آث میلان به خانه برگشتم ، پریشان. دو هفته تنش غیر قابل توصیف بود. در میلان ، بین مردم کوچه و خیابان ، با دوستان ، همه جا: تنها چیزی که در ذهنم بود ، آن دو بازی بود. دو تساوی ، حذف. ما همه چیز را در آنجا گذاشتیم. همه چیز. قبلاً ناامیدی های بزرگی را تجربه کرده بودیم ، اما احساس پشیمانی آن شب عمیق و دردناک بود.

اما من همیشه شخصیت مثبتی بوده ام ، نوع کاپیتانی که می خواهد پیام واضحی را به همه هم تیمی های خود منتقل کند: کار سخت را می پردازد. و این در شرایط دشوار است که شما باید دوباره بروید. ما تسلیم نمی شویم آموزش بعد از تمرین ، با حداکثر سرعت حداکثر سرعت دویدن: پشتکار داشته باشید ، سقوط کنید و پیشرفت کنید. همیشه به همه چیزهای خود بدهید آیا یادآوری آن در آن لحظات سخت است؟ نه ، من همیشه اعتقاد داشته ام محکم

شما این عبارت را می دانید: برنده شدن به شما در پیروزی دوباره کمک می کند؟ وقتی ایوان کوردوبا در سال 2005 کاپا ایتالیا را برافراشت ، این یک قهرمانی برای لیگ قهرمانان اروپا بود. چیز مهمی از آنجا شروع شد ، آگاهی: ما در مسیر صحیح بودیم ، راهی که می تواند مدتی ادامه یابد: برای فصول ، سالها. روزی می رسد که می گوئید: خوب ، اکنون دیگر نمی خواهم از دست بدهم. و در واقع ما به تورین رفتیم و سوپر جام ایتالیا را بردیم ، در بازی ای که احساس می کرد هرگز تمام نمی شود.

به نظر می رسد زمان برنده شدن همیشه کندتر می شود و در مواقعی که به عقب نیاز دارید مانند باد پرواز می کند. مقابل سامپدوریا توانستیم در کمتر از شش دقیقه همه چیز را به هم بریزیم. گل ، توپ در نقطه میانی. گل ، توپ در نقطه میانی. هدف. هیچ چیز غیر ممکن نیست.

زمان و عشق هم محورها و هم ترکیه هایی را ایجاد می کنند که مسیر زندگی من را ترسیم می کنند. من با پائولا ازدواج کردم که از زمانی که او بچه ها بود برای تیم بسکتبال neighbourhood من می دانستم از زمانی که او می دانستم. من حتی قبل از آن فوتبال را دوست داشتم، از زمانی که من در آرژانتین توپ را در تعقیب توپ می کردم و فریاد تفسیر رویاهایم را می دادم: تیم ملی، سری آ. من قبلاً تخیل می کردم، اما میخواستم فداکاری ها را نیز پس بدهم. پدر و مادرم برای من درست کرده بودند.

من سه فرزند خودم دارم: سول، ایگناسیو و توماس. در بعضی از این روزها، بعد از ظهرها بعد از ظهرها را با هم روی مبل می گذرانیم و بازیهای خود را از سال 2010 بازنویسی می کنیم. ما چند روز پیش شاهد پیروزی 2-0 ما در دربی بودیم و به تامی گفتم که هرگز واقعاً من را بازی نکرد. آنچه Milito اکنون انجام می دهد، "یا" این ضربه آزاد از Pandev را بررسی کنید. "و بعد همه ما در آغوش می گیریم. او هشت ساله است، او تاریخ ما را مطالعه می کند.

من در سال 1995 با چکمه های فوتبالم در کیسه پلاستیکی وارد ایتالیا شدم و اکنون معاون رئیس این باشگاه هستم. این یک سفر خارق العاده است، اما مسئولیت بزرگی را با خود به همراه دارد. من مطالعه کرده ام، قلبم را قرار داده ام، از تجربه و دانش خود برای مقابله با هر چیزی که از میز من عبور کند استفاده کردم. این پیچیده تر از زمانی است که مجبور شدم توپ را تعقیب کنم، اما بسیار زیاد است: من هنوز فرصتی دارم که برای ساختن آینده این باشگاه دست اول کار کنم.

من به آینده متمرکز شده ام؛ من می خواهم که این برای ما هواداران اینتر زیبا باشد.

بیایید با هم ساخت آن را ادامه دهیم.

My Translation:

نامه ی خاویر زانتی

داور چهارم پیش از آن که جولینو توپ صاحب توپ شود، سه دقیقه از وقت اضافه را اعلام کرده بود. می دانستم که کار را تمام کرده بودیم. گریه ام گرفت. احساسات چالش انگیز، سختی ها، خاطرات و رنج ها، سرانجام به پایان رسید. برگشتم و به والتر گفتم: "برنده ی بازی ماییم، جام مال ماست".

والتر واکنشی نشان نداد اما گفت: هنوز سه دقیقه مانده. بازیت رو بکن.

زمان. یاد گرفتم که آن را اندازه بگیرم ، ورزش کنم ، آن را در درونم حس کنم. سه دقیقه. سه دقیقه یا 5382

روز؟ از بازی اینتر با ویسنزا در ورزشگاه در سال 1995 می گذرد. سوت پایان بازی بعث شد زمان

متوقف شده و انفجاری شکل بگیرد. انفجاری در قلب من و در قلب میلیون ها هوادار اینتر.

در صورت شکست، آیا تلاش های شما بی ارزش بوده؟ خیر

زمانی که به پیروزی دست نیافتم، آیا تمرین خود را کم تر کردم؟ خیر

آیا تا به حال در بکارگیری تمام تلاش و انرژی خود نا موفق بوده ام؟ آیا از کارهایم جا مانده ام؟ خیر

غروب روز شهر آورد لیگ قهرمانان اروپا مقابل آث میلان، با ناراحتی به خانه رفتم. دو هفته ی پر تنش و غیر

قابل وصفی بود. در شهر میلان، میان مردم در خیابان ، با دوستان ، همه جا، تنها چیزی که در ذهن من بود ، این

دو بازی بود. دو تساوی ، حذف. ما همه چیز را در زمان بازی جا گذاشتیم. همه چیز. قبل از آن ناامیدی های

بزرگی را تجربه کرده بودیم ، اما احساس پشیمانی آن شب عمیق و دردناک بود.

اما من همیشه آدم مثبتی بوده ام ، از آن دسته کاپیتان هایی که سعی می کند برای همه هم تیمی های خود پیام

واضح بگذارد: تلاش زیاد نتیجه می دهد. و در شرایط دشوار است که شما باید دوباره تلاش کنید. ما تسلیم نمی

شویم تمرین بعد از تمرین، دویدن های سریع پیاپی: پشتکار داشته باشید، شکست بخور اما پیشرفت کنید. تمام

تلاش خود را بکن. آیا یادآوری این ها در چنین لحظاتی سخت است؟ نه ، همیشه به آن اعتقاد داشته ام. خیلی

محکم.

آیا این عبارت را شنیده اید؟ پیروزی، پیروزی می آورد. وقتی ایوان کوردوبا در سال 2005 جام حذفی ایتالیا را

برافراشت، برای ما همچون قهرمانی در لیگ قهرمانان اروپا بود. اتفاق مهمی از آنجا افتاد، آگاهی: ما در مسیر

درستی بودیم ، مسیری که می توانست مدتی ادامه یابد: چندین فصل ، سال. روزی می رسد که می گوئید: خوب،

اکنون دیگر نمی خواهیم از شکست بخورم. و در واقع به تورین رفتیم و سوپر جام ایتالیا را از آن خود کردیم، آن

هم در بازی ای که احساس می کردیم تمامی ندارد.

در مواقع پیروزی همیشه وقت های اضافه به نظر کندتر می گذرد و در مواقعی که نیاز داری که به بازی بگرددی مثل برق است. مقابل سامپدوریا توانستیم در کمتر از شش دقیقه همه چیز را برگردانیم. گل ، توپ در نقطه ی شروع بازی. گل ، توپ در نقطه ی شروع بازی. هدف. هیچ چیز غیر ممکن نیست.

زمان و عشق هم طول و عرضی را ایجاد کرده اند که مسیر زندگی من را ترسیم می کنند. من با پائولا ازدواج کردم. کسی که از بچگی زمانی که برای تیم بسکتبال محله مان بازی می کرد می شناختم. من حتی قبل از آن هم فوتبال را دوست داشتم ، از زمانی که در زمین های خاکی آرژانتین دنبال توپ رفته و رویاهایم را فریاد می زدم: تیم ملی ، سری آ. عدت داشتم رویا پردازی کنم، از طرفی هم می خواستم فداکاری های که پدر و مادرم برای من کردند را جبران کنم.

سه فرزند دارم: سول ، ایگناسیو و توماس. بعضی از این روزها بعد از ظهرها بعد از ظهرها را روی مبل می گذرانیم و بازیهای سال 2010 را دوباره می بینیم. چند روز پیش برد 2 بر صفر شهرآورد را تماشا می کردیم و من به تامی که هیچوقت بازی من رو توی ورزشگاه ندید گفتم: ببین الان میلیتو چیکار می کنه. این ضربه آزاد پاندو رو ببین. را بررسی کنید. و بعد همدیگر رو در آغوش گرفتیم. تامی هشت سالشه و در مورد تاریخ ما رو مطالعه می کنه.

سال 1995 با کفش های فوتبالم در یک کیسه پلاستیکی وارد ایتالیا شدم و اکنون معاون رئیس این باشگاه هستم. سفر خارق العاده ای بوده، اما مسئولیت بزرگی را با خود به همراه دارد. هر چیزی که از روی میز کار من هست را مطالعه کرده ام ، قلب، تجربه و دانش خودم رو استفاده کردم. این کار پیچیده تر از زمانی که مجبور بودم دنبال توپ باشم، اما احساس خیلی خوبیه: هنوز این فرصت رو دارم که برای ساختن آینده این باشگاه مستقیم کار کنم. روی آینده متمرکز هستم و می خواهم که این مورد برای هواداران اینتر زیبا باشد.

بیایید به ساختن آینده ادامه دهیم. باهم.

Appendix B: Subtitle of the video on the main page

Here we are with Luciano Spalletti.

در خدمت آقای لوسیانو اسپالتی هستیم

We head home slightly disappointed untranslated

کمی ناامید به خانه بر میگردیم

because if there was a team that tried to win the game it was Inter.

چون اگه تیمی باشه که تلاش کرده و بازی رو بیره، اون تیم اینتر بوده

We clearly wanted nothing less than three points.

واضح بود که چیزی کمتر از سه امتیاز نمی خوایم

How do you see it? Was it a good draw

نظر شما چیه؟ مساوی رضایت بخش بود؟

or two points that we weren't able to obtain despite our best efforts?

دو امتیاز از دست دادیم برخلاف نهایت تلاشی که داشتیم. نظر شما چیه؟

We tried to take the game to them.

تلاش کردیم که روی بازی مسلط باشیم.

Our only thought was to try and win the game.

تلاش و بردن بازی رو فقط در ذهن داشتیم

We found ourselves up against a Roma side that caused problems for us.

در مقابل تیم رمی حاضر شدیم که برای ما مشکل ایجاد کرد

They held up well.

خوب مقاومت کردند

And when we managed to get into advantageous positions

و هر وقت که موقعیت گلزنی داشتیم

we failed to take the chances that presented themselves.

از اون ها استفاده نکردیم

So we have to settle for what we got.

پس به اون چیزی که بدست آوردیم باید بسنده کنیم

We weren't able to establish a two-goal lead, as we've done on other occasions.

توی بازی های دیگه دو گل جلو می افتادیم ولی توی این بازی موفق به این کار نشدیم

That would have given us a big enough advantage to cope with

وگرنه کار برامون خیلی راحت تر می شد

any lucky or unlucky occurrences that can happen, untranslated

تا با هر خوش شانسی یا بدشانسی که پیش می آید مقابله کنیم.

such as Brozovic's instinctive raising of the elbow

مثل دست بالا آوردن ناخودآگاه بروزوویچ

That's the way we are.

روش بازی کردن ما همینه

We're not always able to think clearly

نمی تونیم همیشه واضح فکر کنیم

and we end up hurting ourselves.

و در نهایت باعث ناراحتی خودمون می شیم

Sometimes we don't even try to understand.

بعضی وقت ها حتی نمی خواهیم متوجه بشیم

Brozovic, for example,

مثلا بروزوویچ

twice he chased down their goalkeeper after counter-attacks.

بعد از ضد حمله ها دو بار به سمت دروازه بان اونا رفت

100 metres to get there, 100 metres to come back.

100 متر رفت و 100 متر برگشت.

Then when he has to do something, often he does it very well

وقتی کاری می خواد انجام بده، معمولا خوب تمومش می کنه

but he needs those metres to do other things.

اما معمولا انرژی رو باید صرف کارهای دیگه هم بکنه

Occasionally he gets carried away chasing the ball

گاهها کنترل خودش رو از دست می ده و دنبال توپ نمی ره

and he uses up sprints, which affects the quality.

و فرارهایی هم رو که انجام میده روی کیفیت کار تاثیر می ذارن

Because when you're tired you lose quality.

چون وقتی خسته ای ، کیفیت میاد پایین

Umberto?

آقای اومبرتو

Evening, coach.

عصر بخیر آقای مربی

Does the excellent attitude and desire shown today

نگرش و نمایشی فوق العاده ای که امروز به نمایش گذاشته شد

give you the belief you'll get it right against Juventus and PSV?

به شما این اطمینان رو می ده که مقابل یوونتوس و پاریسن ژرمن برنده بشیم؟

We've never doubted that.

هیچوقت به این موضوع شک نکردیم

It's not just these next two games we have to face;

فقط این دو بازی نیستن که ما پیش رو داریم

there will be plenty more to play.

مسابقات زیاد دیگه ای هم هست

We need to get results, constantly,

باید بصورت مداوم نتیجه بگیریم

not just one, because otherwise the others are right up with you.

نه فقط یک بازی چون در غیر این صورت این دیگران هستند که بر ما غلبه خواهند کرد

As soon as you slip up the other teams gain ground on you

اگر خطایی از شما سر بزنه، دیگران بر شما چیره می شن.

because they're great teams and they win games too.

چون اونا هم تیم های خوبی هستن و بازی ها رو هم می برن

We go on about how good we are.

ماهم خوب بودن خودمان را ادامه می دهیم

We're all good-looking, tall, blond and with hair

همه ی ما خوشتیپیم، قد بلندیم، بلوندیم و مو داریم

But we're not. Because I'm here too and I'm bald.

نه اینطور نیست چون من اینجا هستم که منم کچلم

We are what we're able to do.

بر حسب توانایی هایمان در اینجا قرار داریم

It's easy to say we're a good team; we're this or we're that.

گفتن اینکه ما تیم خوبی هستیم ما اینیم ما اونیم راحتی

But the others laugh behind your back because if you don't go and prove it
اما دیگران پشت سر ما می خندن چون چون نمی تونیم اون چیزی که هستیم رو اثبات کنیم

There's no point insisting it's the case.

فایده ای هم نداره اصرار کنیم

You're only as good as the results you achieve.

نتایجی که میگیری نشون می دن چقد خوب هستی

You are what you do, the words you say,

شما بر اساس عملکرد و گفته هایت اینجا هستی

One last question.

بعنوان آخرین سوال

Since it's important for us to have you for the next game,

از اونجایی که برای ما مهمه شما رو در بازی بعد روی نیمکت ببینیم

Let's hope Rocchi's decision to send you away

خدا کنه که تصمیم روچی مبنی بر اخراج شما

for a reaction which I think was quite natural,

اونم برای یه واکنشی که فکر می کنم خیلی طبیعی بود

I mean we were breaking forward and it didn't look like there was much wrong,

منظورم اینه که کاملاً جلو کشیده بودیم و به نظر نمی رسید که کار اشتباهی می کنیم

Doesn't lead to serious consequences.

و اینکه نتیجه خاصی هم حاصل نشد

I didn't do anything really. I just spun around suddenly

کار خاصی نکردم. فقط یهو روم رو برگردوندم

because it was a really good chance for us to counter

چون موقعیت خوبی داشتیم برای ضد حمله

but Rocchi saw me doing that

اما روچی دید که اون کار رو کردم

and he was right.

حق هم داشت

So yeah, you have to go!

در نهایت اخراج

Seeing it again...

اگر دوباره بررسی کنیم هم

Ok, but it wasn't a lack of respect. It was like:

درسته ولی نشانه ی بی احترامی نبود مثل این بود که بگی

"Oh, what a shame he's blown a foul

یعنی چی؟ خطا گرفت؟

because we won the ball and were breaking forward."

چون ما صاحب توپ شدیم و داشتیم حمله می کردیم

His officiating was excellent, including on that occasion.

اداره کردن بازیش عالی بود مخصوصا تو اون صحنه

Appendix C: List of company web sites in 2020 Report Card

1. 3M	20. 1. 3M	39. Eli Lilly
2. ABB	2. ABB	40. Emirates
3. Accenture	3. Accenture	41. Enterprise
4. Adidas	4. Adidas	42. Ernst & Young
5. Adobe	5. Adobe	43. Facebook
6. Airbnb	6. Airbnb	44. FedEx
7. Alibaba	7. Alibaba	45. Ford
8. Allianz	8. Allianz	46. Four Seasons
9. Amazon	9. Amazon	47. GE
10. American Airlines	10. American Airlines	48. Gillette
11. American Express	11. American Express	49. GoDaddy
12. Apple	12. Apple	50. Goldman Sachs
13. Audi	13. Audi	51. Google
14. Autodesk	14. Autodesk	52. Gucci
15. Avis	15. Avis	53. Heineken
16. Axa	16. Axa	54. Hermès
17. Bayer	17. Bayer	55. Hertz
18. BBC	18. BBC	56. Hilton
19. BMW	19. BMW	57. Hitachi

- | | |
|-----------------------------|-------------------------|
| 58. Honda | 80. Lexus |
| 59. Honeywell | 81. LG |
| 60. Hotels.com | 82. Loréal |
| 61. HP | 83. Louis Vuitton |
| 62. HP Enterprise | 84. LUSH |
| 63. HSBC | 85. Marriott |
| 64. Huawei | 86. Mastercard |
| 65. Hyatt | 87. McDonald's |
| 66. Hyundai | 88. Mercedes |
| 67. IBM | 89. Merck |
| 68. IKEA | 90. Michelin |
| 69. Intel | 91. Microsoft |
| 70. InterContinental Hotels | 92. Mitsubishi Electric |
| 71. J&J | 93. Mont Blanc |
| 72. Jack Daniels | 94. Motorola |
| 73. Jehovah's Witnesses | 95. MUJI |
| 74. John Deere | 96. Nestlé |
| 75. KLM | 97. Netflix |
| 76. KPMG | 98. Nike |
| 77. Land Rover | 99. Nikon |
| 78. LEGO | 100. Nintendo |
| 79. Lenovo | 101. Nissan |

102. NIVEA	124.Starbucks
103.Oracle	125.Steelcase
104.Pampers	126.Subaru
105.Panasonic	127.Tecno (Transsion)
106.PayPal	128.Tesla
107.Pepsi	129.The Church of Jesus Christ of Latter-day Saints
108.Pfizer	130.Thomson Reuters
109.Philips	131.Tiffany
110.Pitney Bowes	132.Toshiba
111.Porsche	133.Toyota
112.Procter & Gamble	134.Trip.com (Ctrip)
113.PwC	135.TripAdvisor
114.Roku	136.Trivago
115.Rolux	137.Twitter
116.Royal Caribbean	138.Uber
117.Salesforce	139.United Airlines
118.Samsung	140.UPS
119.Sanofi	141.Visa
120.SAP	142.Volkswagen
121.Siemens	143.Volvo Cars
122.Sony	144.Walmart
123.Spotify	145.Western Union

146.Wikipedia

147.Wordpress

148.Xerox

149.Xiaomi (Mi)

150.Zar

Appendix D: Questionnaire used for TQA (in Persian)

به نظرسنجی پژوهشی درک مطلب متون ترجمه شده ی فوتبالی خوش آمدید.

این نظرسنجی در نظر دارد تا دیدگاه خوانندگان متون فوتبالی ترجمه شده ی تارنمای باشگاه اینتر میلان را در خصوص سختی یا آسانی آن ها بداند

لازم به ذکر است که این متون از انگلیسی به فارسی ترجمه شده اند.

متون زیر را با دقت خوانده و میزان سختی یا آسانی آن ها را نسبت به موارد تعیین شده انتخاب کنید.

بسیار خوب. پیش از شروع مایلم چند سوال کوتاه از شما بپرسم.

1. اسم کامل شما چیست؟

2. جنسیت شما چیست؟

مرد _____ زن _____ سایر _____

3. کشور محل اقامت شما کجاست؟

بسیار خوب. زمان شروع فرا رسیده است.

4. جام حذفی ایتالیا (کوپا ایتالیا) 19-2018: اینتر – بنونتو مرحله یک شانزدهم

تیم شهر کامپانیا از ورزشگاه جوزپه مئازا برای اولین مسابقه ی سال 2019 از نراتزوری ها دیدن خواهد کرد .

میلان – نخستین رقابت سال 2019 نراتزوری ها، دیداری در مرحله ی یک هشتم نهایی جام حذفی خواهد

بود. پس از پیروزی یک بر صفر مقابل چیتادلا، تیم بنونتو در رقابت تک حذفی به ورزشگاه جوزپه مئازا

خواهد آمد، جایی که صعود آن ها را به مرحله ی یک چهارم نهایی به خطر می اندازد.

اطلاعات کلی	خیلی آسان	آسان	معمولی	دشواری	خیلی دشوار
اطلاعات کلی	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
اطلاعات جزئی	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
هدف متن	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
واژگان متن	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
اندازه ی جملات	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. موسسه ی خیریه ی اینتر کامپوس ایران: محصول کار تیمی

در اولین ماموریت در خاک ایران، با سازمان ها، شرکا و باشگاه هواداران در تهران جلساتی در خصوص طرح ها برگزار شد

دو دنیای متفاوت اما محصور شده در یک شهر به فاصله ی دو ساعت رانندگی از هم فاصله دارند. میزبانان ما آپارتمانی برای هییت باشگاه اینتر در شمال شهر و نزدیک به کوه ها تهیه کرده اند. این مکان، فضای مناسبیست برای جلساتی که با خیرین احتمالی طرح ها خواهیم داشت. اما جنوب شهر تهران، شهر ری، جایی که دست کم 200 متر ارتفاع پایین تری داشته، از شمال شهر 20 کیلومتر فاصله دارد. اینجا جایبست که هر روز برای کمک به 80 کودک به آنجا می رویم؛ کودکانی که عضو موسسه ی خیریه ی پاپلی خلعتبری هستند.

اطلاعات کلی	خیلی آسان	آسان	معمولی	دشواری	خیلی دشوار
اطلاعات کلی	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
اطلاعات جزئی	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
هدف متن	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
واژگان متن	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
اندازه ی جملات	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. باشگاه فوتبال اینتر به عنوان یکی از موفق ترین تیم های فوتبال شناخته شده در سطح جهانی در سال

1908 افتتاح شد. افتخارات باشگاه عبارت است از:

18 قهرمانی در سری آ

7 قهرمانی در جام حذفی

5 قهرمانی در سوپر جام

3 قهرمانی در جام یوفا

2 قهرمانی در جام اروپا

1 قهرمانی در جام باشگاه های اروپا

2 قهرمانی در جام بین قاره ای

1 قهرمانی در جام باشگاه های جهان

اینتر یکی از هفت تیمی است که توانسته هر سه جام حذفی، سری آ و باشگاه های جهان را در یک سال (2010) از آن خود کند. همچنین، تاریخ 110 ساله ی باشگاه نشان می دهد که اینتر تنها تیمی بوده هیچگاه به لیگ های پایین تر سقوط نکرده است.

خیلی آسان	آسان	معمولی	دشوار	خیلی دشوار	اطلاعات کلی
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اطلاعات کلی
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اطلاعات جزئی
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	هدف متن
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	واژگان متن
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اندازه ی جملات

7. تمجید یوفا از موسسه ی خیریه ی اینتر کامپوس

نیون – هییت امنای بنیاد کودکان یوفا تحت ریاست الکساندر چفرین، رییس یوفا، روز جمعه در خانه ی فوتبال اروپا دیدار کردند. در این جلسه بود که لیست برندگان پروژه های کمک به حفاظت بیشتر از حقوق کودکان به کمک ورزش اعلام شد. و از میان طرح های پیشنهادی، موسسه ی اینتر کامپوس از جمله ی برندگان بود. این همکاری با حمایت یوفا در سال 2019 برای کمک به تقویت فعالیت ها در ونزولا صورت خواهد گرفت. جایی که اینتر کامپوس از سال 2010 بویژه در شهر کاراکاس حضور داشته است. درحالیکه مواد خوراکی و فعالیت های تفریحی خارج از زمین برای کودکان این پروژه تامین می شود، هدف مشترک طرح این است تا حق بازی برای آنان تضمین شود. این رویداد در کشوری رخ می دهد که در حال حاضر با مشکلات بسیار سخت اجتماعی اقتصادی مواجه است. کارلوتا موراتی، مدیر موسسه ی اینتر کامپوس، گفت: زمانی که تصمیم گرفتیم هدف خود را بر روی طرح ونزولا متمرکز کنیم، فقط بخاطر شرایط جدی این کشور بود. وی افزود: برای ما مهم است نسبت به استقامت و عزم خود جدیت داشته و در قبال همکاران خود متعهد باشیم.

خیلی آسان	آسان	معمولی	دشواری	خیلی دشوار	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اطلاعات کلی
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اطلاعات جزئی
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	هدف متن
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	واژگان متن
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اندازه ی جملات

8. ایکاری دو جایزه ی برترین های فوتبال ایتالیا را از آن خود کرد

جایزه ی بهترین بازیکن و بهترین گل فصل به کاپیتان رسید.

میلان - هشتمین دوره ی مراسم برترین های فوتبال سال ایتالیا با عنوان گرن گالا دل کالچو شبی رویایی را برای ماورو ایکاری رقم زد. کاپیتان نراتزوری ها بعنوان زننده ی بهترین گلی انتخاب شد که با ضربه ی تمام کننده ی پشت پا مقابل سمپدوریا به ثمر رساند. بازی که روز 27 فروردین با نتیجه ی 5 صفر به سود اینتر به اتمام رسید. در نهایت مراسم با انتخاب ماورو ایکاری بعنوان بازیکن سال 2017-18 پایان یافت.

خیلی آسان	آسان	معمولی	دشواری	خیلی دشوار	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اطلاعات کلی
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اطلاعات جزئی
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	هدف متن
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	واژگان متن
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	اندازه ی جملات

با تشکر از شرکت شما در این پروژه ی تحقیقاتی

Questionnaire Used for TQA (in English)

WELCOME TO THIS SURVEY ON THE COMPREHENSIBILITY OF TRANSLATED FOOTBALL TEXTS.

This questionnaire aims to explore the Iranian reader's perceptions of the ease or difficulty levels of the translated football contents of FC Inter Milan website from English into Persian.

Read the following texts carefully and decide the level of ease or difficulty for each item given.

OK! Before we start, I'd like to ask you a few questions.

1. What's your full name?

2. What's your gender?

Male ____

Female ____

Other ____

3. What is the country of your residence?

OK! Let's get started!

4.

جام حذفی ایتالیا (کوپا ایتالیا) 2018-19: اینتر – بنونتو مرحله یک شانزدهم

تیم شهر کامپانیا از ورزشگاه جوزپه مائتزا برای اولین مسابقه ی سال 2019 از نراتزوری ها دیدن خواهد کرد .

میلان – نخستین رقابت سال 2019 نراتزوری ها، دیداری در مرحله ی یک هشتم نهایی جام حذفی خواهد بود. پس از پیروزی یک بر صفر مقابل چیتادلا، تیم بنونتو در رقابت تک حذفی به ورزشگاه جوزپه مائتزا خواهد آمد، جایی که صعود آن ها را به مرحله ی یک چهارم نهایی به خطر می اندازد.

	Very easy	Easy	Noderate	Difficult	Very difficult
General idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detailed idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vocabulary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentence length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.

موسسه ی خیریه ی اینترنت کامپوس ایران: محصول کار تیمی

در اولین ماموریت در خاک ایران، با سازمان ها، شرکا و باشگاه هواداران در تهران جلساتی در خصوص طرح ها برگزار شد

دو دنیای متفاوت اما محصور شده در یک شهر به فاصله ی دو ساعت رانندگی از هم فاصله دارند. میزبانان ما آپارتمانی برای هییت باشگاه اینترنت در شمال شهر و نزدیک به کوه ها تهیه کرده اند. این مکان، فضای مناسبیست برای جلساتی که با خیرین احتمالی طرح ها خواهیم داشت. اما جنوب شهر تهران، شهر ری، جایی که دست کم 200 متر ارتفاع پایین تری داشته، از شمال شهر 20 کیلومتر فاصله دارد. اینجا جایبست که هر روز برای کمک به 80 کودک به آنجا می رویم؛ کودکانی که عضو موسسه ی خیریه ی پاپلی خلعتبری هستند.

	Very easy	Easy	Noderate	Difficult	Very difficult
General idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detailed idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vocabulary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentence length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6.

باشگاه فوتبال اینترنت به عنوان یکی از موفق ترین تیم های فوتبال شناخته شده در سطح جهانی در سال 1908 افتتاح شد. افتخارات باشگاه عبارت است از:

- 18 قهرمانی در سری آ
- 7 قهرمانی در جام حذفی
- 5 قهرمانی در سوپر جام
- 3 قهرمانی در جام یوفا
- 2 قهرمانی در جام اروپا
- 1 قهرمانی در جام باشگاه های اروپا
- 2 قهرمانی در جام بین قاره ای

1 قهرمانی در جام باشگاه‌های جهان

اینتر یکی از هفت تیمی است که توانسته هر سه جام حذفی، سری آ و باشگاه‌های جهان را در یک سال (2010) از آن خود کند. همچنین، تاریخ 110 ساله ی باشگاه نشان می دهد که اینتر تنها تیمی بوده هیچگاه به لیگ های پایین تر سقوط نکرده است.

	Very easy	Easy	Noderate	Difficult	Very difficult
General idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detailed idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vocabulary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentence length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.

تمجید یوفا از موسسه ی خیریه ی اینتر کامپوس

نیون – هیئت امنای بنیاد کودکان یوفا تحت ریاست الکساندر چفرین، رییس یوفا، روز جمعه در خانه ی فوتبال اروپا دیدار کردند. در این جلسه بود که لیست برندگان پروژه های کمک به حفاظت بیشتر از حقوق کودکان به کمک ورزش اعلام شد . و از میان طرح های پیشنهادی، موسسه ی اینتر کامپوس از جمله ی برندگان بود. این همکاری با حمایت یوفا در سال 2019 برای کمک به تقویت فعالیت ها در ونزولا صورت خواهد گرفت. جایی که اینتر کامپوس از سال 2010 بویژه در شهر کاراکاس حضور داشته است. درحالیکه مواد خوراکی و فعالیت های تفریحی خارج از زمین برای کودکان این پروژه تامین می شود، هدف مشترک طرح این است تا حق بازی برای آنان تضمین شود. این رویداد در کشوری رخ می دهد که در حال حاضر با مشکلات بسیار سخت اجتماعی اقتصادی مواجه است. کارلوتا موراتی، مدیر موسسه ی اینتر کامپوس، گفت: زمانی که تصمیم گرفتیم هدف خود را بر روی طرح ونزولا متمرکز کنیم، فقط بخاطر شرایط جدی این کشور بود. وی افزود: برای ما مهم است نسبت به استقامت و عزم خود جدیت داشته و در قبال همکاران خود متعهد باشیم .

	Very easy	Easy	Noderate	Difficult	Very difficult
General idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detailed idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vocabulary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentence length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8.

ایکاردی دو جایزه ی برترین های فوتبال ایتالیا را از آن خود کرد
جایزه ی بهترین بازیکن و بهترین گل فصل به کاپیتان رسید.

میلان - هشتمین دوره ی مراسم برترین های فوتبال سال ایتالیا با عنوان گرن گالا دل کالچو شبی رویایی را
برای ماورو ایکاردی رقم زد. کاپیتان نراتزوری ها بعنوان زننده ی بهترین گلی انتخاب شد که با ضربه ی تمام
کننده ی پشت پا مقابل سمپدوریا به ثمر رساند. بازی که روز 27 فروردین با نتیجه ی 5 صفر به سود اینتر به
اتمام رسید. در نهایت مراسم با انتخاب ماورو ایکاردی بعنوان بازیکن سال 2017-18 پایان یافت.

	Very easy	Easy	Noderate	Difficult	Very difficult
General idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detailed idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vocabulary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentence length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your participation.

Appendix E: Web site localization texts in English and their translation into Persian

Text 1 (English)

The excerpt below is from the article “Website Localization and Translation”

(part 1) by Peter Sandrini:

Functional Perspective

Some general introductions to translation studies have already tried to include the area of Web localization but with rather short and relatively modest results. Williams/Chesterman (2002) see the following research areas: "establish the current practice, investigate the effect of website constraints and user demands on translator's decisions both on the micro and macro level, evaluate the product, explore the feasibility of using controlled languages into website design to facilitate translation". As there are still some doubts about using controlled languages for websites in view of the heterogeneity of web documents and the strong expressive character of web advertising texts, authors stress the role of web text features, esp. the role of user demands and their consequences on the decisions of the translator. User demands bring us back to the definition of website localization in which a website should be made linguistically and culturally appropriate to the target locale. On the one hand side there are user demands from the ultimate readers of the target text, i.e. the localized version of the website. The readers want to read the web page in their own language, and expect clear and understandable information and not be culturally offended by language, images, colors, and so on. On the other side hand there are the client's goals which concentrate on what the company, institution or individual wants to

achieve with the new website version. This purpose could be entirely different for the new foreign language website version than that for the source language website which will influence the translation or adaptation process as a whole. With these problems in mind, we suggest a new definition for website localization referring to the overall purpose of the new language version as the process of modifying a website for a specific locale according to the goals outlined by the client. Building a multilingual website implies a considerable effort with a clear-cut objective in mind. If we look at companies and international organizations, the communicative intention of their websites is closely related to their international marketing strategy. The international marketing strategy does not only decide upon about sales policies in foreign countries but also on image campaigns and publicity. A website is a medium by which new foreign customers, partners or people in general can be reached. International Marketing sets the overall goals of the new website for a foreign market or, more in general terms, for a foreign readership, i.e. what the new website is for and what should be achieved with the new language version in terms of corporate image or branding for example. Furthermore, an overall website publishing strategy has to be set up which has to answer the following questions: Does the website serve publicity reasons? Does the company want to sell products on the web (e-commerce) and if so, what kind of products? Is the website meant for customer interaction and customer support? For an international company its international marketing goals can be related to the choice of languages used for the website.

An empirical study conducted by a Swedish researcher Theo Schewe (2001: 205) establishes a close link between the marketing policy of a company and the choice of languages for its Web presence. The study presented a classification of “web site language design strategies” where Schewe distinguishes three general types of websites: monolingual, bilingual and multilingual websites. Within each type, the choice of languages reveals a certain type of marketing strategy that stretches from the domestic marketing strategy with a monolingual website in the native language to the global player strategy with a central website in English or the native language with independent local websites in other languages. Such global strategies not only determine the choice of languages and the design strategies but also have a decisive influence on the translation strategy and can be summarized as follows:

Website localization is a function of the international marketing strategy

International strategic marketing strategies formulate an international company’s commitments in another country or the expectations from a foreign readership. All this is vital information for the localizer/translator and s/he should insist explicitly on getting this information from the client along with the translation assignment. Christiane Nord uses the term ‘translation brief’ (Nord 1997) referring to the basic information and instructions supplied in detail by the client. 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**

The most important factor for an overall translation strategy is to establish the general purpose of the new foreign-language website: What are the aims of the client? Why does he want to set up a foreign language website? What does he expect from it? The source text, the original website is just the point of departure for the localization project, which must be checked with the pre-defined aims of the client. The focus on the communicative intention is nothing new for translators: Functional approaches in translation studies have been stressing this for a long time. Most criticism of the Skopos theory focused on the fact that it is not equally suited for all translational situations. For website localization, however, it is obviously of overall importance to take into account the function which „has to be negotiated between the client and the translator“ (Nord 1997: 35). The target text, i.e. the new foreign language website and its function are the primary focus. For the success of a localization project the pre-defined objectives of the company for the new website must be met. Any correspondence with the source text is of minor importance.

For the localization to be successful it is advisable to specify the client's purpose of the new website explicitly and have it documented in a translation brief at the very beginning of the localization project. Included in the briefing should be the client and with Her/his organization, the management and/or marketing staff, not

necessarily the IT experts who are responsible for the practical implementation of the website and can be included at a later stage. Steps in this direction are already implemented in the DIN standard 2345 for translation assignments. The clearer the assignment, the easier is the quality control after completion of the localization process. In the translation process, the communicative function is specified by the company or the organization represented by the website, less so by the web author who does the practical job of setting up the website and in most cases is an IT expert. The relation between the owner of a website and the web author could pose some problems on the monolingual level which of course can be avoided or at least weakened when the intended purpose of the website is made explicit. On the multilingual level, specifying the translation purpose is a necessity as the purpose determines the translation and localization strategy. Therefore, a close cooperation between different experts will be necessary as part of the translation process, i.e. the management defines global aims, international marketing experts refine these aims and state a global purpose for each market and the respective foreign language website, web authors set up a website, and the localizer adapts it taking into account the given purpose for local markets. In a best practices scenario the client has made a strategy explicit according to the conditions above, but in practice many companies and international organizations lack a global, consciously chosen strategy for a multilingual web presence. In many cases a website has evolved gradually and slowly with the company or with an organization, and a de facto situation exists (cf. Rose Lockwood's (2000: 15 cf.

below) with three main strategies for the management of multilingual and multicultural content. Let us look at these de facto strategies employed when organizing a global website according to the three different approaches outlined by Lockwood (2000: 15): 1. The monarchist approach with central control over the content where content is translated but seldom adapted. The result is a website which is not sensitive to local markets.

2. The anarchist approach with multiple local sites without coordination, each using a different design. In this case there will be high costs and no corporate strategy.

3. The federalist or subsidiary approach which is a compromise between the first two strategies as it integrates global, regional and local content (GRL). Global content is produced centrally, translated and used internationally; regional content is also translated and used in a regional context whereas local content will be produced locally in the local language without the need for translation.

The monarchist approach in translation is prominent: The whole website is translated. The methodology implemented is unclear, generally referred to the translation of web pages, an approach in line with traditional translation strategies - with the only exception that hypertext pages (HTML) must be translated. This however, involves a few technical questions regarding the characteristics of HTML-documents with no special change in translation strategy. This approach is typical for bilingual territories and centralized international organizations. The

anarchist approach seldom involves any translation as the whole content is produced independently and locally. It is only in the federalist or subsidiary approach that localization becomes relevant as global and regional content must be adapted/localized/translated for use in different countries. Whatever the approach of the company may be, the most important aspect of translation as a service provider is to integrate translation as much as possible into the information and publishing cycles of the company or organization. One way of achieving this is by clearly defining the purpose of the translation assignment. Another way could be cooperating with the client and discussing general strategies.

Text 1 (Persian)

چشم انداز عملکردی

برخی از معرفی های کلی در مطالعات ترجمه سعی کرده اند حوزه بومی سازی وب را در بر بگیرد اما نتایج کوتاه و نسبتاً متوسط ویلیامز/چسترمن (2002) حوزه های تحقیقاتی زیر را نشان می دهد: «ایجاد رویه جاری، تحقیقات درباره تاثیر محدودیت های وب سایت و تقاضاهای کاربر روی تصمیمات مترجم در هر دو سطح خرد و کلان، ارزیابی محصول، بررسی امکان پذیر بودن استفاده از زبان های کنترل شده در طراحی وب سایت برای تسهیل ترجمه». از آنجا که هنوز تردیدهایی درباره استفاده از زبان های کنترل شده برای وب سایت ها از نظر ناهمگونی اسناد وب و ویژگی بیانگر قوی متون تبلیغاتی وجود دارد، محققان بر روی نقش ویژگی های متنی وب تاکید دارند، بویژه نقش تقاضاهای کاربر و پیامدهای آنها روی تصمیمات مترجم.

تقاضاهای کاربر ما را به تعریف بومی سازی وب سایت باز می گرداند که در آن یک وب سایت باید از نظر زبانی و فرهنگی برای محل مقصد مناسب باشد. از یک سو تقاضاهای کاربر از خوانندگان نهایی متن مقصد، یعنی نسخه بومی سازی شده وب سایت، وجود دارند. خوانندگان می خواهند صفحه وب را به زبان خود بخوانند، و اطلاعات شفاف و قابل درکی را انتظار دارند، و نمی خواهند از نظر فرهنگی با زبان، تصاویر، رنگ ها، و غیره به آنها اهانت شود.

از طرف دیگر اهداف مشتری وجود داشته که روی این امر تمرکز دارند که شرکت، نهاد یا فرد قصد دارد با نسخه جدید وب سایت به چه چیزی دست یابد. این هدف می تواند برای نسخه وب سایت زبان خارجی جدید کاملاً متفاوت از وب سایت زبان مبدا باشد که بر روی ترجمه یا فرآیند سازگارسازی به عنوان یک کل تاثیرگذار خواهد بود.

با توجه به این مشکلات، ما تعریف جدیدی را برای بومی سازی وب سایت ارائه کرده، هدف کلی نسخه زبان جدید را به عنوان **فرآیند تغییر دادن یک وب سایت برای یک محل خاص طبق اهداف تعیین شده توسط مشتری می نامیم.**

ساختن یک وب سایت چند زبانه به معنی یک تلاش قابل ملاحظه همراه با یک هدف روشن در ذهن است. اگر به شرکت ها و سازمان های بین المللی نگاه کنیم، قصد ارتباطاتی وب سایت های آنها ارتباط نزدیکی با استراتژی بازاریابی بین المللی آنها دارد. استراتژی بازاریابی بین المللی تنها در مورد سیاست های فروش در کشورهای خارجی تصمیم گیری نمی کند بلکه در مورد کارزارهای وجه و تبلیغات نیز تصمیم گیری می کند. یک وب سایت رسانه ای است که با آن می توان با مشتریان، شرکاء خارجی جدید یا افراد در کل ارتباط برقرار کرد. بازاریابی بین المللی اهداف کلی وب سایت جدید برای یک بازار خارجی یا، به بیان کلی تر، برای یک شمار خواننده خارجی، را تعیین می کند، یعنی وب سایت جدید برای چیست و با نسخه زبان جدید از نظر به عنوان مثال وجه شرکتی یا برند سازی چه چیزی باید بدست آید. علاوه بر این، یک استراتژی نشر وب سایت کلی باید ایجاد شود که باید به سوال های زیر پاسخ دهد: آیا وب سایت در خدمت دلایل تبلیغات است؟ آیا شرکت قصد دارد در وب محصولات بفروشد (تجارت الکترونیکی) و ارگ چنین است، چه نوع محصولاتی؟ آیا هدف از وب سایت برای تعامل با مشتری و پشتیبانی از مشتری است؟

برای یک شرکت بین المللی اهداف بازاریابی بین المللی آن می توانند به انتخاب زبان هایی مربوط باشند که برای وب سایت استفاده می شوند. یک مطالعه تجربی انجام شده توسط یک محقق سوئدی به نام تئو شوی (2001:205) پیوند نزدیکی را بین سیاست بازاریابی یک شرکت و انتخاب زبان ها برای حضور وب آن تعیین می کند. این مطالعه یک طبقه بندی از «استراتژی های طراحی زبان وب سایت» را ارائه کرد که در آن شوی سه نوع کلی از وب سایت های را متمایز می کند: وب سایت های

تک زبانه، دو زبانه و چند زبانه. در درون هر نوع، انتخاب زبان ها نوع خاصی از استراتژی بازاریابی را نمایان می کند که دامنه آن از استراتژی بازاریابی داخلی با یک وب سایت تک زبانه به زبان بومی تا استراتژی نقش آفرین جهانی با یک وب سایت مرکزی به زبان انگلیسی یا زبان بومی با وب سایت های محلی مستقل به زبان های دیگر است.

چنین استراتژی های جهانی نه تنها انتخاب زبان و طراحی استراتژی ها را تعیین می کنند، بلکه روی استراتژی ترجمه تاثیر تعیین کننده ای داشته می توان آنها را به نحو زیر خلاصه کرد:

بومی سازی وب سایت تابعی از استراتژی بازاریابی بین المللی است

استراتژی های بازاریابی استراتژیک بین المللی ارتباطات یک شرکت در یک کشور دیگر یا انتظارات از یک شمار خوانندگان خارجی را فرمول بندی می کنند. تمام این ها اطلاعات ضروری ای برای بومی ساز/مترجم هستند و او باید به صراحت برای دریافت این اطلاعات از مشتری همراه با واگذاری ترجمه اصرار کند. کریستین نورد از واژه «جلسه توجیهی ترجمه» (نورد 1997) استفاده می کند که به اطلاعات و دستورالعمل های اساسی ای اشاره می کند که با جزئیات توسط مشتری ارائه می شوند. بنابراین، دستورالعمل کلی برای یک پروژه بومی سازی وب باید به شکل زیر قرائت شود:

بومی سازی/ترجمه به نحوی که اهداف مشتری را بتوان با موفقیت با وب سایت زبان

خارجی جدید پیاده کرد

مهمترین عامل برای یک استراتژی ترجمه کلی تعیین هدف کلی وب سایت زبان خارجی جدید است: اهداف مشتری کدامند؟ چرا او می خواهد یک وب سایت زبان خارجی را ایجاد کند؟ چه انتظاری از آن دارد؟ متن مبدا، وب سایت اصلی تنها نقطه عزیمت برای پروژه بومی سازی است، که باید با اهداف از پیش تعیین شده مشتری بررسی شود.

تمرکز روی قصد ارتباطاتی چیز جدید برای مترجمان نیست: رویکردهای عملکردی در مطالعات ترجمه مدت هاست بر روی این مسئله تاکید دارند. بخش اعظم نقد نظریه اسکوپوس روی این واقعیت تمرکز داشت که به شکل برابر برای تمام موقعیت های ترجمه ای مناسب نبود. با این حال، برای بومی سازی وب سایت توجه به عملکرد که «باید بین مشتری و مترجم مذاکره شود» (نورد 1997: 35) مسلماً از اهمیت کلی ای برخوردار است. متن مقصد، یعنی وب سایت زبان خارجی جدید و عملکرد آن تمرکز اصلی هستند. برای موفقیت یک پروژه بومی سازی اهداف از پیش تعیین شده شرکت برای وب سایت جدید باید تامین شوند. هر گونه تناظر با متن مبدا اهمیت جزئی ای دارد.

برای اینکه بومی سازی موفقیت آمیز شود قابل توصیه است که هدف مشتری از وب سایت جدید به صراحت مشخص شود و آن در جلسه توجیهی ترجمه در ابتدای پروژه بومی سازی مستند شود. در این جلسه توجیهی مشتری و به همراه سازمان او، مدیریت و/یا کارکنان بازاریابی حضور داشته باشند، نه الزاماً متخصصان IT که مسئول پیاده سازی عملی وب سایت هستند و می توانند در مرحله بعدی وارد شوند. گام ها برای این جهت قبلاً در استاندارد DIN شماره 2345 برای وظایف ترجمه پیاده شده اند. هر چه وظیفه روشن تر باشد، کنترل کیفی پس از اتمام فرآیند بومی سازی آسان تر است.

در فرآیند ترجمه، نقش ارتباطاتی توسط شرکت یا سازمان مشخص می شود که توسط وب سایت، و کمتر از این توسط نویسنده ای نمایندگی می شود که کار عملی ایجاد وب سایت را انجام می دهد و در بیشتر موارد یک متخصص IT است. رابطه بین مالک یک وب سایت و نویسنده وب می تواند مشکلاتی را در سطح تک زبانه ایجاد کند که البته می توان زمانی که هدف مورد نظر وب سایت صریح شود از آنها اجتناب کرد یا دست کم آنها را ضعیف کرد. در سطح چند زبانه، مشخص کردن قصد ترجمه یک ضرورت است زیرا قصد استراتژی ترجمه و بومی سازی را تعیین می کند. بنابراین، یک همکاری نزدیک بین متخصصان مختلف به عنوان بخشی از فرآیند ترجمه ضروری خواهد بود، یعنی مدیریت

اهداف جهانی را تعیین می کند، متخصصان بازاریابی بین المللی این اهداف را پالایش می کنند و یک قصد جهانی را برای هر بازار و وب سایت زبان خارجی مربوطه بیان می کنند، نویسندگان وب یک وب سایت را ایجاد می کنند، و بومی ساز آن را با توجه به قصد معین برای بازارهای محلی سازگار می کند. در سناریو بهترین رویه ها، مشتری یک استراتژی را طبق شرایط بالا تصریح کرده است، اما در عمل بسیاری از شرکت ها و سازمان های بین المللی فاقد یک استراتژی جهانی، انتخاب شده به شکل آگاهانه برای یک حضور وب چند زبانه هستند. در بسیاری از موارد، یک وب سایت به تدریج تکامل و آهسته با شرکت یا با یک سازمان تکامل یافته است، و یک وضعیت بالفعل با سه استراتژی اصلی برای مدیریت محتوای چند زبانه و چند فرهنگه موجود است (مراجعه شود به رز لوک وودز (2000: 15) مراجعه شود به زر). اجازه دهید به این استراتژی های بالفعل در زمان سازماندهی کردن یک وب سایت جهانی مطابق با سه رویکرد مختلف ذکر شده توسط لوک وود (2000: 15) نگاه کنیم:

1. رویکرد مونارکیست (سلطنت طلب) با کنترل مرکزی روی محتوا که در آن محتوا ترجمه می شود اما به ندرت سازگار می شود. نتیجه وب سایتی است که به بازارهای محلی حساس نیست.
2. رویکرد آنارشیست همراه با چندین سایت محلی بدون هماهنگی، هر یک طراحی متفاوتی را استفاده می کنند. در این صورت، هزینه های بالا و عدم استراتژی شرکتی وجود خواهد داشت.
3. رویکرد فدرالیست یا فرعی که حد وسط بین دو استراتژی اول است زیرا محتوای جهانی، منطقه ای و محلی (GRL) را ادغام می کند. محتوای جهانی به شکل مرکزی تولید می شود، به شکل بین المللی ترجمه و استفاده می شود؛ محتوای منطقه ای نیز در یک بافت منطقه ای ترجمه و استفاده می شود در حالی که محتوای محلی به شکل محلی به زبان محلی بدون نیاز به ترجمه تولید خواهد شد.

رویکرد مونارکیست در ترجمه غالب است: کل وب سایت ترجمه می شود. روش اجرا شده مشخص نیست، در کل به آن ترجمه صفحات وب گفته می شود، رویکردی در راستای استراتژی های ترجمه سنتی – تنها با این استثناء که صفحات ابر متن (هایپر تکست) (HTML) باید ترجمه شوند. با این حال، این شامل تعدادی سوال فنی در خصوص ویژگی های اسناد HTML بدون هیچ تغییر خاصی در استراتژی ترجمه است. این رویکرد معمولاً برای قلمروهای دو زبانه و سازمان های بین المللی متمرکز است.

رویکرد آنارشیست به ندرت شامل هر گونه ترجمه می شود زیرا کل محتوا به شکل مستقل و محلی تولید می شود.

تنها در رویکرد فدرالیست یا فرعی است که بومی سازی مرتبط می شود زیرا محتوای جهانی و منطقه ای باید برای استفاده در کشورهای مختلف سازگار/بومی/ترجمه شود. رویکرد شرکت هر چه که باشد، مهمترین جنبه از ترجمه به عنوان یک ارائه کننده خدمات ادغام کردن ترجمه تا حد امکان با اطلاعات و چرخه های انتشار شرکت یا سازمان است. یک روش دستیابی به این امر از طریق تعریق دقیق قصد وظیفه ترجمه است. روش دیگر می تواند همکاری کردن با مشتری و مذاکره کردن درباره استراتژی های کلی باشد.

Text 2 (English)

The excerpt below is from the article “Website Localization and Translation”

(part 2) by Peter Sandrini:

Business aspects

The economic aspect of translating websites is the most important for the client.

It is here that technology comes in and translation technology has indeed a lot to

offer. It must be stressed, though, that translation technology profits from long term planning and long term investment. A terminology data base, a translation memory are tools that must be serviced over a long period of time to become really useful resources. The same holds true for a content management system with standardized paragraphs of text and the newer global content management systems with multilingual support incorporating terminology and translation memories.

On the one hand we can see a convergence of content management, web publishing, print publishing and database publishing, where documents will be split up into knowledge items or small chunks of text which can be reused for different purposes, e.g. in manuals, on line help texts, customer support files, websites, etc. On the other hand there is a convergence of translation and multilingual web publishing in the sense that translation will be integrated into multilingual web publishing. Consequently, translators won't need to interfere with HTML or XML or whichever mark-up language, for the software will do the job. As content management, terminology databases and translation memory systems integrate into global content management systems (GCMS or GMS); translators will deal with just one software environment. Localization and translation cost money. This is evident, but it is much less evident that it costs more money. If done independently of all other authoring and publishing activities, i.e. it costs money if it is integrated into information and publishing

cycles, if multilingual support in general is planned for from the beginning on a long term basis, and if multilingual tools are set up within the company or organization. Translation as a cost factor has been discussed within the transaction cost model by Pym (1995 and later) and others: it states that the mutual benefits for the communication partners must be higher than the costs for translation, otherwise there would be no more translation assignment. Translators should be well advised not to leave such economic reasoning to the client, because not always is the client well informed about costs and benefits of translation or localization projects. By drawing the clients' attention to this aspect and by giving them good advice, the translator/localizer may establish a good basis for a medium to long-term relationship with his client - opening the client's eyes to his role in successful multilingual communication. Applying simple Return on Investment (ROI) calculations when planning a web localization could be of great help. The ROI describes the relation between the investment put into multilingualism and the resulting benefits for the company or organization such as the opening of a new market, savings in customer support or an increase in e-commerce revenues, and so on. The client needs to get the corresponding economic Fig.s from her/his own company. With the help of a short list of questions the client could be made aware of possible costs and benefits:

- Does the new market need your products/services?
- Can they afford your products?

- How can consumers pay?
- Are market growth rate and revenue potential Fig.s available? (GDP, GDP-growth rates)
- Internet usage – digital divide
- Product delivery?
- Customer and product support? (staff resources)
- Cost of website localization?
- Cost of website maintenance?
- Compatibility of computer systems?
- Any legal or regulatory issues?

These questions should always be discussed in a meeting or briefing at the very beginning of a localization project. Although most of these questions are of a purely economic nature, and although the client, the company or the organization, has to find the answers with the help of the respective staff, sales and marketing people, as well as financial advisers, it is the responsibility of a good service provider to underline their importance as a sound basis for the success of the project. In the end the success of a foreign language website - and consequently of the whole localization effort - will be measured by these standards. The localizer has to present himself to the client as a provider of solutions who helps the company achieve its aims and not just as an outsider who costs a lot of money and causes a lot of problems. In order to achieve this,

traditional training models and curricula must be adapted to cater for a new image of the localization expert. Defining training requirements in the light of recognized professional practice accounts would also require the integration of the following skills:

- Basic knowledge of international marketing
- Business models of localization and multilingual information management
- Strong emphasis on translation technology (terminology management, translation memory, and content management) as website localization could be a technological challenge for translators.

Summary

Localization has evolved in the past 15 years into an important industry with a few global players, whereas translation still remains in many aspects a fragmented field of free-lancers' website localization poses new challenges to translators and translation studies. In particular, the function of the localized website is closely related to economic and business strategies, hence the overall importance and impact of international marketing on foreign language website creation and consequently on website localization. Translators and localizers have to address these requirements in their work. This makes explicit translation or localization assignments indispensable and includes business models for localization to assure successful translation. The big advantage that translation has is a wide area of academic research, something

that localization lacks - at least at this point in time. Therefore, there has to be a convergence between translation studies and localization, or in other words, translation studies must address localization issues, or else we will end up having an academic field of localization studies, independent from translation, which will compete with translation for ever diminishing funding. Website localization, on the other hand, should account for the progress made in translation research and put it into use. The interrelationship of localization and translation, therefore, opens up a new research paradigm.

Text 2 (Persian)

4 جنبه های تجاری

جنبه اقتصادی ترجمه کردن وب سایت ها مهمترین جنبه برای مشتری است. اینجاست که فناوری به میدان می آید و فناوری ترجمه درواقع چیزهای زیادی برای ارائه دارد. البته باید تاکید شود که فناوری ترجمه از برنامه ریزی بلند مدت و سرمایه گذاری بلند مدت نفع می برد. یک پایگاه داده واژه شناسی، یک حافظه ترجمه ابزارهایی هستند که باید ظرف یک مدت طولانی سرویس شوند تا به منابع واقعاً مفید بدل شوند. همین مسئله درباره یک سیستم مدیریت محتوا با پاراگراف های استاندارد از متن صدق می کند و سیستم های مدیریت محتوای جهانی جدیدتر با پشتیبانی چند زبانه حافظه های ترجمه و واژه شناسی را ادغام می کنند.

از یک سو ما می توانیم شاهد یک همگرایی مدیریت محتوا، انتشار وب، انتشار چاپ و انتشار پایگاه داده باشیم، که در آن اسناد به اقلام دانش یا بخش های کوچک متن تقسیم می شوند که می توان از آنها برای مقاصد مختلف مجدداً استفاده کرد، به عنوان مثال در دفترچه های راهنما، متن های کمک

آنلاین، فایل های پشتیبانی مشتری، وب سایت ها و غیره. از سوی دیگر یک همگرایی ترجمه و انتشار وب چند زبانه به این معنا وجود دارد که ترجمه با انتشار وب چند زبانه ادغام خواهد شد. نتیجتاً، مترجمان لازم نخواهد بود در HTML یا XML یا هر زبان نشانه گذاری دیگر مداخله کنند زیرا نرم افزار این کار را انجام می دهد. با ادغام شدن سیستم های حافظه ترجمه، پایگاه های داده واژه شناسی و مدیریت محتوا با سیستم های مدیریت محتوای جهانی (GMS یا GCMS)؛ مترجمان تنها به یک محیط نرم افزاری می پردازند.

بومی سازی و ترجمه هزینه دارد. این مشهود است، اما این بسیار کمتر مشهود است که این امر هزینه بیشتری دارد. اگر مستقل از تمام سایر فعالیت های نویسندگی و انتشار انجام شود، یعنی در صورتی هزینه دارد که با چرخه های اطلاعات و انتشار ادغام شود، برای پشتیبانی چند زبانه در کل از ابتدا به شکل بلند مدت برنامه ریزی شود، و ابزارهای چند زبانه در درون شرکت یا سازمان ایجاد شوند.

ترجمه به عنوان یک عامل هزینه در مدل هزینه ترجمه توسط پیم (1995) و بعدها) و سایرین بحث شده است: این [مدل] بیان می کند که منافع متقابل برای شرکاء ارتباطاتی باید بالاتر از هزینه های ترجمه باشد، در غیر این صورت هیچ وظیفه ترجمه بیشتری وجود نخواهد داشت. مترجمان باید بدانند که نباید چنین استدلال اقتصادی را برعهده مشتری بگذارند، زیرا مشتری همیشه درباره هزینه ها و منافع پروژه های ترجمه یا بومی سازی به خوبی مطلع نیست. با جلب توجه مشتری به این جنبه و با دادن مشاوره خوب به او، مترجم/بومی ساز می تواند مبنای خوبی را برای یک رسانا برای رابطه بلند مدت با مشتری ایجاد کند – باز کردن چشم مشتری به نقش خود در ارتباطات چند زبانه موفق.

اعمال محاسبات ساده برگشت سرمایه گذاری (ROI) در زمان برنامه ریزی کردن یک بومی سازی وب می تواند کمک بزرگی باشد. برگشت سرمایه گذاری رابطه بین سرمایه گذاری صرف شده برای چند زبانی و منافع حاصله برای شرکت یا سازمان از قبیل افتتاح یک بازار جدید، پس اندازهای در پشتیبانی

مشتری یا یک افزایش در درآمدهای تجارت الکترونیکی و غیره را توضیح می دهد. مشتری نیاز دارد ارقام اقتصادی متناظر را از شرکت خود دریافت کند. با کمک لیست کوتاهی از سوالات، مشتری را می توان از هزینه ها و منافع ممکن آگاه کرد:

- آیا بازار جدید به محصولات/خدمات شما نیاز دارد؟
- آیا بازار جدید توان مالی محصولات شما را دارد؟
- مشتریان به چه نحو می توانند پرداخت کنند؟
- آیا ارقام نرخ رشد بازار و پتانسیل درآمد موجود هستند؟ (GDP، نرخ های رشد GDP)
- استفاده از اینترنت – تقسیم دیجیتال
- تحویل محصول؟
- پشتیبانی از مشتری و محصول؟ (منابع کارکنان)
- هزینه بومی سازی وب سایت؟
- هزینه نگهداری وب سایت؟
- سازگاری سیستم های کامپیوتری؟
- هر گونه مسئله قانونی یا مقرراتی؟

این سوالات باید همیشه در یک جلسه یا جلسه توجیهی در همان ابتدای یک پروژه بومی سازی بحث شوند. با وجودی که بیشتر این سوالات دارای ماهیت صرفاً اقتصادی هستند، و با وجودی که مشتری، شرکت یا سازمان، باید به کمک کارکنان، کارمندان فروش و بازاریابی مربوطه و همچنین مشاوران مالی پاسخ ها را بیابد، این مسئولیت یک ارائه کننده خدمات خوب است که بر اهمیت آنها به عنوان یک مبنای مناسب برای موفقیت پروژه تاکید کند. در پایان، موفقیت یک وب سایت خارجی – و در نتیجه موفقیت تمام تلاش بومی سازی – با این استانداردهای سنجیده خواهند شد. بومی ساز باید خود را به

عنوان یک ارائه کننده راه حل ها به مشتری عرضه کند که به شرکت کمک می کند به اهداف خود برسد و نه تنها به عنوان یک فرد بیرونی که هزینه زیادی دارد و مشکلات زیادی را بوجود می آورد. به منظور رسیدن به این امر، برنامه های تحصیلی و مدل های آموزشی سنتی باید منطبق شود تا وجه جدیدی از متخصص بومی سازی را ارائه کنند. تعیین الزامات آموزشی در راستای حساب های رویه حرفه ای شناخته شده نیز مستلزم ادغام مهارت های زیر است:

- دانش اساسی بازاریابی بین المللی
- مدل های تجاری مدیریت اطلاعات چند زبانه و بومی سازی
- تاکید قوی روی فناوری ترجمه (مدیریت واژه شناسی، حافظه ترجمه، و مدیریت محتوا) زیرا بومی سازی وب سایت می تواند یک چالش فناوری برای مترجمان باشد.

خلاصه

بومی سازی ظرف 15 سال گذشته به یک صنعت مهم با چند نقش آفرین جهانی تکامل یافته است، در حالی که ترجمه هنوز در بسیاری از جنبه ها یک حوزه بخش بخش شده از دورکاران باقی می ماند. بومی سازی وب سایت چالش های جدیدی را برای مترجمان و مطالعات ترجمه ایجاد می کند. بویژه، نقش وب سایت بومی سازی شده رابطه نزدیکی با استراتژی های تجاری و اقتصادی، لذا با اهمیت کلی و تاثیر بازاریابی بین المللی روی ایجاد وب سایت زبان خارجی و نتیجتاً روی بومی سازی وب سایت دارد. مترجمان و بومی سازان باید به این الزامات در کار خود بپردازند. این امر وظایف ترجمه یا بومی سازی را ضروری م یکنند و شامل مدل های تجاری برای بومی سازی جهت حصول اطمینان از ترجمه موفق است. مزیت بزرگی که ترجمه دارد یک حوزه وسیع از تحقیقات آکادمیک است، چیزی که بومی سازی فاقد آن است – دست کم در این مقطع از زمان. بنابراین، باید یک همگرایی بین مطالعات ترجمه و بومی سازی وجود داشته باشد، یا به بیان دیگر، مطالعات ترجمه باید به مسائل بومی سازی بپردازند،

یا در غیر این صورت در نهایت یک حوزه آکادمیک از مطالعات بومی سازی، مستقل از ترجمه، را خواهیم داشت که برای بودجه رو به کاهش با ترجمه رقابت خواهد کرد. از سوی دیگر، بومی سازی وب سایت باید پیشرفت صورت گرفته در تحقیقات ترجمه را در نظر بگیرد و از آن استفاده کند. بنابراین، رابطه متقابل بومی سازی و ترجمه یک الگوی تحقیقاتی جدید را ایجاد می کند.

Text 3 (English)

The excerpt selected in this section is the 21st Chapter of the book Digital and Social Media Marketing: (Part one)

Chapter 21 Localization Strategy for Business-to- Business Digital Marketing
with a Focus on Industrial Metrology

Lucy Kirmond

21.1 Introduction

The strategy of a company's localization method is very dependent on the company's size and global presence. In this chapter I will discuss the strategy of the company I currently work at, and I will primarily focus on the localization strategy of its website, as a digital media outlet. In addition to this I will examine the centralized nature of the company's localization and marketing practices. I will also discuss the company's strategy, due to the nature of the engineering industry, in relation to other companies in both the engineering and other sectors.

This chapter will focus on the centralized nature of the company's localization and marketing practices both alone and in relation to another company.

21.2 Localization for B2B

Due to the nature of an engineering company in general being business-to-business, rather than business-to-consumer, the level of self-expression in terms of media content and marketing (Bavister 2019), tends to be lower than that of a cosmetics company for example. Therefore, when it comes to finding a localization solution for forms of digital media utilized—such as the website of Renishaw PLC (Renishaw PLC website 2019), for example—it is better to adopt a centralized approach for the majority of content. An article from Mis Quarterly states that with “globalization of businesses and the advent of the Internet, many firms have set up websites for each country/city in which they have a local presence, featuring the respective local language and

contents, but typically with uniform website designs and features” (Sia et al. 2009). This is true for the Renishaw website, which is translated into 17 languages, to provide for the languages spoken by the largest overseas subsidiary offices. Each language variant of the website, however, has the same format, layout and content as the original English website. This could be put down, in part to the fact that the nature of the market industrial meteorology companies are based in. As they tend to be business-to-business (B2B) rather than business-to-consumer (B2C) there is less need for customization depending on region.

Typically B2B marketing “takes place within the context of a formal organisation, whereas” (Bavister 2019) B2C “consumer purchasing behaviour is either purely individualistic or takes place in extremely small and informal group” (Bavister 2019). In addition, it could be argued that this could be due to a decision to adopt a marketing strategy with a low level of cultural customization—a more centralized approach.

21.3 Levels of Self-Expression

Self-expression is described as “the manipulation of goods, symbols and services to communicate consumer identities generated within the imagination” (Jensen Schau 2019). As the engineering industry is a niche area that doesn’t particularly target the consumer on the level of ‘imagination’ like a cosmetics company would, for example, it has a lower level of self-expression. This can especially be said for industrial metrology, which is niche, even within the engineering industry. Metrology products can also be described as ‘tradition-free’ as they “require much less cross- cultural adaptation, since their perception and values are based on facts, performance and achievement; they are measurable and not very emotional” (Maroto Ortiz- Sotomayor 2019). Therefore, it can be argued that it is less important to make the company’s website localization customized based on culture. In cases where a high level of self-expression is necessary for a company’s marketing strategy, customizing content based on culture is key as these companies are based in the consumer sector selling products such as

cosmetics, consumer electronics, and clothing. In this sector it is key to reach a customer on a cultural level as it tends to be aimed at the general public rather than a specific sector, for example manufacturing. This means that recognition of “the importance of culture in influencing consumer behaviors” (Sia et al. 2009) in order to reach a global consumer audience is imperative. When creating a website, it is important to ensure that you understand your target audience—whether it’s more globally minded or more locally minded. Fostering a good relationship with the consumer is imperative and it is argued that “online has proven to be the most efficient way to build this relationship” (Maroto Ortiz-Sotomayor 2019). This means that ensuring that all digital content is culturally consistent with the expectations of the end-user will foster these good relations.

It can be also argued, however, that such an approach should also be adopted by B2B industries. Despite the fact that they do not sell to the global consumer as a cosmetics company would (for example), they still need to ensure that their customers feel that the marketing collateral is aimed at their market, both culturally and in terms of the sector. This approach could impact positively on sales and customer satisfaction as they feel comfortable.

Text 3 (Persian)

استراتژی بومی سازی برای بازاریابی دیجیتال تجارت به تجارت با تمرکز روی مترولوژی

صنعتی

لوسی کرموند

21-1 مقدمه

استراتژی روش بومی سازی یک شرکت وابستگی زیادی به اندازه و حضور جهانی شرکت دارد. در این فصل، من درباره استراتژی شرکتی بحث خواهم کرد که اخیراً در آن کار می کنم، و عمدتاً روی استراتژی بومی سازی وب سایت آن، به عنوان یک فروشگاه رسانه های دیجیتال، تمرکز می کنم. علاوه بر این، من ماهیت متمرکز رویه های بازاریابی و بومی سازی شرکت را بررسی می کنم. من همچنین درباره استراتژی شرکت، به دلیل ماهیت صنعت مهندسی، در ارتباط با سایر شرکت ها هم در بخش مهندسی و هم در سایر بخش ها بحث می کنم. این فصل روی ماهیت متمرکز رویه های بازاریابی و بومی سازی شرکت هم به تنهایی و هم در ارتباط با یک شرکت دیگر تمرکز می کند.

21-2 بومی سازی برای B2B

به دلیل اینکه ماهیت یک شرکت مهندسی در کل تجارت به تجارت است، نه تجارت به مشتری، سطح و میزان خود بیانگری از نظر محتوای رسانه ها و بازاریابی (باویستر، 2019) معمولاً کمتر از سطح خود بیانگری یک شرکت، به عنوان مثال، آرایشی و بهداشتی است. بنابراین، زمانی که پای یافتن یک راه حل بومی سازی برای اشکال رسانه های دیجیتال بکار رفته به میان می آید – از قبیل وب سایت Renishaw PLC (وب سایت 2019 Renishaw PLC)، به عنوان مثال – بهتر است برای اکثر محتوا یک رویکرد متمرکز اتخاذ شود. یک مقاله از سوی میس کوآرتلی عنوان می کند که با «جهانی شدن کسب و کارها و ظهور اینترنت، بسیاری از بنگاه های اقتصادی وب سایت هایی را برای هر

کشور/شهر ایجاد کرده اند که در آنها دارای یک حضور محلی هستند، محتواها و زبان بومی مربوطه را ارائه می کنند، اما معمولاً با طراحی ها و ویژگی های وب سایت یکپارچه» (سیا و همکارانش، 2009). این امر در مورد وب سایت Renishaw صدق می کند، که به 17 زبان ترجمه شده است، تا زبان هایی که توسط بزرگترین دفاتر تابعه برون مرزی صحبت می شوند را ارائه کند. با این حال، هر گونه زبانی از وب سایت مثل وب سایت اصلی به زبان انگلیسی فرمت، آرایش و محتوای واحدی دارد. این امر را می توان تا اندازه به ماهیت بازاری نسبت داد که شرکت های مترولوژی صنعتی در آن مستقر هستند. از آنجا که این شرکت ها اغلب تجارت به تجارت (B2B) هستند نه تجارت به مشتری (B2C)، نیاز کمتری به سفارشی سازی بسته به منطقه وجود دارد. معمولاً، بازاریابی B2B «در بافت یک سازمان رسمی شکل می گیرد، در حالی که» (باویستر 2019) B2C «رفتار خرید مشتری یا کاملاً فرد گرایانه است یا در گروه بسیار کوچک و غیر رسمی شکل می گیرد» (باویستر 2019). علاوه بر این، می توان استدلال کرد که این امر می تواند به دلیل تصمیم اتخاذ یک استراتژی بازاریابی با یک سطح پایین از سفارشی سازی فرهنگی – یک رویکرد متمرکزتر – باشد.

21-3 سطوح خود بیانگری

خود بیانگری به عنوان «دستکاری کالاها، سمبل ها و خدمات جهت منتقل کردن هویت های مصرف کننده ایجاد شده در درون تخیل» توصیف می شود (جنسن شاو 2019). از آنجا که صنعت مهندسی یک حوزه اختصاصی است که به شکل خاص مشتری را مثل، به عنوان مثال، یک شرکت آرایشی و بهداشتی در سطح «تخیل» هدف قرار نمی دهد، سطح خود بیانگری پایین تری دارد. این امر را به ویژه می توان در مورد مترولوژی صنعتی عنوان کرد، که اختصاصی است، حتی در صنعت مهندسی. محصولات مترولوژی را همچنین می توان به عنوان «عاری از سنت» توصیف کرد زیرا این محصولات «به سازگاری میان فرهنگی بسیار کمتری نیاز دارند، زیرا برداشت و ارزش های آنها بر اساس حقایق،

عملکرد و دستاورد هستند؛ آنها قابل اندازه گیری بوده و چندان عاطفی نیستند» (ماروتو اوریتز سوتومايور 2019). بنابراین، می توان استدلال کرد که سفارشی کردن بومی سازی وب سایت شرکت بر اساس فرهنگ اهمیت کمتری دارد. در مواردی که یک سطح بالا از خود بیانگری برای استراتژی بازاریابی یک شرکت نیاز باشد، سفارشی سازی محتوا بر اساس فرهنگ مهم است زیرا این شرکت ها در بخش مشتری مستقر بوده، محصولاتی از قبیل لوازم آرایشی و بهداشتی، لوازم الکترونیک مصرفی، و لباس را می فروشند. در این بخش، نزدیک شدن به یک مشتری در سطح فرهنگی اهمیت دارد زیرا این اغلب عامه مردم را هدف قرار می دهد نه یک بخش خاص، به عنوان مثال تولید، را. این به این معنی است که به رسمیت شناختن «اهمیت فرهنگ در تاثیرگذاری روی رفتارهای مشتری» (سیا و همکاران 2009) به منظور رسیدن به یک مخاطب مشتری جهانی الزامی است. به هنگام ایجاد یک وب سایت، حصول اطمینان از این امر که شما مخاطب هدف خود را درک می کنید – چه این مخاطب بیشتر ذهنیت جهانی داشته باشد یا بیشتر ذهنیت محلی – اهمیت دارد. ایجاد یک رابطه خوب با مشتری الزامی است و استدلال می شود که «آنلاین اثبات شده است که موثرترین راه برای ساختن این رابطه است» (ماروتو اوریتز سوتومايور 2019). این به این معنی است که حصول اطمینان از این امر که محتوای دیجیتال از نظر فرهنگی مطابق با انتظارات کاربر نهایی است این رابطه های خوب را پرورش خواهد داد.

با این حال، همچنین می توان استدلال کرد که چنین رویکردی باید توسط صنایع B2B نیز اتخاذ شود. برخلاف این واقعیت که این صنایع به مانند (به عنوان مثال) یک شرکت آرایشی و بهداشتی به مشتری جهانی نمی فروشند، باز نیاز است اطمینان حاصل کنند که مشتریان آنها چنین احساس کنند که هدف از مواد بازاریابی بازار آنهاست، هم از نظر فرهنگی و از نظر بخش. این رویکرد می تواند تاثیر مثبتی روی فروش و رضایت مشتری داشته باشد زیرا آنها احساس آرامش و راحتی می کنند.

Text 4 (English)

The excerpt selected in this section is the 21st Chapter of the book Digital and Social Media Marketing: (Part two)

21.4 Website Localization Strategy

When localizing the website, a strategy of global standardization which is defined as “relatively standard brands, formulations, packaging, positioning and distribution in its global markets” (Goodluck & Wineaster 2016) was adopted as this was considered a better direction for industrial metrology products as they are based in a niche market, rather than a global consumer staple. The website was first created in English with the global branding guidelines used for the company—colours and layouts are not dependent on culture or locale, for example. The website was then translated based on traffic per locale and size of Renishaw’s overseas offices. If the size of the office was small then only the high-priority core pages would be translated, whereas if the size of the office and traffic from the country was larger, then more of the peripheral pages would be translated. After the translation process was finished, the translations were checked to ensure quality control was high and consistent by native speakers from the subsidiaries who are highly knowledgeable in the field of industrial metrology. When localization was finished it was ensured that multi-lingual sites were as accessible as possible to users, with multi-lingual search engine optimization and country specific domains, or CCLTD, country code top- level

domain. This means that if you visit the website from Italy and you have geolocation settings on, then the website would default to the Italian website, even if ‘.com’ were typed in. It also meant that if you did type in ‘.it’ you would also be directed to the Italian website. This global strategy of localization can be seen across companies in the industrial products sector, with most decisions being made by HQ and the overseas subsidiaries following those decisions. This means that the need to “appeal to [...] local consumer culture” (Westjohn, Singh, & Magnusson 2012) is lower. However, there is a certain degree of localization in the form of local office marketing material. It was decided that the ‘news’ section of the website would be localized to each office in order to still maintain both global and local presence. It can be contended that, as the internet grows, and online consumerism is at its peak, the need for further localization is required, even if the company is based in a niche market and not necessarily in the global consumer market.

21.5 Market Comparison

The website of Dyson (Dyson homepage 2019) is a contrast to the to the Renishaw (Renishaw PLC website 2019) website; two companies in very different sectors, consumer electronics and industrial metrology, respectively. The Dyson site is much more centred on sales as well as products in comparison to Renishaw’s website, which also focuses on products but not sales. In order to navigate to a different language variant of the Renishaw website, a drop down is

available, which list languages rather than locales. In contrast to this, if you navigate to the languages page of the Dyson website, it is designated by country instead of language. This is a strategy that is perhaps not always adopted due to possible political and cultural implications of naming certain countries, such as Taiwan, which is not recognized as an independent nation by the People's Republic of China. However, it is important to note, that this strategy has likely been adopted as they are a consumer electricals brand who sell according to country, both online and in-store and therefore must adhere to specific country sales laws and rules. This technique can also be seen on the Apple (Apple homepage 2019) website, another consumer electricals brand. When navigating to the US Dyson homepage, it is obviously different from the British homepage—for example there are no prices on the US homepage and a lot more videos, whereas the British homepage has more obvious pricing and static photographs. In contrast to this the Russian homepage is markedly different from the UK and US pages. This could be attributed to the US and UK being, a term defined by Edward Hall as, 'low context cultures' (Neese 2019) and therefore needing less customization of their websites. Some countries, such as Russia, are 'high context cultures' (Neese 2019) and therefore a strategy of more extensive cultural customization can be adopted on these websites, rather than those of lower context sites. This contrasts to the Renishaw website (Renishaw PLC website 2019) which adopts a global marketing policy which is created centrally and then rolled out to the overseas subsidiary offices to keep brand consistency.

21.6 Conclusion

Localization can be a very difficult and complicated undertaking, as there are a huge number of factors that must be taken into account. From the insights I gained from this commentary, it is clear that no one strategy is more effective than another—the global marketing and localization strategy of a company has to be developed and tailored to each situation. Even if in a situation in which a company's strategy requires modification based on culture, it is important to be reviewing what direction both one's competitors and those in other markets are taking, in order to stay current and ensure constant growth and innovation.

Text 4 (Persian)

21-4 استراتژی بومی سازی وب سایت

هنگام بومی سازی وب سایت، یک استراتژی استانداردسازی جهانی که به نحو «برندها، فرمولاسیون ها، بسته بندی، موقعیت یابی و توزیع نسبتا استاندارد در بازارهای جهانی خود» (گودلاک و وینیستر 2016) تعریف می شود، اتخاذ شد زیرا این به عنوان جهت بهتری برای محصولات مترولوژی صنعتی در نظر گرفته شد زیرا آنها بر اساس یک بازار نیچ هستند، نه یک اصل مشتری جهانی. وب سایت ابتدا به زبان انگلیسی ایجاد شد، همراه با دستورالعمل های برندسازی جهانی بکار رفته برای شرکت - به عنوان مثال، رنگ ها و طرح ها به فرهنگ یا محل بستگی ندارند. وب سایت سپس بر اساس ترافیک به ازاء هر محل و اندازه دفاتر برون مرزی Renishaw ترجمه شد. اگر اندازه دفتر کوچک می بود، در این صورت تنها صفحه های اصلی با اولویت بالا ترجمه می شدند، در حالی که اگر اندازه دفتر و ترافیک از کشور بزرگتر بود، در این صورت بیشتر صفحات پیرامونی ترجمه می شدند. پس از اتمام فرآیند

ترجمه، ترجمه های بررسی شدند تا از این امر اطمینان حاصل شود که کنترل کیفی بالا و منطبق با گویندگان بومی از شرکت های تابعه ای است که در حوزه مترولوژی صنعتی دانش بالایی دارند. زمانی که بومی سازی تمام شد، اطمینان حاصل شد که سایت های چند زبانه تا حد امکان برای کاربران در دسترس هستند، همراه با بهینه سازی موتور جستجوی چند زبانه و دامنه های مختص به کشور، یا CCLTD، دامنه سطح برتر کد کشوری. این به این معنی است که اگر شما از ایتالیا از وب سایت بازدید کنید و دارای تنظیمات مکان جغرافیایی باشید، در این صورت وب سایت به صورت پیش فرض وب سایت ایتالیایی را بالا می آورد، حتی در صورتی که «.COM» تایپ شده باشد. این همچنین به این معنی بود که اگر شما «.it» را تایپ نمی کردید، باز به سمت وب سایت ایتالیایی هدایت می شدید. این استراتژی جهانی بومی سازی را می توان در بین شرکت ها در بخش محصولات صنعتی مشاهده کرد، همراه با این امر که بیشتر تصمیمات توسط دفتر مرکزی گرفته می شوند و شرکت های تابعه این تصمیمات را دنبال می کنند. این به این معنی است که نیاز برای «جذاب بودن برای فرهنگ مشتری بومی» (وست جان، سینگ و ماگناسون 2012) کمتر است. با این حال، میزان خاصی از بومی سازی به شکل مواد بازاریابی دفتر محلی وجود دارد. چنین تصمیم گرفته شد که بخش «اخبار» وب سایت به منظور حفظ حضور جهانی و محلی برای هر دفتر بومی سازی شود. می توان ادعا کرد که، با رشد اینترنت، و در اوج بودن مصرف گرافی آنلاین، نیاز برای بومی سازی بیشتر الزامی است، حتی در صورتی که شرکت در یک بازار نیچ مستقر باشد و الزاما در بازار مصرف کننده جهانی نباشد.

21-5 مقایسه بازار

وب سایت Dyson (صفحه اصلی 2019 Dyson) نقطه مقابل وب سایت Renishaw (وب سایت 2019 Renishaw PLC) است؛ دو شرکت در بخش های کاملاً متفاوت، به ترتیب، در لوازم الکترونیکی مصرفی و مترولوژی صنعتی. سایت Dyson در مقایسه با وب سایت Renishaw، که بر

روی محصولات تمرکز دارد اما نه بر روی فروش، بیشتر روی فروش و همچنین محصولات متمرکز است. به منظور ناوش به یک گونهٔ زبانی متفاوت وب سایت Renishaw، یک [منوی] کرکره ای موجود است، که به جای محل ها، زبان ها را لیست می کند. بر خلاف این، اگر شما به سراغ صفحه زبان های وب سایت Dyson بروید، این صفحه به جای زبان بر اساس کشور تعیین شده است. این یک استراتژی است که شاید همیشه به دلیل پیامدهای سیاسی و فرهنگی نام بردن کشورهای خاص، از قبیل تایوان، که از سوی جمهوری خلق چین به عنوان یک کشور مستقل به رسمیت شناخته نمی شود، اتخاذ نشود. با این حال، ذکر این نکته اهمیت دارد که این استراتژی احتمالاً به این دلیل اتخاذ شده است که آنها یک برند لوازم الکترونیکی مصرفی هستند که بر اساس کشور می فروشند، هم به صورت آنلاین و هم در فروشگاه و بنابراین باید از قوانین فروش کشور خاص پیروی کنند. این تکنیک را می توان در وب سایت Apple (صفحه اصلی Apple)، یک برند لوازم الکترونیکی مصرفی دیگر، نیز مشاهده کرد. هنگام مراجعه به صفحه اصلی US Dyson، این صفحه به طور مشخص با صفحه اصلی انگلستان فرق دارد - به عنوان مثال، در صفحه اصلی آمریکا قیمت وجود ندارد و ویدئوهای زیادی وجود دارد، در حالی که صفحه اصلی انگلستان دارای قیمت گذاری مشخص تر و عکس های ثابت است. بر خلاف این، صفحه اصلی روسیه به شکل قابل ملاحظه با صفحه های انگلستان و آمریکا فرق دارد. این امر را می توان به این نسبت داد که آمریکا و انگلستان، واژه ای تعریف شده توسط ادوارد هال، «فرهنگ های باقت پایین» (نیز 2019) هستند و بنابراین به سفارشی سازی کمتری از وب سایت های خود نیاز دارند. برخی از کشورها، از قبیل رویه، «فرهنگ های بافت بالا» (نیز 2019) هستند و بنابراین یک استراتژی از سفارشی سازی فرهنگی شدیدتر را می توان در مورد وب سایت های آنها اتخاذ کرد، در مقایسه با سایت های باقت پایین تر. این برخلاف وب سایت Renishaw است (وب سایت 2019 Renishaw PLC) که یک سیاست بازاریابی جهانی را اتخاذ می کند که به شکل مرکزی ایجاد شده است و سپس برای حفظ یکنواختی برند به شرکت های تابعه برون مرزی ارائه شده اند.

بومی سازی می تواند یک کار دشوار و پیچیده باشد، زیرا عوامل بسیار زیادی وجود دارند که باید در نظر گرفته شوند. بر اساس بینش هایی که من از تفسیر کسب کرده ام، روشن است که هیچ استراتژی موثر از استراتژی دیگر نیست – استراتژی بومی سازی و بازاریابی جهانی یک شرکت باید ایجاد شده و با هر موقعیت منطبق شود. حتی در صورتی که در یک موقعیت که در آن استراتژی یک شرکت بر اساس فرهنگ نیاز به اصلاح داشته باشد، بررسی این امر که رقبا و سایر شرکت ها در بازارهای دیگر چه جهتی را اتخاذ می کنند برای به روز ماندن و تضمین رشد و نوآوری مداوم اهمیت دارد.

Text 5 (English)

Hiding Difference On the Localization of Websites (part one)

Julie Mcdonough (University of Ottawa, Canada)

The Internet has created numerous new opportunities for businesses to expand globally. By developing and maintaining a website, small and large companies alike are able to reach local and international consumers and investors, provided an effort has been made to ensure the website is available in more than a single language. According to the marketing consultancy Global Reach (2004), only about 35% of the online population consists of native speakers of English, another 35% are native speakers of a European language other than English, while the remaining 30% speak an Asian language. One solution that businesses are increasingly adopting to reach the 65% of the Internet users whose first language is not English is localization. This process is described in industry documentation

as an ideal solution that allows target-language users in a particular country or region to access information or products designed specifically for them. However, it adversely affects perceptions of Self and Otherness due to localization's reliance on target-oriented adaptation. This paper will explore the effects of localized websites with respect to Otherness and examine the concepts of Self and Other as defined by Riggins (1997).

1. Globalization, internationalization and localization

According to the Localization Industry Standards Association (LISA), globalization is the process of making the technical, financial, managerial, personnel or marketing decisions necessary to facilitate localization (Lommel 2003:42). At this stage, a company might conduct research into which locales – essentially a country/region and language combination like Canadian English or Belgian French (Yunker 2003, Pym 2002) – should be targeted and how much the localization process will cost so that it can determine how many locales it can afford to reach and which ones seem most lucrative. Companies that choose to localize their product or website might decide that internationalization is the most cost- and time-effective method of beginning the process. Internationalization is defined by LISA as the process of ensuring, at a technical or design level, that a product can be easily localized (Lommel 2003:43). Thus, writers of technical manuals or websites might be encouraged to use some sort of controlled language to facilitate eventual translation or even to make the text more appropriate for

machine translation or a translation memory program. Programmers may be instructed to ensure that software and websites will support Unicode or double-byte character sets in case the company eventually decides to localize for Chinese- or Arabic-speaking locales. The goal of internationalization is to reduce the number of changes and the amount of work that will have to be done during the localization stage. Finally, localization is the process of modifying products or services to accommodate differences in distinct markets (Lommel 2003:43). Changes made during the localization process could include translating and adapting existing text; writing new text (e.g. adding local news to a website); replacing or editing images and icons; changing colours; and modifying the currencies, maps and time zones displayed to the user. Given the fact that such extensive changes could be made to the original website, I will be using the word version – rather than translation – throughout this paper to refer to the source-language (SL) and target-language (TL) websites. And although products, software and websites can all be internationalized and localized, this paper will discuss only the localization of websites. Localization raises the most interesting issues for translation studies, as it involves the actual translation process. The distinction between localization and translation, however, is not as clear as it might appear. While the localization industry usually considers translation a simple sub-process of localization, translation researchers have argued that in many ways localization is just translation with a new name. Pym (2004a, 2004b) points out that although translation theory has now come to regard translation as

more than a simple substitution of one language string for another, localization discourse seems to have done the opposite: all other localization tasks, “including changes to layout, various levels of re-engineering, possible simplification, selection of degrees of localization” are not considered part of the translation process and are instead often referred to as adaptation (2004a:3). LISA’s Localization Industry Primer uses the acronym GILT (Globalization, Internationalization, Localization, Translation) to refer to the various sectors in the industry. The four terms are listed in decreasing order of scope of project, as translation is usually the last stage of the process. The Primer introduces the concept of localization by explaining that it is often misconceived as “‘just a linguistic process’ identical or similar to translation”. It then emphasizes that localization is “much broader” than this simple linguistic process of translation, stressing that it incorporates linguistic issues (read: translation), content and cultural issues concerning how the information (graphics, colours, icons, etc.) will be presented to the target locale, and technical issues that may arise should software need to be re-engineered (Lommel 2003:13). This approach is echoed by Yunker (2003), Esselink (1998) and O’Hagan and Ashworth (2002). Yunker lists four changes that will be made to a website during the localization process: rewriting text, translating text, modifying graphics and creating new graphics (2003:17), so that translation is seen as only a small step in the process. Esselink defines translation as the process of converting written or spoken text into another language. He then relegates it to a part of the localization process, which might

also include linguistically and functionally testing translated software and help (1998:3). O'Hagan and Ashworth are more explicit about the small role that translation plays in the localization and globalization process, stating that "localization is a component of globalization and translation is in turn a component of localization" (2001:69). They further stress that translation is more concerned with the linguistic content of a website than its package – design, layout, font, colour scheme, icon design and position of buttons – while localization is concerned with both aspects (2001:67-69). One reason why the term localization is considered to encompass more than the term translation is because the changes made during the localization process may be very extensive. For instance, the Canadian Proctor and Gamble (P&G) website contains a page with information about the company's investments in Canadian communities and its efforts to encourage sustainable development in Canada. This content is completely new and does not appear on the websites localized for other regions. It could be argued that this page, in which the TL text does not seem to have an obvious SL counterpart, should not be considered a translation. However, translators of both online and offline texts need to account for cultural differences between the source- and target-language communities during the translation process. A literary translator, for example, may be faced with an instance of culture-specific wordplay in a text. He or she is able to adopt a number of substitution strategies such as adapting the wordplay for the target audience, omitting it from the target text, or creating a new pun to offset an earlier omission

(see Delabastita 1996:134). In this case, autonomous creation on the part of the translator would not be considered localization, but simply a part of the translation process and a means of compensating for difference between the SL and TL cultures. Nor are small additions such as these the only changes to occur in offline translations: it is not uncommon for a translated edition of a literary, academic or polemic work to contain new prefaces, introductions, or notes, any of which may have been written by the translator. Website translators may need to effect comparable changes such as adding new local content to the target-locale site, as in the P&G example, or manipulating source-locale images for the target-locale audience. In the first case, translators are essentially involved in an extended instance of autonomous creation, while in the second, they are essentially translating – in the broadest sense of translation – images for a new audience. In fact, if one considers a website in its entirety rather than on a page-by-page basis, it becomes easier to conceive of it as having been translated for another locale, and any new content and altered images, audio or video files can then be seen simply as part of the online translation process, just as translatorcreated instances of wordplay and new introductions or prefaces are part of the offline translation process. For the purposes of this paper, however, the term localization will be used to refer to websites that have been adapted for a specific locale. Although the term translation could arguably be used just as effectively, the term localization has taken hold and become common in the

discourse relating to the translation and adaptation of websites: it would therefore be difficult to justify not using it.

1.1 Localization of websites

Websites are rapidly becoming an essential tool for companies that want to improve their visibility and sales. Malaval (1998:204) asserts that although websites were originally a means for a company to project its image and present information about its history, activities, products and services, they are now also a means of providing prices and stock information and selling goods online. Companies without an online presence are therefore missing possible sales and investment opportunities in their home locale, while those with an exclusively unilingual website are not reaching potential clients or investors who do not speak the source language(s) or who would prefer to browse a website in their native tongue – not necessarily the source language. Sprung (2000:ix) suggests that consumers are three times as likely to make a purchase when addressed in their native tongue and states that in 1998 more than 60 percent of Microsoft's revenues stemmed from non-US markets. Online texts present a variety of challenges to translators above and beyond the challenges of traditional documentation. First, coherence is more of an issue, as the content of an online text may be read out of the intended order (O'Hagan and Ashworth 2002:53). This is due to the fact that users can click on hyperlinks throughout a website to visit another page within the same site or in an external site. Second, since

websites may include hyperlinks and multimedia such as flash animation, 2D/3D graphics, audio or video (ibid.:51-52), these features may need to be altered: new pictures may need to be taken to reflect the target culture, audio may need to be dubbed, and any text within the graphics, animation or videos may need to be translated. Multimedia embedded within websites raises some important issues for translators of online rather than traditional texts. When localizing a website for a market outside the home locale, localizers need to keep in mind that broadband Internet access is not widespread in all parts of the world. Until 2005, for instance, more UK households had dial-up rather than broadband access (Ofcom 2005). In the United States, by contrast, broadband access had surpassed dial-up by 2004 (Jesdanun 2005). Based on statistics of broadband access by market penetration, South Korea, Hong Kong and the Netherlands are the top three countries worldwide, each with over 20 lines per 100 members of the population. The US and the UK, surpassed by countries like Switzerland and Canada, are not even in the top ten (Point Topic 2005:13). Because of this disparity between countries with large numbers of high-speed Internet users and those where slower connections are more commonplace, companies need to be aware that a graphics- or multimedia intensive website may frustrate the majority of Internet users in a particular locale, who would likely be connecting to the Internet over a phone line. Moreover, the cost of localizing multimedia is quite high, and some localization guides (e.g. Yunker) therefore advise companies to make their sites less graphic- and multimedia-intensive, which would reduce

download times and localization costs. Thus, some companies will offer two versions of their website: a text-only version and a full version with multimedia features for broadband users.

Text 5 (Persian)

پنهان کردن تفاوت در بومی سازی وب سایت ها

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اینترنت فرصت های جدید بیشماری را برای کسب و کارها جهت گسترش جهانی ایجاد کرده است. با ایجاد و نگهداری کردن یک وب سایت، شرکت های کوچک و بزرگ می توانند به مشتریان و سرمایه گذاران محلی و بین المللی دسترسی داشته باشند، مشروط به اینکه تلاشی جهت حصول اطمینان از این امر صورت گرفته باشد که وب سایت در بیش از یک زبان موجود باشد. طبق ادعای شرکت مشاوره بازاریابی Global Reach (2004)، تنها در حدود 35٪ از جمعیت آنلاین شامل گویندگان بومی زبان انگلیسی هستند، 35٪ دیگر گویندگان بومی یک زبان اروپایی غیر از انگلیسی هستند، در حالی که 30٪ باقیمانده به یک زبان آسیایی حرف می زنند. یک راه حل که کسب و کارها به شکل روز افزون آن را برای دسترسی به 65٪ کاربران اینترنت اتخاذ می کنند که زبان اول آنها انگلیسی نیست، بومی است. این فرآیند در مستند سازی صنعت به عنوان یک راه حل ایده آل توصیف می شود که این امکان را برای کاربران زبان مقصد در یک کشور یا منطقه بخصوص فراهم می کند به اطلاعات یا محصولاتی دسترسی داشته باشند که به شکل ویژه برای آنها طراحی شده است. با این حال، این امر به دلیل اتکاء بومی سازی روی اتخاذ مقصد محور به شکل منفی روی برداشت های خود و متفاوت بودن تاثیر می

گذارد. این مقاله تأثیرات وب سایت های بومی سازی شده بر روی متفاوت بودن را بررسی کرده و مفاهیم خود و دیگری به نحو تعریف شده توسط ریگینز (1997) را بررسی می نماید.

1. جهانی شدن، بین المللی کردن و بومی سازی

طبق نظر «انجمن استانداردهای صنعت بومی سازی (LISA)»، جهانی شدن عبارت است از فرآیند اتخاذ تصمیمات فنی، مالی، مدیریتی، شخصی یا بازاریابی لازم برای تسهیل بومی سازی (لومل 2003:42). در این مرحله، یک شرکت ممکن است در مورد این مسئله تحقیق کند که چه محل هایی - بویژه یک کشور/منطقه و ترکیب زبان نظیر انگلیسی کانادایی یا فرانسوی بلژیکی (یانکر 2003، پیم 2002) - را باید مورد هدف قرار دهد و هزینه بومی سازی چقدر خواهد شد تا این شرکت بتواند تعیین کند از نظر مالی توان دسترسی به چند محل را دارد و کدام موارد سودآورتر به نظر می رسند. شرکت هایی که تصمیم می گیرند محصول یا وب سایت خود را بومی کنند ممکن است تصمیم بگیرند که بین المللی کردن از نظر هزینه و زمان مقرون به صرفه ترین روش شروع کردن این فرآیند است. بین المللی کردن توسط LISA به عنوان فرآیند حصول اطمینان، در سطح فنی یا طراحی، از این امر تعریف می شود که یک محصول را به راحتی می توان بومی کرد (لومل 2003:43). بنابراین، نویسندگان راهنماهای فنی یا وب سایت ها ممکن است ترغیب شوند از نوعی زبان کنترل شده برای تسهیل کردن ترجمه نهایی یا حتی مناسب تر کردن متن برای ترجمه ماشینی یا یک برنامه حافظه ترجمه استفاده کنند. ممکن است به برنامه نویسان دستور داده شود اطمینان حاصل کنند که نرم افزار یا وب سایت ها یونی کد یا مجموعه های کاراکتر بایت دابل را در صورتی پشتیبانی می کنند که شرکت در نهایت تصمیم می گیرد برای محل های چینی زبان یا عربی زبان بومی سازی کند. هدف از بین المللی کردن کاهش دادن تعداد تغییرات و مقدار کاری است که باید در طول مرحله بومی سازی انجام شود. نهایتاً، بومی سازی عبارت است از فرآیند اصلاح محصولات یا خدمات جهت جبران کردن تفاوت

ها در بازارهای مشخص (لومل 2003:43). تغییراتی که در طول فرآیند بومی سازی صورت می گیرند می تواند شامل ترجمه و سازگار کردن متن های موجود؛ نوشتن یک متن جدید (به عنوان مثال، اضافه کردن اخبار محلی به یک وب سایت)؛ تعویض یا ویرایش کردن تصاویر و آیکن ها؛ تغییر دادن رنگ ها؛ و تغییر دادن ارزشها، نقشه ها و مناطق زمانی نمایش داده شده برای کاربر باشد. با توجه به اینکه چنین تغییرات گسترده ای را می توان در وب سایت اصلی ایجاد کرد، من در کل این مقاله برای اشاره به وب سایت های زبان مبدأ (SL) و زبان مقصد (TL) – به جای ترجمه – از کلمه نسخه استفاده می کنم. و با وجودی که محصولات، نرم افزار و وب سایت ها همگی می توانند بین المللی و بومی شوند، این مقاله تنها در مورد بومی سازی وب سایت ها بحث می کند. بومی سازی جالب ترین مسائل برای مطالعات ترجمه را ایجاد می کند، زیرا شامل فرآیند ترجمه واقعی است. با این حال، تمایز بین بومی سازی و ترجمه به اندازه ای که ممکن است به نظر برسد روشن و مشخص نیست. در حالی که صنعت بومی سازی معمولاً ترجمه را یک فرآیند فرعی ساده بومی سازی در نظر می گیرد، محققان ترجمه استدلال کرده اند که به اشکال مختلفی بومی سازی تنها ترجمه با یک نام جدید است. پیم (2004a, 2004b) اشاره می کند که با وجودی که نظریه ترجمه حال ترجمه را چیزی بیش از یک تعویض ساده یک رشته زبانی با یک رشته زبانی دیگر در نظر می گیرد، گفتمان بومی سازی ظاهراً خلاف آن را انجام داده است: تمام سایر وظایف بومی سازی، «شامل تغییرات در آرایش، سطوح مختلف مهندسی سازی مجدد، ساده سازی ممکن، انتخاب درجات بومی سازی» بخشی از فرآیند ترجمه در نظر گرفته نمی شوند و در عوض اغلب به آنها اقتباس اطلاق می شود (2004a:3). مبادی اولیه صنعت بومی سازی LISA جهت اشاره به بخش های مختلف در این صنعت از سرواژه GILT (Globalization, Internationalization, Localization, Translation) استفاده می کند. این چهار کلمه به ترتیب نزولی حیطه پروژه فهرست شده اند، زیرا ترجمه معمولاً آخرین مرحله از این فرآیند است. این مبادی اولیه مفهوم بومی سازی را با توضیح این امر معرفی می کند که بومی سازی اغلب به عنوان

«فقط یک فرآیند زبانی» یکسان یا شبیه به ترجمه» اشتباه درک می شود. این مبادی سپس تاکید می کند که بومی سازی «بسیار وسیع تر» از این فرآیند زبانی ساده ترجمه بوده، تاکید می کند که بومی سازی مسائل زبانی (بخوانید: ترجمه)، مسائل محتوا و فرهنگی در خصوص نحوه ارائه اطلاعات (گرافیک ها، رنگ ها، آیکن ها و غیره) به محل هدف، و مسائل فنی که در صورتی ممکن است بروز کنند که نیاز به مهندسی مجدد نرم افزار باشد را در بر می گیرد (لومل 13:2003). این رویکرد توسط یونکر (2003)، اسلینک (1998) و اهانگ و اشوورث (2002) تکرار شده است. یونکر چهار تغییر را فهرست می کند که در طول فرآیند بومی سازی روی یک وب سایت انجام می شوند: بازنویسی متن، ترجمه متن، اصلاح گرافیک ها و ایجاد گرافیک ها جدید (17:2003)، به نحوی که ترجمه تنها به عنوان یک گام کوچک در این فرآیند دیده می شود. اسلینک ترجمه را به عنوان فرآیند تبدیل کردن متن نوشتاری یا گفتاری به یک زبان دیگر تعریف می کند. او سپس ترجمه را تا بخشی از فرآیند بومی سازی تنزل می دهد، که همچنین ممکن است شامل آزمایش کردن نرم افزار ترجمه شده از نظر زبانی و کاربردی باشد (3:1998). اهانگ و اشوورث درباره نقش کوچکی که ترجمه در فرآیند بومی سازی و جهانی شدن ایفا می کند صریح تر هستند، عنوان می کنند که «بومی سازی یک جزء از جهانی شدن است و ترجمه به نوبه خود یک جزء از بومی سازی است» (69:2001). آنها همچنین تاکید می کنند که ترجمه بیشتر با محتوای زبانی یک وب سایت سر و کار دارد تا بسته آن - طراحی، آرایش، فونت، طرح رنگ، طراحی آیکن و موقعیت دکمه ها - در حالی که بومی سازی با هر دو جنبه سر و کار دارد (67-69:2001). یک دلیل برای اینکه چرا واژه بومی سازی چنین در نظر گرفته می شود که از واژه ترجمه حیطة وسیع تری دارد این است که تغییرات صورت گرفته در طول فرآیند بومی سازی ممکن است بسیار گسترده باشد. به عنوان مثال، وب سایت Proctor and Gamble (P&G) حاوی یک صفحه با اطلاعات درباره سرمایه گذاری های این شرکت در جوامع کانادایی و تلاش های آن جهت ترغیب توسعه پایدار در کانادا است. این محتوا کاملاً جدید است و بر روی وب سایت های

بومی سازی شده برای سایر مناطق نمایان نمی شود. می توان استدلال کرد که این صفحه، که در آن متن TL به نظر نمی رسد یک همتای SL مشخص داشته باشد، نباید یک ترجمه در نظر گرفته شود. با این حال، مترجمان متن های آنلایین و آفلایین باید به تفاوت های فرهنگی بین جوامع زبان مبدا و مقصد در طول فرآیند ترجمه توجه کنند. به عنوان مثال، یک مترجم ادبی ممکن است در یک متن با یک مورد معمای لفظی مختص به فرهنگ روبرو شود. او می تواند چند استراتژی تعویض را اتخاذ کند از قبیل اقتباس معمای لفظی برای مخاطب هدف، حذف کردن آن از متن مقصد، یا ایجاد یک جناس جدید برای متوازن کردن یک حذف قبلی (به دلایستیتا 1996:134 مراجعه کنید). در این صورت، خلق مستقل از سوی مترجم بومی سازی در نظر گرفته نمی شود، بلکه بخشی از فرآیند ترجمه و ابزاری برای جبران تفاوت بین فرهنگ های SL و TL در نظر گرفته می شود. اضافات کوچکی از قبیل این موارد تنها تغییراتی نیستند که در ترجمه های آفلایین رخ می دهند: برای نسخه ترجمه شده یک کار ادبی، آکادمیک یا جدلی غیر رایج نیست حاوی پیشگفتارها، مقدمه ها یا یادداشت های جدید باشد، که هر یک از آنها ممکن است توسط مترجم نوشته شده باشند. مترجمان وب سایت ممکن است نیاز داشته باشند تغییرات قابل مقایسه ای از قبیل اضافه کردن محتوای محلی جدید به سایت محل مقصد، مثل در مثال P&G، یا دستکاری کردن تصاویر محل مبدا برای مخاطب محل مقصد را انجام دهند. در مورد اول، مترجمان اساساً در یک مورد گسترده از خلق مستقل درگیر هستند، در حالی که در مورد دوم، مترجمان اساساً – در وسیع ترین معنای ترجمه – تصاویر را برای یک مخاطب جدید ترجمه می کنند. در حقیقت، اگر کسی یک وب سایت را در تمامیت خود در نظر بگیرد و نه بر مبنای صفحه به صفحه، تصور کردن آن به عنوان ترجمه شده برای یک محل دیگر آسانتر می شود، و هر گونه محتوای جدید و تصاویر تغییر کرده، فایل های صوتی یا تصویری را می توان به عنوان بخشی از فرآیند ترجمه آنلایین در نظر گرفت، درست همان گوه که موارد معمای لفاظی و مقدمه ها یا پیشگفتارهای جدید خلق شده توسط مترجم بخشی از فرآیند ترجمه آفلایین هستند. با این حال، برای مقاصد این مقاله از

واژه بومی سازی برای اشاره به وب سایت هایی استفاده می شود که برای محل خاصی اقتباس شده اند. با وجودی که از واژه ترجمه می توان مسلماً به همان اندازه موثر استفاده کرد، واژه بومی سازی در گفتمان مربوط به ترجمه و اقتباس وب سایت ها جا افتاده و رایج شده است: بنابراین، توجیه کردن عدم استفاده از آن سخت خواهد بود.

1-1 بومی سازی وب سایت ها

وب سایت ها به سرعت در حال تبدیل شدن به یک ابزار ضروری برای شرکت هایی هستند که می خواهند رویت پذیری و فروش خود را ارتقاء دهند. مالاوال (1998:204) ادعا می کند که با وجودی که وب سایت ها در اصل ابزاری برای یک شرکت برای انتشار وجه و ارائه اطلاعات درباره تاریخچه، فعالیت ها، محصولات و خدمات خود بودند، وب سایت ها حال ابزاری برای ارائه قیمت ها و اطلاعات موجودی و فروش کالاها به صورت آنلاین نیز هستند. بنابراین، شرکت ها بدون یک حضور آنلاین فرصت های فروش و سرمایه گذاری احتمالی در محل داخلی خود را از دست می دهند، در حالی که شرکت های دارای یک وب سایت منحصراً تک زبانه به مشتریان یا سرمایه گذاران احتمالی ای دسترسی ندارند که به زبان(های) مبدا حرف نمی زنند یا ترجیح می دهند یک وب سایت را به زبان بومی خود مرور کنند - نه الزاماً زبان مبدا. اسپرانگ (2000:ix) پیشنهاد می کند که مشتریان زمانی که با زبان بومی شان با آنها صحبت شود سه برابر بیشتر احتمال دارد خرید کنند و بیان می کند که در سال 1998 بیش از 60 درصد از درآمد ماکروسافت از بازارهای غیر آمریکایی بود. متن های آنلاین چالش های گوناگونی را برای مترجمان فراتر از چالش های مستند سازی سنتی ایجاد می کنند. اولاً، انسجام مسئله مهم تری است، زیرا محتوای یک متن آنلاین ممکن است خارج از ترتیب مورد نظر خواننده شود (أهانگ و اشوورث 2002:53). این به این دلیل است که کاربران می توانند در تمام یک وب سایت برای بازدید از یک صفحه دیگر در درون همان سایت یا یک سایت خارجی روی هایپرلینک ها کلیک

کند. ثانیاً، از آنجایی که وب سایت ها ممکن است شامل هایپرلینک ها و مولتی مدیا از قبیل فلش انیمیشن، گرافیک های دو بعدی/سه بعدی، صوتی یا ویدئویی باشند (ibid.:51-52)، این ویژگی ها ممکن است لازم شود تغییر کنند: ممکن است نیاز باشد عکس های جدید گرفته شوند تا فرهنگ مقصد را منعکس کنند، صوتی ممکن است لازم شود دوبله شود، و هر گونه متن در گرافیک ها، انیمیشن یا ویدئوها ممکن است لازم شود ترجمه شود. مولتی مدیای نهفته در وب سایت ها مسائل مهم دیگری را برای مترجمان آنلاین در مقایسه با متن های سنتی ایجاد می کنند. هنگام بومی سازی یک وب سایت برای بازاری خارج از محل داخلی، بومی سازها باید به خاطر داشته باشند که دسترسی اینترنت باند پهن در تمام بخش های دنیا رایج نیست. تا سال 2005، به عنوان مثال، بیشتر خانوارهای انگلیسی به جای دسترسی باند پهن دارای دسترسی دایل آپ بودند (Ofcom 2005). در مقابل، در ایالات متحده دسترسی باند پهن در سال 2004 از دایل آپ پیشی گرفت (جسدانن 2005). بر اساس آمار دسترسی باند پهن از طریق نفوذ بازار، کره جنوبی، هنگ کنگ و هلند سه کشور برتر در تمام دنیا هستند، هر کدام با بیش از 20 خط به ازاء هر 100 عضو از جمعیت. ایالات متحده و انگلستان، که کشورهای نظیر سوئیس و کانادا از آنها پیشی گرفته اند، حتی در بین ده کشور اول قرار ندارند (Point Topic 2005:13). به دلیل این نابرابری بین کشورها با تعداد بالای کاربران اینترنت سرعت بالا و کشورهای که در آنها اتصال های کندتری رایج است، شرکت ها باید آگاه باشند که یک وب سایت که از نظر گرافیک یا مولتی مدیا حجم سنگینی داشته باشد ممکن است اکثریت کاربران اینترنت در یک محل بخصوص، که ممکن است با یک خط تلفن به اینترنت متصل شوند، را کلافه کند. علاوه بر این، هزینه بومی سازی مولتی مدیا کاملاً زیاد است، و بنابراین برخی راهنماهای بومی سازی (به عنوان مثال، یونکر) به شرکت های توصیه می کنند حجم وب سایت های خود را از نظر گرافیک و مولتی مدیا کمتر کنند، که این امر باعث کم شدن زمان های دانلود و هزینه های بومی سازی می شود. لذا،

برخی از شرکت ها دو نسخه از وب سایت خود را ارائه می کنند: یک نسخه فقط متن و یک نسخه کامل با ویژگی های مولتی مدیا برای کاربران باند پهن.

Text 6 (English)

Hiding Difference On the Localization of Websites (part two)

2. Advantages of localization

The Localization Industry Primer offers numerous reasons why the localization process is advantageous to businesses. This section will examine some of these reasons in detail by exploring examples of localized websites currently available online.

2.1 Localized websites reach a wider audience The first and most obvious advantage for companies that localize is that they will be able to reach a wider audience of potential consumers, clients and investors. LISA's Primer boasts that a properly localized site will reflect the cultural, language and business needs of a local market. They insist that for an organization to be successful, it must modify its products and services – including websites – to ensure the latter look and feel like “locally-made products” adapted to “local conventions” (Lommel 2003:5). Consumers would be able to browse a website in their native tongue and should feel that they are dealing with a company that understands their needs. They would also be less likely to be offended by images, colours, text or other content of the localized website, since these elements would have been adapted

with local customs in mind. Companies that do not localize, on the other hand, are able to communicate exclusively with an audience that understands the source language – and often, even, only with those who live in the source locale. By localizing, businesses are able to conduct market research in a particular locale and then create a website that responds to customer needs, desires and concerns. Without a website targeted for a particular locale, companies are unable to appeal directly to a group of clients or investors. Instead, they must try to appeal to everyone by providing general information relevant to as many regions as possible. The Proctor and Gamble website is an ideal example of how a significant number of locales can be targeted through localization. Proctor and Gamble offers local sites for more than forty countries or regions in four continents, all of which are accessible via a link on the main home page (www.pg.com). In the upper-right-hand corner of the P&G homepage is a blue world map accompanied by the description “P&G Global Operations”. Although users who do not speak English cannot be expected to understand the text and may therefore not be able to access the localized content, presumably they will glean the context from the image. At the Global Operations page, users are given a choice of 43 websites localized for various countries, including Canada, each of which is marked by the nation’s flag. Moreover, three “regional websites” are offered: the Balkans, Central Asia and Western Europe. Although Yunker (2003:183, 308-309) repeatedly advises companies against using flags to indicate localized sites due to the fact that a country’s flag does not always correlate with

a single language (as in the case of Canada) and a language (e.g. Spanish) is not always represented by a single flag, Proctor and Gamble has circumvented this difficulty by adding an additional page to the sites of countries with multiple official languages. Theoretically, this solution would be viable for many countries, like Belgium and Switzerland, but Canada seems to be the only country for which Proctor and Gamble offers an introductory page asking users to select the language in which they would like to view the website: French or English. The content of both the French and English versions of the Canadian site is identical; it was evidently decided that the locales were not distinct enough to merit separate localization beyond the translation of the text. The Canadian P&G website offers users localized information, including a page about P&G's investments in "Canadian communities" and another about its contributions to "Environmental Protection in Canada". Elsewhere, the focus is on how the company has been developing ties with Canadians. The home page boasts that Canadians have "trusted" P&G for more than 90 years, and a text bubble in the lower-right-hand corner declares that the company was named one of the best employers in Canada in 2005. Comparable figures are absent from the American page. Moreover, although the American version does offer information on P&G's contributions to education in the United States, a greater emphasis is placed on the company's international role: "P&G believes contributing to humanitarian relief efforts advances the Company's mission of improving the lives of the world's consumers" and "We remain committed to improving the environmental

quality of P&G products, packaging, and operations around the world”. So while the Canadian version offers local information, the American website highlights P&G’s global efforts, possibly because the American version is the only one to contain investment information. By localizing its website for Canadians and offering information related directly to the company’s long history in Canada, P&G has been able to focus on increasing customer trust and providing reasons to make Canadian consumers feel more confident that any purchases they make will help P&G reinvest in Canada. Without a localized website, potential Canadian consumers and investors might not have recognized the company’s contributions to Canada and might have decided to invest their money elsewhere. Moreover, French Canadians would not have been able to access more than the three translated documents offered via the Global Operations page on the American version. As evidenced by the Proctor and Gamble websites, through localization a company can focus on a particular theme, such as trust, to appeal directly to the customers of a particular area.

2.2 Images, icons and colours can be adapted

The second advantage to creating localized websites is that companies are able to remove or alter images, icons, colours, etc. that may be offensive, unfamiliar or too foreign to another locale. An American mailbox, for instance, is not a universally recognized symbol for mail, and this image could be changed to an envelope if localizers wanted to make the site more accessible worldwide, or to

an image of a mailbox typically found in the target locale if localizers wanted to make the site locale-specific. Market research is important in this area as well, since companies can use images that reflect consumer expectations or (perceived) needs rather than imposing images from the source locale. The company 3M, for example, chose to alter an image on the French language version of the Canadian website. The Products and Services page shows an image of a construction sign amid pylons, posters and safety jackets. While in the English version the sign reads “one lane road ahead”, the sign in French contains only a curved arrow that indicates a detour. This change makes the image more neutral and familiar to several locales; had the image been modified to include French text on the sign, it would have been localized specifically for North American Francophones.

2.3 Currencies, maps, time zones can be adjusted

In addition to being able to adapt images and multimedia, localizers are able to adjust prices so that consumers can make purchases in their own currency and do not have to calculate exchange rates on their own. Other region-specific features, like time zones and maps, can be changed to reflect the target locale. Localized Ikea websites, for instance, each include a different map on which the store locations of the target locale are pinpointed. And the Canadian 3M site specifies that the hours of operation for its customer service department are from 8 a.m. to 6 p.m. EST, ensuring that no confusion arises about the time zone in which the telephone operators will be available.

2.4 Products adapted to the target locale can be sold

When a company decides to localize its website, it is able to feature or to sell to target customers only those products that have been adapted to the target locale while preventing users who are not part of this locale from making purchases on the website. Amazon, for instance, sells region 1 encoded DVDs (United States and Canada version) only on its American and Canadian websites and offers only region 2 encoded DVDs (Europe, Middle East and Japan) on its France and UK sites. Similarly, McDonald's is able to promote only those menu items that are available in the target locale: the mandise and deluxe potatoes in France, hash browns in the United States and Canada, toasted deli sandwiches in Canada, etc. Thus, through localized websites, consumers can more easily purchase products designed for their own locale. Companies can also selectively promote products in a particular locale according to market research.

Text 6 (Persian)

2. مزیت های بومی سازی

مبادی اولیه صنعت بومی سازی دلایل متعددی را ارائه می کند که چرا فرآیند بومی سازی برای کسب و کارها مفید است. این بخش برخی از این دلایل را با جزئیات بیشتری از طریق بررسی مثال های وب سایت های بومی سازی شده که اخیراً موجود هستند ارائه می کند.

2-1 وب سایت های بومی شده با مخاطب وسیع تری ارتباط برقرار می کنند

اولین و مشخص ترین مزیت برای شرکت هایی که بومی سازی می کنند این است که این شرکت ها قادر خواهند بود با مخاطب وسیع تری از مصرف کنندگان، مشتریان و سرمایه گذاران احتمالی ارتباط

برقرار کنند. مبانی اولیه LISA بیان می کند که یک سایت بومی شده به شکل مناسب نیازهای فرهنگی، زبانی و کسب و کار یک بازار محلی را منعکس خواهد کرد. آنها تاکید دارند که برای این که یک سازمان موفق شود، باید محصولات و خدمات خود - از جمله وب سایت ها - را تغییر دهد تا اطمینان حاصل کند که مورد دوم چنین به نظر برسد و احساس شود که «محصولات ساخته شده به شکل محلی» است که برای «رسوم محلی» سازگار شده است (لومل 2003:5). مصرف کنندگان می توانند یک وب سایت را به زبان محلی خود مرور کنند و باید احساس کنند که در حال معامله کردن با شرکتی هستند که نیازهای آنها را درک می کند. مصرف کنندگان همچنین با تصاویر، رنگ ها، متن یا سایر محتوای وب سایت بومی شده کمتر اذیت می شوند، زیرا این عناصر با در نظر گرفتن عرف های محلی اقتباس می شوند. از سوی دیگر، شرکت هایی که بومی سازی نمی کنند قادر هستند منحصراً با مخاطبی ارتباط برقرار کنند که زبان مبدا را درک می کند - و اغلب، حتی، تنها با آنهایی که در محل مبدا زندگی می کنند. با بومی سازی، کسب و کارها قادرند تحقیقات بازار را در یک محل بخصوص انجام دهند و سپس وب سایتی را ایجاد کنند که به نیازها، تمایلات و دغدغه های مشتری پاسخ می دهد. بدون یک وب سایت که محل خاصی را هدف قرار داده باشد، شرکت ها نمی توانند مستقیماً برای گروهی از مشتری ها یا سرمایه گذاران جذاب باشند. در عوض، آنها باید تلاش کنند با ارائه کردن اطلاعات کلی مرتبط با هر تعداد منطقه ممکن برای تک تک افراد جذاب باشند. وب سایت Proctor and Gamble مثال ایده آلی از این امر است که چگونه می توان تعداد قابل ملاحظه ای از محل ها را از طریق بومی سازی هدف گرفت. Proctor and Gamble برای بیش از چهل کشور یا منطقه در چهار قاره سایت های محلی ارائه می کند، که همگی از یک لینک در صفحه خانه اصلی قابل دسترسی هستند (www.pg.com). در گوشه بالا سمت راست صفحه اصلی P&G یک نقشه جهان آبی رنگ همراه با شرح «P&G Global Operations (عملیات های جهانی P&G)» قرار دارد. با وجودی که نمی توان از کاربرانی که به زبان انگلیسی حرف نمی زنند انتظار داشت این متن را درک کنند و بنابراین ممکن است نتوانند به محتوای بومی سازی شده دسترسی پیدا کنند، احتمالاً آنها فحوا را از تصویر درک می کنند. در صفحه عملیات های جهانی، به کاربران انتخاب 43 وب سایت بومی شده برای کشورهای مختلف، از جمله کانادا، داده شده است که هر کدام با پرچم کشور علامت گذاری شده است. علاوه بر این، سه «وب سایت منطقه ای» ارائه شده اند: بالکانز، آسیای مرکزی و اروپای غربی. با وجودی که یونکر (308-309، 2003:183) به کرات به شرکت خلاف استفاده از پرچم ها برای نشان دادن سایت های بومی سازی شده به دلیل این واقعیت هشدار می دهد که پرچم یک کشور همیشه با یک زبان واحد ارتباط ندارد (مثل در مورد کانادا) و یک زبان (مثل اسپانیایی) همیشه با یک پرچم واحد نشان داده نمی شود، Proctor and Gamble این دشواری را با اضافه کردن یک صفحه

اضافی به سایت های کشورهای دارای چند زبان رسمی دور زده است. از نظر نظری، این راه حل برای بسیاری از کشورها، مثل بلژیک و سوئیس، عملی خواهد بود، اما کانادا به ظاهر تنها کشوری است که برای آن Proctor and Gamble یک صفحه مقدمه را ارائه می کند که از کاربران درخواست می کند زبانی را انتخاب کنند که دوست دارند وب سایت را به آن زبان مشاهده کنند: فرانسوی یا انگلیسی. محتوای هر دو نسخه فرانسوی و انگلیسی سایت کانادا یکسان است؛ مشخصاً چنین تصمیم گرفته شده است که محل ها به اندازه کافی متمایز نیستند که بومی سازی فراتر از ترجمه متن برای آنها لازم باشد. وب سایت کانادایی P&G به کاربران اطلاعات بومی سازی شده ارائه می کند، شامل یک صفحه درباره سرمایه گذاری های P&G در «جوامع کانادایی» و یک صفحه دیگر درباره کمک های این شرکت در «حفاظت از محیط زیست در کانادا». در جای دیگر، تمرکز بر روی این امر است که چگونه این شرکت پیوندهایی را با مردمان کانادا ایجاد کرده است. صفحه اصلی عنوان می کند که مردم کانادا به مدت بیش از 90 سال به P&G «اعتماد» کرده اند، و یک حباب متن در گوشه پایین سمت راست اعلام می کند که این شرکت در سال 2005 به عنوان یکی از بهترین کارآفرینان کانادا نامیده شد. ارقام قابل مقایسه در صفحه آمریکایی وجود ندارند. علاوه بر این، با وجودی که نسخه آمریکایی اطلاعاتی در مورد کمک های P&G در آموزش در ایالات متحده ارائه نمی کند، تاکید بیشتری روی نقش بین المللی شرکت شده است: «P&G اعتقاد دارد کمک به تلاش های کمک های بشردوستانه مأموریت این شرکت مبنی بر ارتقاء زندگی مصرف کنندگان جهانی را پیش می برد» و «ما به بهبود کیفیت زیست محیطی محصولات، بسته بندی و عملیات های P&G در تمام دنیا متعهد باقی می مانیم». در نتیجه، با وجودی که نسخه کانادایی اطلاعات محلی را ارائه می کند، وب سایت آمریکایی تلاش های جهانی P&G را برجسته می کند، احتمالاً به این خاطر که نسخه آمریکایی تنها نسخه ای است که حاوی اطلاعات سرمایه گذاری است. با بومی سازی وب سایت خود برای مردم کانادا و ارائه اطلاعات مستقیماً مربوط به تاریخچه طولانی این شرکت در کانادا، P&G توانسته است روی افزایش دادن اعتماد مشتری و ارائه دلایل برای مطمئن تر کردن مصرف کنندگان کانادایی از این امر که هر خریدی که آنها انجام می دهند به P&G کمک خواهد کرد مجدداً در کانادا سرمایه گذاری کند، تمرکز کند. بدون یک وب سایت بومی شده، مصرف کنندگان و سرمایه گذاران احتمالی کانادایی قادر به تشخیص کمک های این شرکت به کانادا نبودند و ممکن بود تصمیم بگیرند پول خود را در جای دیگری سرمایه گذاری کنند. علاوه بر این، کانادایی های فرانسوی زبان نمی توانستند به بیش از سه متن ترجمه شده که از طریق صفحه عملیات های جهانی در نسخه آمریکایی ارائه می شد دسترسی داشته باشند. چنانچه وب سایت های Proctor and Gamble نشان می دهند، از طریق بومی سازی یک شرکت می تواند روی موضوع خاصی، از قبیل اعتماد، تمرکز کند تا مستقیماً مشتریان یک منطقه خاص را جذب کند.

2-2 تصاویر، آیکن ها و رنگ ها می توانند سازگار شوند

مزیت دوم ایجاد کردن وب سایت های بومی شده این است که شرکت ها می توانند تصاویر، آیکن ها، رنگ ها و غیره که ممکن است برای یک محل دیگر آزار دهنده، ناآشنا یا خیلی خارجی باشند را حذف کرده یا تغییر دهند. به عنوان مثال، صندوق پستی آمریکایی یک سمبل شناخته شده جهانی برای پست نیست، و این تصویر را می توان در صورتی که بومی سازها قصد دارند سایت را در سطح دنیا بیشتر قابل دسترس کنند به یک پاکت نامه تغییر داد، یا به یک تصویر از یک صندوق پستی که معمولاً در محل هدف یافت می شود، اگر بومی سازها قصد داشته باشند سایت را مختص به محل کنند. تحقیقات بازار در این حوزه نیز مهم است، زیرا شرکت ها می توانند از تصاویری استفاده کنند که انتظارات مصرف کننده یا نیازهای (درک شده) را منعکس می کنند، به جای تحمیل کردن تصاویری از محل مبدا. به عنوان مثال، شرکت 3M تصمیم گرفت یک تصویر را در نسخه زبان فرانسوی وب سایت کانادایی تغییر دهد. صفحه محصولات و خدمات تصویری از یک علامت ساخت و ساز را در میان ستون ها، پوسترها و جلیقه های ایمنی نشان می دهد. با وجودی که در نسخه انگلیسی بر روی این علامت نوشته شده است «یک جاده یک بانده در پیش است»، این علامت در فرانسوی تنها شامل یک فلش منحنی است که نشان دهنده یک میانبر است. این تغییر تصویر را برای چندین محل خنثی تر و آشنا تر می کند؛ اگر این تصویر به گونه ای اصلاح می شد که بر روی این علامت دارای متن فرانسوی باشد، به طور ویژه برای فرانسه زبان های آمریکای شمالی بومی سازی می شد.

2-3 ارزشها، نقشه ها، مناطق زمانی را می توان تعدیل کرد

علاوه بر قادر بودن به سازگار کردن تصاویر و مولتی مدیا، بومی سازها می توانند قیمت ها را تعدیل کنند تا مصرف کنندگان خریدها را بر حسب ارزش خود انجام دهند و مجبور نباشند خود نرخ های تبدیل ارزش را محاسبه کنند. دیگر ویژگی های مختص منطقه، نظیر مناطق زمانی و نقشه ها، را می توان تغییر داد تا محل هدف را منعکس کنند. به عنوان مثال، وب سایت های Ikea بومی سازی شده هر کدام شامل یک نقشه متفاوت هستند که در آن مکان های فروشگاه محل هدف مشخص شده اند. و سایت کانادایی 3M مشخص می کند که ساعات کاری برای واحد خدمات مشتری آن از 8 صبح تا 6 بعد از ظهر EST هستند، و از این امر اطمینان حاصل می کند که هیچ اشتباهی درباره منطقه زمانی ای که در آن اپراتورهای تلفن موجود خواهند بود پیش نیاید.

2-4 محصولات سازگار شده با محل هدف می توانند فروخته شوند

زمانی که یک شرکت تصمیم به بومی سازی وب سایت خود می گیرد، می تواند تنها محصولات را به مشتریان هدف عرضه کرده یا بفروشد که با محل هدف سازگار شده اند، در حالی که از کاربرانی که بخشی از این محل نیستند از انجام دادن خریدها در این وب سایت جلوگیری کند. به عنوان مثال، آمازون دی وی دی های کد گذاری شده منطقه 1 خود (نسخه آمریکا و کانادا) را تنها در وب سایت های آمریکایی و کانادایی خود می فروشد و دی وی دی های کدگذاری شده منطقه 2 (اروپا، خاور میانه و ژاپن) را تنها بر روی سایت های فرانسه و انگلستان خود عرضه می کند. مک دونالد قادر است تنها آن اقلام منو که در محل هدف موجود هستند را تبلیغ کند: سیب زمینی های ماندلی و دولوکس در فرانسه، هش بروانز در ایالات متحده و کانادا، ساندویچ های دلی تست شده در کانادا و غیره. لذا، از طریق وب سایت های بومی سازی شده، مصرف کنندگان می توانند با سهولت بیشتری محصولات طراحی شده برای محل آنها را خریداری کنند. شرکت ها همچنین می توانند محصولات را به شکل انتخابی در یک محل ویژه طبق تحقیقات بازار تبلیغ کنند.