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**DIGITAL TRANSFORMATION OF A TEXT: LOCALIZING THE TEXT
TRANSLATION IN THE ONLINE SPHERE**

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With the advent of scientific and technological progress, in the era of globalization and internationalization, almost every company, regardless of the activity field, has its own corporate website. It is the website that has become the most convenient and expedient tool for informing the audience.

Depending on the objectives pursued by the organization, the website can perform different functions. For example, it can be a business card of the company, provide information about its activities, products or services. Moreover, the site can serve as an advertising tool, helping to attract new customers and retain existing ones. And, of course, the site can be a platform for the implementation of goods and services, allowing customers to make purchases or get the necessary on-line information.

The aim of our research is to explore the topic of translation localization in the Internet space.

The goal implies the solution of the following tasks:

1. To disclose the concepts of localization, globalization and internationalization in relation to the software product for use by the user of a particular region.
2. To identify the stages of localization and aspects of translations, methods of translations within the framework of website localization.
3. To identify the difficulties arising in localization related to translation; to identify the necessary skills of a modern translator.

The material of the research was the works in the field of localization and translation of Russian and foreign linguists: A. Y. Alipichev, A. A. Atabekov, A. B. Parshin, V. N. Komissarov, B. Esselink, etc.

One of the most important steps in the process of localizing a website is the translation. But the translation is not limited only to the textual content of the site. It also includes the adaptation of a number of other elements to make the site as consistent as possible with the preferences and expectations of the target audience: navigation structure, audio and video files, buttons, images, flash screensavers, headers.

Localization is the process of product adaptation to the best linguistic, cultural and contextual requirements of a particular audience. It is not only necessary to translate a text from one language to another, but also to take into account the specifics of the regional language, culture, customs and preferences [1].

The term "localization" should be considered also with such concepts as globalization and internationalization, which are prerequisites for localization. In the field of international economic cooperation, globalization is the process of creating a product that can be successfully marketed in different countries. It means taking into account multinational audiences and national characteristics in the design and production of goods [10].

A website is a set of various software, information and media tools such as videos, images, sound recordings, etc. All of them are logically linked together and designed as individual web pages. The website can be found and visited on the Internet [9].

Translation is a form of language mediation in which a text is co-created in another language that can completely replace the original and is communicatively equivalent to it. In turn, localization is the process of adapting a product for a particular culture or region. Unlike localization, which results in an adapted product, translation focuses on creating a text that can be used in another society. Thus, the text translation is an important component of the localization process, although it is not the only one, its importance in creating a communicatively similar text in another language cannot be underestimated [7].

There are some tips to take into account:

1. Language support, units of measurement, national standards (phone numbers, time, date, etc.). It is also important to ensure that alphabetical character order is maintained.

2. Translate all elements of the site into the language in which the target audience will be orientated. This means that all content, buttons, links and other elements should be available in the desired language.

3. Adapt the translation to the target country. This means taking into account the specifics of the language, such as the declension and conjugation of words, as well as factors such as standards and regulations related to the target country. You should also check that symbols, images and color combinations are appropriate to the audience's culture (word forms, additional standards, checking the acceptability of symbols, images, color combinations, etc. in the audience's culture).

In America, Canada and Germany there are training programs for specialists who work with the localization of websites. Their responsibilities include not only translation skills, but also knowledge of information technology [4].

When a company wants to succeed internationally, it is important to recognize that the preferences and expectations of users in different countries differ significantly. Cultural differences, language and technological level of information perception are all factors that influence the interaction of users with the company's website. It is very important to take all these facts into account when translating.

Studies show that localization should take into account not only simple translation of separate elements, but also other aspects. Localization includes not only translation of source materials, but also ensuring that the entire system works correctly in the new language and interface. Sometimes it may require a complete redesign and testing of the product. Let's look at the most common difficulties:

I. Technical aspect.

1.1 The size of the original text and the size of the translated text often do not match, resulting in changes to the size, positioning and alignment of interface elements (For example: the phrase "Rotate 90° CCW" is significantly enlarged in translation - "Rotate 90° anti-clockwise").

1.2 Excessive localization. When adapting the site taking into account that excessive localization can cause problems in the operation of the entire web application (For example, when interacting with Microsoft Word, the application developer will focus on the name of the editor (Microsoft Word) in the title bar, while the localizer may translate it as "Microsoft Word". This results in problems with the functionality of the application. Therefore, it is important to ensure the accuracy and consistency of the translation when localizing the site) [2].

II. Linguistic aspect.

2.1 Lack of context. Translation of linked texts is not difficult for the translator. Translation of the names of individual elements: window title, tooltip, screen saver - all these elements are created from initially given polysemous words and phrases, which in turn causes difficulties for the translator to understand in what context the word or phrase should be used.

For example: "picture - a drawing or frame", "line - a line or string". When one term has several translations in the program, the translator needs to contact the client for clarification.

2.2 Working with word forms is an important aspect of translating predicate, subject and numerals. The predicate depends on the number and gender of the subject.

For example, when translating the phrase "File was updated/files were updated" into Russian, we can use the following variants: "the file was updated/files were updated" or "the file was updated/files were updated" [5].

III. Cultural aspect.

3.1 The translator's work involves taking into account the national mentality and peculiarities of each culture. For example, when translating color schemes, it is important to focus on the different traffic light systems in different countries. Russia, England and European countries use a system with red, yellow and green colors, while the USA uses red, orange and green. Japan, on the other hand, uses a system with red, orange and blue. In addition, colors can have different symbolic meanings in different cultures. For example, in Western Europe, red is associated with danger, white with purity and black with darkness. In Asia, red symbolizes joy, white - mourning, and black - happiness. In Arab countries, green is considered a sacred color.

In modern application development, standardization of terminology in the user interface is an integral part of the process of creating a quality product. The definition and use of uniform terms and phraseology helps to ensure comprehensibility and consistency of the user's interaction with the interface. Furthermore, a style and design guide can detail preferred language conventions, helping to create a coherent and consistent user experience.

In addition, it is important to consider the alignment of help systems and FAQs during the localization process. This will help to ensure that the information is complete and understandable to users in the target language.

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