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The Case Study of Nescafe Website

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Dedication

To the unexpected experiences, to the paths that were redirected, to my dear father, and family, to all the friends I met along the way.

Manar

Dedication

I unwaveringly dedicate this piece of work to my beloved, supportive, and special family. And especially devote it to dear old dad for being the closest thing to heaven on earth for me.

I whole-heartedly dedicate this work to whichever helped me towards achieving it.

I unfalteringly dedicate it to my teachers who provided knowledge and assistance throughout my learning journey, Eternally thankful.

I, last but not least, warmly devote it to myself for doing the hard work, having faith in me and for what's further to come as well.

Darine .F



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Abstract

Website translation is a crucial part of the larger discipline of Globalization, Internationalization, Localization, and Translation (GILT), which includes adapting every facet of products, services, and information for worldwide markets, including website translation. With increasing demands of addressing a worldwide audience, website translation has become an essential component in corporate success. This dissertation aims to provide a comprehensive framework for website translation and localization by providing an overview of the fundamental concepts, definitions, and terminology.

The subject matter then shifts to highlighting the elements associated with the procedure of website translation, to present ample opportunity for addressing the dissertation's primary aim; how to translate a website . It facilitates website translation and draws close attention to its significance through the inclusion of instructive approaches based on a descriptive analysis method, essentially to implement these key elements in a contrastive study made on both Arabic and English versions of the official website NESCAFE. Inaccuracies will be highlighted and addressed, while simultaneously offering best practices associated with each inaccuracy and the challenges faced during website translation. The dissertation's findings indicate that a well-established and profitable firm requires website translation, as it demands a thorough understanding of the target audience's cultural and language backgrounds.

Key words: Showcasing, Website, translation, Website localisation, NESCAFE .

المخلص:

تعد ترجمة المواقع الإلكترونية جزءاً حاسماً من تخصص أوسع يسمى "جيلت" و هو اختصار للمفاهيم التالية "العولمة والتدويل والتوطين والترجمة" والذي يشمل تكييف كل جانب من جوانب المنتجات والخدمات والمعلومات للأسواق العالمية، بما في ذلك ترجمة المواقع الإلكترونية. مع زيادة الطلب على استهداف جمهور عالمي، أصبحت ترجمة المواقع الإلكترونية جزءاً أساسياً لنجاح الشراكة. تهدف هذه الدراسة إلى عرض وتقديم إطار شامل لترجمة وتوطين المواقع الإلكترونية من خلال تقديم نظرة عامة على المفاهيم الأساسية والتعريفات والمصطلحات.

ثم ينتقل موضوع البحث إلى تسليط الضوء على العناصر المرتبطة بإجراءات ترجمة المواقع الإلكترونية، لتقديم فرصة تحقيق الهدف الرئيسية للدراسة؛ كيف تتم ترجمة المواقع الإلكترونية. مما تسهل عملية ترجمة المواقع الإلكترونية وتثبيد لأهميتها من خلال تضمين أساليب تعليمية مبنية على منهجية التحليل الوصفي، عبر لمقارنة على النسختين العربية والإنجليزية للموقع الرسمي NESCAFEتوظيف هذه العناصر في دراسة .

سيتم تسليط الضوء على بعض من الترجمات الركيكة ومعالجتها، و في نفس الوقت تقديم حلول أفضل لها و ذكر التحديات التي تمت مواجهتها، أو من الممكن مواجهتها خلال ترجمة الموقع الإلكتروني. تبين نتائج الدراسة إلى أن الشركة المربحة والناجحة تحتاج إلى ترجمة موقعها الإلكتروني، حيث يتطلب ذلك فهماً شاملاً للخلفية الثقافية واللغوية للجمهور المستهدف.

الكلمات الدلالية: عرض، ترجمة موقع الكتروني، توطين المواقع الالكترونية، نسكافيه .

Résumé

La traduction de sites web fait partie intégrante d'un domaine plus vaste appelé GILT (Globalization, Internationalization, Localization, Translation), qui englobe les concepts de mondialisation, d'internationalisation, de localisation et de traduction. Il s'agit d'adapter tous les aspects des produits, services et informations pour les marchés mondiaux, y compris la traduction des sites web. Avec une demande croissante pour atteindre un public mondial, la traduction de sites web est devenue un élément essentiel du succès commercial.

Cette étude vise à fournir un cadre global pour la traduction et la localisation des sites web en offrant un aperçu des concepts fondamentaux, des définitions et des termes associés. La thématique se concentre sur la mise en évidence des éléments liés aux procédures de traduction des sites web, afin de fournir une opportunité d'atteindre l'objectif principal de l'étude : les éléments de traduction des sites web. Cela facilite le processus de traduction des sites web et souligne leur importance en incluant des méthodes d'enseignement basées sur une méthodologie d'analyse descriptive, en utilisant ces éléments dans une étude contrastée des versions arabes et anglaises du site officiel de NESCAFE. Une attention particulière sera accordée à certaines traductions médiocres et à leur traitement, tout en proposant en même temps des solutions plus appropriées et en évoquant les défis rencontrés lors de la traduction des sites web.

Les résultats de l'étude indiquent que l'entreprise lucrative et prospère a besoin de traduire son site web, car cela nécessite une compréhension globale du contexte culturel et linguistique de son public cible.

Mots-clés : Exposition, Site Web, Traduction, Localisation de Sites Web, Nescafe.



Introduction

As the world becomes increasingly globalized due to the inception of the internet, it has become crucially important for people to communicate with each other in a variety of different languages. Digitalization has changed all lines of business (marketing, journalism, translation... Etc). In marketing, for example, a number of different websites have been developed by companies and industries to facilitate communication and promote marketing. The websites serve as a mediator to captivate foreign customers, hence, enhancing their incomes. Companies' need to translate and localize their websites has led to a huge demand for translation and localization services in general and website translation in particular. For this purpose, the term website translation emerged and gained popularity.

When seeking to market products or businesses, four steps must be taken, GILT is an acronym for Globalization which is the initial interest in the expansion, internationalization is developing generic products, localization is adapting the products and finally translation is converting the text from source language to the target language accordingly, these steps are interlinked to each other and are parts of a new field of research known as "GILT". Thus website translation is rewriting software so that it can work in a different locale; it is the process of making the design (layout, color), a picture (animation, still picture), and a verbal component of the website culturally and linguistically suitable to the target locale.

Website translation therefore requires not only a good command of the source and target languages, but also a deep understanding of the culture, the linguistic suitability, and the purpose of the website. A study on the types of websites and the tools used in the process will be conducted. As well as defining the umbrella and the excruciating term of Localization along with its cultural aspects.

Technology had a great impact on translation, and specifically when it moved toward website translation. Ethical issues and challenges faced in the process will be briefly issued, alongside a demonstration of comparison made between different selected translated websites to showcase the major aspects when localizing websites: technical, content and linguistic aspects, all in an effort to shed light on how to translate a website. There is a great need for website translation services as a result of businesses' desire to translate their websites.

1 Statement of the Problem

The vague aura surrounding the process of digitalization in Algeria resulted in businesses yet to explore their online capacities. Net Media Planet reported a 20% increase in conversions upon localizing their website content (<http://transperfect.com>), given the fact that possessing a website with multiple languages and various cultural backgrounds statistically continues to result in more client engagement, the issue at hand prompted the following question: how do you translate a website?

2 Aims of the Study

_ Identifying key elements in the process of translating websites.

_ Prompting business owners to venture into the digital world; enlarging their grounds aiming to further prosper their businesses, thus reaching a wider potential clients base which will most likely increase the revenue amount.

3 Research Questions

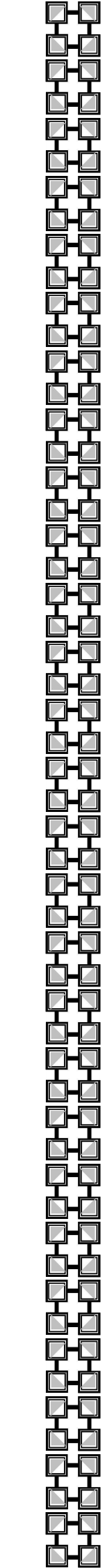
1. What are the key elements in the process of website translation?
2. How can multimedia elements, as well as cultural specific items be made useful for website translation purposes?

4 Research Hypothesis

1. There is a delay of digitalization in Algeria, which renders most business owners incapable of creating their websites, let alone translate them.
2. The business industry is idle, therefore, translating a website to reach a wider client base is required.

5 Literature Review

While considerable literature has been published on the topic from a computer linguistic perspective, little has been written about the translation dimension (e.g. Somers 2003). A large number of scholars have contributed to the field website translation and localization research from different perspectives, Jhon Yunker viewed that Within the localization process, translation is regarded as only part of the process of, “modifying a website for a specific locale” (Yunker 2002:17), On the other hand, localization is a new term which dates back to the 1990’s which surfaced with the advancement of the internet. Bert Esselink which was mainly concerned with the technical aspect of localization defines it as follows: “Translation is only one of the activities in localization. In addition to translation, a localization project includes many other tasks such as project management, software engineering, testing” (Esselink 2000: 4), and that One of these new forms of international communication is website localization, which has been defined as adapting a product to a particular locale (Esselink 2001). According to The Localization Industry Standards Association(LISA) “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” as cited in (Esselink, 2000, p. 3).Bass and Dunne(2006) provide 16 professional readings on the subject of website translation and localization, where they define localization and website translation as “the process of which digital content and products developed in one local are adapted for sale and use in another locale” (Dunne, 2006, p. 4). Some researchers, such as



Schäler demonstrated interest in the cultural dimension realizing that the technical linguist he localization industry has created.]

6 Methodology

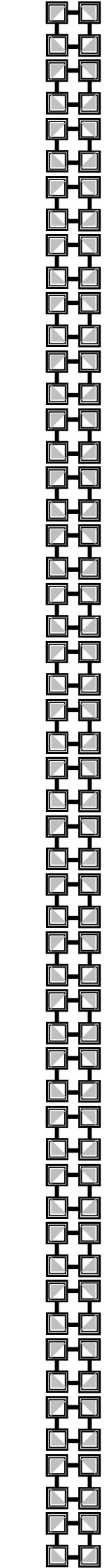
This dissertation intends to use mixed-methods research design for providing an all-inclusive investigation into the area of website translation. Three fundamental parts constitute the research design which includes descriptive analysis on different concepts related to translating content for websites, an in depth view on the various elements that enable the process of website translation, then a contrastive study between the Arabic version and the English version of Nescafe's website. The underlying philosophy behind this research work is based on pragmatism since it combines both qualitative & quantitative data for practical application purposes. The research approach is primarily deductive which rely upon pre-existing theories and frameworks to guide our analytical work. The descriptive analyses are designed around developing an extensive knowledge base for readers concerning various aspects of website translation concepts, aiming at analysing how these particular aspects contribute toward making a translated site successful .This study will perform a contrastive analysis on translations between Arabic and English versions of the Nescafe website as its primary practical component, the data being analysed here includes textual content, vibrant visuals and overall consumer experience evaluated by means of existing strategies and techniques, the criteria for evaluation include translation accuracy , cultural suitability coherence & fluency. Any difficulties or inaccuracies are to be resolved through analysing and offering suggested corrections.

7 Significance of the Study

Website translation and localization are undeniably considered an integral part of the modern digital world, and specifically the business digital domain, and that is due to the fact that translation is becoming increasingly important in our globalized world as a mean of securing communication across languages and cultures, the development of the internet as an interactive medium is elevating the necessity to shim in and remain constantly updated in regards to the online presence.

8 Structure of the dissertation

First chapter: On website translation; this chapter focuses on website translation, its definition, and types. Then defining website localization and its relationship with website translation in order to extract the cultural aspects of this process. **Second chapter:** Elements of Website Translation; this chapter will be tackling the key elements and degrees in the process of



website translation and the types of translation tools and text perspectives , alongside the comparison of machine and human translation in websites. **Third chapter:** investigating the Arabic version of the Nescafe Website; this chapter will be dedicated to a case study to showcase Nescafe websites' from two languages aspects, these alterations will be categorized by text and linguistic perspectives, to finally end the chapter with some of the challenges and ethical issues related to the website.



CHAPTER-I. Website Translation

1. Introduction

With the advent of the Internet in businesses around the world, the demand for website translation and localization services has increased to meet the needs of diverse global audiences. In the first part of this dissertation you will find a complete presentation on website translation and localization, covering theoretical framework and current industry methodologies. In the context of the website localization process, this dissertation highlights the importance of effectively localizing and translating content and shows how translation best practices work using different methods and techniques. Changes were made to certain parts of the original texts, while at the same time adjusting the attributes of certain articles to fit the targeted cultural ideologies. According to (Zhang, 2018), website localization often requires modifying the source code to better suit the cultural and linguistic expectations of the target audience, and this leads to significant changes to the original content to better match the target culture.

2. General Overview

To thrive in today's international economy, businesses must reach a bigger audience. Making their websites accessible to people from a wide range of nations and cultures is one method to do so. It is not as easy as just translating text from one language to another. When translating and localizing websites, it is critical to understand the cultural, linguistic, and technological differences of different nations. Esselink claims that the term "globalization" is used to express various concepts, so it is important to define it before proceeding with this line of research. The broader field of globalization, internationalization, localization, and translation includes website translation (GILT), this field includes a variety of procedures used to make content accessible to audiences around the world.

The GILT field can aid in achieving full website translation and localization. Moreover, in Esselink's viewpoint about globalization, it is referred to as a geopolitical concept that involves localizing websites and creating an overseas footprint for businesses with local branches or distribution centers along with the progression towards economic globalization. The process of "increasing multidirectional economic, social, cultural, and political global connections across the world and our awareness of them," according to Barker, is what is referred to as globalization. (Barker 2008) Consequently, globalization is the process of making a good or a service accessible to everyone around the world. In contrast, Anthony Pym describes internationalization as "the process whereby the culturally specific features are removed from a text in order to minimize the issues associated with the subsequent distribution of that text to a series of locales.", the Localization Industry Standards Association (LISA), on the other hand, defines internationalization as "the process of generalizing a product so that it can handle multiple languages and cultural conventions without the need for re-design."

As mentioned by (Esselink, 2000) it entails making sure that the website's technology and architecture are neutral, adaptable, and compatible with many linguistic and cultural norms. A product or service is said to have been localized when it is suited to the specific linguistic, cultural, and other needs of a given place, to be seen as local in the target locations, a website must follow all laws and regulations there, whereas a text is translated when it is changed from one language to another. Despite recent advancements in machine translation (MT), human translation is still the preferred method for translating and localizing websites and that is because it can guarantee that the translated text is accurate, appropriate for the target culture, and search engine friendly. Businesses can successfully target a worldwide audience by adhering to the best practices advised and comprehending the cultural, linguistic, and technological facets of website localization. Once firms build a website that is optimized for many countries and cultures and successfully interact with their target audiences, this process is known as the "GILT Process."

Additionally, making sure the website complies with all applicable legal and regulatory standards of the target location can guarantee that the translated material is correct, culturally suitable, and search engine-optimized. Businesses can successfully reach consumers throughout the world by adhering to the best practices that have been advised and comprehending the technical, linguistic, and cultural components of website translation and localization, once firms build a website that is optimized for many geographies and cultural contexts and successfully connect with their target audiences, this process is known as the "GILT Process", Ultimately.

3. Website Definition

A collection of webpages that are interlinked via hypertext links and governed by an individual/organization is what Jakob Nielsen (1993) defines A website as, and he emphasizes on designing websites keeping the user experience in mind which would include ease of navigation along with visual appeal. Designing a website according to Steve Krug's (2000) philosophy means creating links between webpages that facilitate clear navigation and he emphasizes on prioritizing simplistic designs with minimal cognitive load making it simpler for visitors to obtain information easily.

A website serves as a digital interface comprising interconnected webpages where people can access and connect via the internet, and the use of this vital communication tool by businesses or individuals provides direct access to target audiences allowing them not only to disseminate information but also to promote services/goods while interacting. A website's primary objective is to give its users access to valuable data relating either generally to the company/organization in question or specifically regarding product/service descriptions, furthermore sites may include additional features like commerce areas/services. Developers employ various

programming languages such as HTML,CSS,Javascript and PHP to build websites which can then be viewed on any web browser.

3.1. Components of A Website

A website comprises of various components which function collectively to generate a smooth user experience. Therefore a detailed grasp of the consumers' characteristics, needs, beliefs, and limits is essential for successful website design (Nielsen, 2000).

A website's key components are as follows:

1. Websites

Multiple web pages that are interconnected form a website. Every individual web page contains a variety of material, such as text, photos, videos, and audio. Generally, websites are intended to be simple and easily navigated, with clear links and menus that allow users to obtain the required data.

2. Domain

A domain name could be described as a one-of-a-kind identifier to locate websites of the wide internet. Often than not it is the name of the corporation, and can additionally be registered through a domain registrar.

3. Web Hosting

Web hosting is a service that allows websites to be stored and accessed on the internet, a website needs its infrastructure and support to function properly, and that is exactly what web hosting provides.

4. Content management system

CMS is a software tool which aids tremendously in developing, managing, and publishing material on a website without demanding technical skills, hence why website owners must use it.

5. Navigation

Navigation is the structure and organization of a website, subsequently assisting users to browse web pages quickly collecting the desired information. Effective navigation is of the utmost importance for ensuring users are able to obtain the intel they seek and execute any intended activities on the website.

6. Design and layout

The design and layout of a website have a major effect on the user experience. Visual aspects that resemble in Colors, typefaces, photos, and others are an integral part. The look and feel of a successful online presence should be visually appealing, user-friendly, and consistent with the organization's brand identity.

3.2. Role of Websites in Today's Society

The use of websites has become critical to businesses and organizations in present times, as companies can attain an international presence by promoting what they offer worldwide. In addition, they give people the chance to share ideas online while connecting with others who have similar thoughts, so more and more consumers are opting for online shopping lately which is why websites have become increasingly important in e-commerce such as in online shopping.

3.3. Types of Websites

According to the findings of Horton's (2012) study there are different website types with various aims ranging from informational and marketing web pages to community-driven networks.

- **E-commerce websites:** Websites designed for online commerce offer features such as shopping carts, order tracking systems, and online payment portals that make buying or selling goods simple.
- **Blog websites:** Frequent updates in the form of written content as well as images or videos can be found on blog websites along with an option for readers to share their thoughts through comments.
- **Informational websites:** Whether it's discovering the latest news stories or researching academic subjects online, you can rely on different types of informational web pages such as government sites and educational page.
- **Social networking websites:** Users can use social networking websites like Facebook and LinkedIn to communicate with other people through online forums or discussion boards.
- **Media and Entertainment websites:** Media & Entertainment related websites offer a wide range of multimedia options through various means like streaming video or audio in addition to other interactive features such as gaming.
- **Portfolio websites:** Galleries of past work and customer/client reviews are commonly displayed on portfolio websites designed for creative professionals.
- **Personal websites:** Personal websites are commonly created by individuals who want to share details about their lives with others and these sites often include blogs and photo galleries in addition to projects that the individual is involved in.

- **Non-profit and Charitable websites:** The main goal of non-profit and charitable websites is to inform people about a certain problem or concern while also offering them ways in which they can contribute through donating funds or volunteering their time.
- **Educational and Training websites:** Online courses, training programs & tutorials provided by Educational and Training websites are excellent resources for individuals looking to enhance their skills or expand their knowledge base.
- **Business websites:** Marketing products effectively on the internet with available communication channels and client testimonials can be achieved by creating an effective business website.

4. Definition of Website Translation

Looking back from the 1980s until now we can see how translations studies have expanded its view on translation beyond just transferring text linguistically, and now it is seen more prominently as a culture-driven process for cross-cultural communications. When translating material there is often a need for a cultural turn which looks at differences between the original culture and that of the audience, but website translation as a result of technology advancement and introduction to the internet has not been clearly addressed by theories of translation. According to Reiss and Vermeer's skopos theory, the translation procedures are determined by the purpose (skopos) of the translation, (Vermeer, 1989) defines the skopos as "one must translate consciously and consistently in accordance with some principle respecting the target text." based on the citation "the theory does not state what the principle is: this must be decided separately in each specific case." (Nord, 1997). As a result, the translation process's goal, as well as the methodologies to be utilized, should be discussed with the client who commissions the translation. Therefore, the translator tailors his translation of the terms provided by the client. This viewpoint is consistent with the definition of website translation. Bert Esselink, author of "A Practical Guide to Localization," is a well-known scholar in the field of website translation. Website translation is defined by Esselink as follows:

"Website translation is the process of taking a site in one language and rendering it in another language. This can include translation of all the text on the site, including buttons, menus, and other interface elements, as well as the main body of content, such as articles or product descriptions. " (Esselink, 2000, p. 160).

This definition emphasizes the significance of not only translating but also modifying content to the cultural and technical needs of the target audience. The definition provided by Esselink is simple and thorough, providing a clear explanation of the process involved in translating a website from one

language to another. He points out that website translation entails rendering a site in a different language, including all text and UI elements. Not limited to just main contents of a website but also crucially needed navigating options, it additionally touches upon the two methods in which websites can be translated; employing an experienced translator to conduct the translations manually and using computer-assisted tools such as automated machine translations. This shows the options available to website owners when determining how to translate their content, as well as the necessity of balancing translation quality and expense.

On the subject at hand, Jost Zetzsche views highlight the role that language plays in transforming life and community, and he describes translating websites as a procedure where online material gets adjusted from one dialect into another by paying attention to both linguistic variances and cultural differences. This demonstrates why learning about the social, political, and economical implications of using a certain language or translating is crucial for students studying this field. The accurate transmission of meaning between cultures is an important task for translators since it has a profound effect on how individuals comprehend and interact within the world, and translating not only words but also original text's intended meaning and effect is also important per the notion of functional equivalence observed in Zetzsche's definition from a translation theory standpoint. Website translators can ensure functional equivalence by taking cultural variations into consideration. This means that the translation delivers the intended effect and function of the source material in the target culture.

The primary aim of website translation according to LISA is adapting a site to satisfy the language and cultural needs unique to particular audiences while ensuring an effective user experience, and LISA's description generally encapsulates the core principles behind successful localizations. Successful website translations require taking into account cultural subtleties and customs that may be unique to the target audience in addition to translating the text. As a result, website translation should also include culturally acceptable and relevant images, graphics, and other information for the target audience.

When you translate your website, its ultimate goal should be for your target audience to have a successful and suitable user experience, so to ensure that the audience finds the website attractive and fun while obtaining important information. It ought to be user-friendly by being easy-to-navigate, and the primary objective of the process referred as web site translation is converting content into another language so that it can be understood by people who use other languages. To suit specific audiences' languages & cultures effectively adapts website functionality/layout & translates its content including audio-video data into said target-language - consequently all these changes have to be made during said process. In website translation, acceptability trumps adequacy because the translator adapts the website to the norms of the target culture in order to avoid embarrassing situations for the target public, especially when translating culturally specific

items. A well-planned and structured localization strategy is necessary for catering to the long-term requirements of the website and target audience as well as cautious observation on technical aspects alongside understanding the target country's culture and language.

Furthermore, website translation is a constant process rather than a one-time effort, Website translation should be a continuous process rather than a one-time task as mentioned by (Lam, 2020) "When new or updated content is uploaded or updated on a website, the translation should be kept up to current to guarantee that all content is up to date and consistent in all languages. This necessitates an organized and well-planned localization approach that takes into account the website and target audience's long-term needs.", as websites evolve and content is added or modified, translation must be maintained to guarantee that all content is current and consistent across all languages. According to (Gonzalez et al. 2018), "effective website translation entails more than just translating the text on a website. The requirement for this task involves having an extensive understanding of both the technical aspects as well as the cultural elements, so ensuring that the content reaches out to global audiences successfully can be done by hiring expert translators and following a systematic localization plan according to website owners.

5. Definition of Website Localization

The Localization Industry Standards Association (LISA) defines the process of localization as a process that involves rendering a product linguistically and culturally to make it appropriate to the target locale (country/region and language) where it will be used and sold. Experts in the field of the website localization industry identify it as the process of altering a website and its content to match the linguistic, cultural, and other demands of a certain locality or market (Byrne, 2009). According to Pym (2004), website localization centers mainly on changing a website's language, content, format, and appearance to make it more appropriate for a specific culture or market.

Byrne underlines the significance of taking both linguistic and cultural variables into account when localizing a website, saying that language translation alone is insufficient for effective contact with target audiences. She argues that cultural adaptation of website content, imagery, design, and functionality is necessary to ensure that the website meets the expectations and preferences of local users, overall, Byrne's definition of website localization highlights the necessity of taking language and cultural elements into account during the process, as well as the function of website localization in establishing confidence and credibility with local users.

In line with Pym's thoughts on website localization, cultural adaptation should be given priority as translation alone does not guarantee success, so the key feature for efficient website localization is understanding cultural beliefs along with designing it according to local user preferences.

Translators and other language experts are an essential part of the website localization process according to him, as they are responsible for providing accurate translations that respect cultural differences. He believes that it is essential for translators to grasp the cultural intricacies of both languages and become skilled in website design and functionality's technical aspects, additionally, Pym notes that website localization must be an ongoing process, as cultural norms and user expectations may change over time, requiring continuous adaptation and updates to the website.

At its core, website localization involves translating the website's content to meet the language, cultural, and other specific requirements of a particular country or region for a total website redesign. Both text-based information such as product descriptions or marketing materials as well as multimedia material such as pictures or audio files are included and the translation process necessitates an experienced translator who is not only fluent in the target language but also knowledgeable about the customs and peculiarities of that particular culture.

Regardless, localization involves much more than simply rendering the text into another language but catering to cultural norms and personal preferences requires adjusting website design elements for maximum effectiveness. Different interpretations of colours, images, and symbols across various cultures signify their importance, so it becomes imperative to use suitable assimilated cultural references for a targeted audience, when thinking about technical considerations it's important not to overlook elements such as date/time formats or symbols for currencies or measurements, as seemingly small aspects have a considerable impact on how users engage with a website and perceive its brand.

The critical part of global marketing and communication lies in the localization of websites, deeply comprehending the target audience's values will help in delivering an exceptional user experience that meets their cultural expectations while being technically sound. By using localization techniques we can guarantee that website content caters appropriately to its intended audience making it easier for them to understand thus leading to enhanced user engagement and satisfactory outcomes.

6. The Position of Translation in Website Localization

As translators pursuing careers in the GILT field, we may question what role translation plays within localization, whether translation is a component of localization, or if localization is a component of translation, or whether the two terms are distinct and overlap to serve a joint purpose. The argument concerning the role of translation in website localization is continuing among GILT experts and professionals. Some say that translation is not as important in website localization because it merely includes a mechanical transfer of words from one language to another, without taking into

consideration cultural nuances and linguistic variations. They contend that website localization entails much more than just translation and that other factors such as cultural adaption, design, and user experience are as crucial. On the other hand, proponents of translation in website localization claim that translation as a task has a few thousand years of history, whereas localization is a recent phenomenon, So, perhaps localization is the same old phenomenon with a new name, and thus a specific type of translation, while translation is the broader concept in that case, claiming that translation is a vital component of the localization process, and that even slight translation mistakes can have major consequences.

First translation as a part of a larger process which is localization. According to Esselink (2000)"translation is only one of the activities in localization: a localization project includes many other tasks such as project management, software, engineering, testing, and desktop publishing.", this would indicating that the localization expert is the owe in command whilst the translator is reduced to a mere contributor to the provision of foreign-language materials, resulting in a subordinated relationship in which translation is subjugated to localization. (Fig.1).



FIG. 1: TRANSLATION IS SUBJUGATED TO LOCALIZATION

Similarly, According to Sandrini (2005), in a localization project, the localization specialist is "in charge," and the translator is only a contributor who provides foreign language materials. Per Sandrini (2006), website translation is "the creation of a new website that is targeted at another linguistic and cultural community and is based on an existing website in accordance with the predefined purpose." this means that website translation consists solely of adapting a website's textual material to the needs of the target audience on a language and cultural level. Thus, translation always

entails some type of adaptation, such as text adaptation as well as adaptation of all other items important to the document, such as graphics, etc. According to Schäler Singh, a senior consultant at Software and Documentation Localization Company (SDL), translation is not a separate task, but rather an integrated process within the larger website localization effort (Singh, 2015). With website localization, the text recedes into the background, with all the multimedia gadgetry assembling around it. Nonetheless, the text remains one of the most important components; as a result, translators must collaborate with localizers and other engineers to complete the translation project.

Many experts of the likes of Pym and Yunker, emphasize the significance, and at most importance of translation in website localization, confidently declaring that "translation is a critical component of website globalization.", hence why a poorly translated website can, and will soon turn into a liability, resulting in damage, to a company's brand, and reputation. A well-translated website, on the other hand, can help a company connect with customers and grow its global reach." (Yunker, 2017), Yunker feels that translation is at the heart of website globalization and emphasizes the need of working with expert translators who are fluent in the target language and culture.

Translation studies, according to Anthony Pym, have come a long way in pointing out that translation involves a linguistic alongside a cultural transfer and that what is of overall importance is the communicative intent of the target text (Nord 1997; Pym 2004). Pym disputes the evolution of the localization sector, claiming that the translator's job in the localization process is frequently reduced to changing natural-language strings. He uses Nida's concept of "dynamic equivalence," which includes cultural adaptations, to demonstrate that translation theory has been moving in the opposite direction, contrary to what the localization industry would have us believe, and that cross-cultural communication requires more than the lexical and grammatical replacement of natural-language strings, Sense relations, according to (Lyons 1977), and relating to a restrictive definition of translation, on the same note, (Pym 2010) admits that "the translation task carried out on websites is not different from the other types of translation; texts are extracted, translated, and then reinserted on the website according to the required communicative purpose, yet, web localization is a more complex process," but states that "translation and localization are interrelated concepts that share the features of transfer, but with each field having at least one feature of its own.", for example, translation includes the translation of literature, which is unrelated to localization.

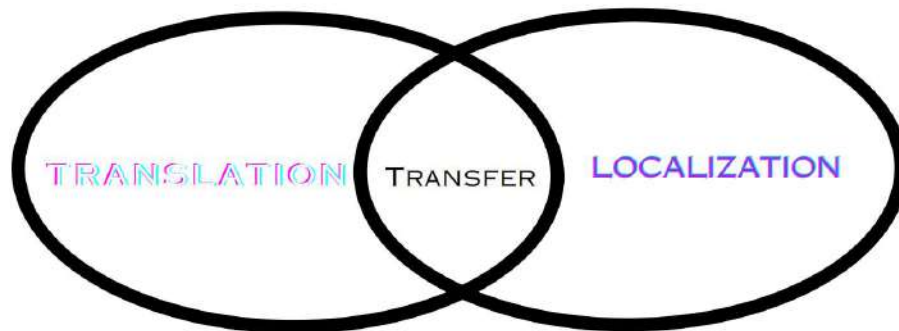


FIG. 2: THE TRANSFER

Localization comprises technological components and the internationalization process that are not often included in translation. As a result, translation and localization are not subordinated, but rather represent a conceptual intersection. (Fig. 2)

If we broaden the concept of translation to include multimedia integration and hypertext, localization may be included, implying that translation as “source material, e.g. knowledge or text in its broadest sense, to be transferred to another material, e.g. another knowledge system or text in its broadest sense, regardless of whether the translated product is written, spoken, or signed, in linear or non-linear form, technology-driven and multimedia-supported or not” (Gerzymisch-Arbogast, 2007), Localization can thus be viewed as a kind of Multidimensional Translation (Esselink 2000; O'Hagan 2009). (Fig. 3).



FIG. 3: LOCALIZATION AS A MULTIDIMENSIONAL TYPE

Furthermore, recognizing localization as a type of Multidimensional translation allows us to create step-by-step protocols for website localization. This method assures that the localization process is conducted in a methodical and planned way, with a clear emphasis on obtaining the intended results. We may avoid typical problems and obstacles related with website localization by doing so, such as cultural misunderstandings, bad language selection, and technological concerns.

While the argument over the role of translation in website localization continues, seeing localization as a type of translation offers several advantages. This method allows us to apply translation theories and procedures to the localization process (Esselink 2000; O'Hagan 2009), guaranteeing that the translated product delivers the intended message to the target audience successfully. We can ensure that the procedure is carried out swiftly and effectively without sacrificing quality or accuracy by using an organized and systematic approach to localization.

In the real-world setting, manifestations for both assumptions coexist: on one side of the coin, there currently are particular educational programs for localization professionals (LRC), associations for professional localizers to support the prospect of an evolving resilient localization profession, such as the "Localization Project Management Certification" offered by the Localization Institute and the "Global Business Localization Certification" offered by the Globalization and Localization Association; on the other side, translation training institutes that indeed offer localization courses do exist, as well as actual translators that hold occupations in the website localization domain. For example, the Middlebury Institute of International Studies at Monterey offers a Master of Arts in Translation and Localization Management, which consists of project management, coursework in website and software localization, and cultural adaptation. However, we must agree that translation studies have been sluggish to embrace this new field of study. This blooming field may totally submerge under the radar of Information Technology (IT) specialists, and documentation experts, unless the translation field and translators begin attempting to actively adopt it.

Translation must address, and acknowledge localization, in both training and research programs. Otherwise, translation will be reduced to a simple text substitution procedure, as part of a larger localization effort. Some broad introductions to translation studies, have already attempted to cover website localization, although, through mere observations, that are fairly brief and modest. As a result, website translators, have an urgent need to acquire new skills, in order to stay up-to-date with the industry developments, in the localization sector.

7. Cultural Aspects of Website Localization

Website localization involves much more than just translating the text material to the desired language, it calls for a thorough awareness of the

target audience's cultural minute details. During the localization process Languages, customs, and values must be considered to ensure that a website effectively resonates with its target audience and aligns with their cultural norms and expectations (Jansen, 2019).

Language:

Language is one aspect of the most important aspects to consider when localizing content. Translating content from one language to another is not always straightforward, as languages have their own unique structures, nuances, and idioms for each language has its own genius like Eugene Nida, a prominent scholar in the field of translation studies, have said, this includes not just the content but also the date, time, money, and other cultural aspects. In addition, the meaning of a word or phrase may be completely different in another language; therefore utilizing expert translators with a good level of proficiency in both languages is so critical in order to understand the cultures involved.

Customs: the customs of each unique region differ drastically from one culture to another, in certain societies, the simple gesture of welcoming someone varies, and some shake hands, while others bow. Thus it is beyond critical to recognize and accurately follow these conventions.

Religion and Beliefs:

Religion and beliefs play a significant role in shaping cultures. Therefore, it is essential to consider these factors when localizing content and must avoid using images or language that may be offensive or disrespectful, some cultures, for example, may regard certain themes or imagery as forbidden or objectionable. It is critical in these circumstances to alter material to ensure that it is culturally suitable.

Visual Elements:

Colours, imagery, and symbols may all have distinct meanings in different cultures. Whereas White is associated with purity and innocence in certain cultures and regions, it could possibly be associated with death and melancholy in others.

User Behaviour and Preferences:

The website should be developed to satisfy the target culture's user expectations. This comprises navigation, layout, and user interface components, as well as content choices such as the usage of graphics, videos, or text.

Local Holidays and Traditions:

Websites should reflect local holidays and traditions to create a sense of cultural relevance and engagement. This may include changing the website's colour scheme or imagery to reflect local holidays.

Currency and payment options:

Different cultures have different payment preferences and methods. Website localization should offer payment options that are popular and widely used in the target market.

Measurement units:

Different cultures use different measurement units for things like distance, weight, and temperature. Website localization should take into account the measurements units used in the target market, for instance in order to describe the length to an American targeted audience, inches are used not centimetres.

8. Conclusion

A comprehensive insight into websites' main concepts and components including various types has been provided by this chapter and in today's society website translation and localization are important for achieving successful results where translation plays a crucial role. Also, the chapter has pointed out that considering the significance of translating content during website localization is imperative, and finally, it underscores just how critical cultural factors are in localizing websites while emphasizing that thoroughly understanding the target audience and culture is necessary for successful communication.



CHAPTER-2. Aspects of Website Translation

1. Introduction

The global impact of the Internet has rendered Website Translation an indispensable component in any business or organization's Digital Strategy and within this particular section we'll be discussing various elements involved in translating a website including methodologies such as techniques or strategies that are often utilized along with common tools for translations. In addition to this, we will inspect the continuous argument concerning human versus machine translation in localization as well as investigate the concept of transcreation copywriting that encompasses adjusting content to meet cultural variations and language nuances for a specific target audience, and our comprehensive analysis aims to provide an in-depth understanding of the ever-changing landscape that is website translations and offer guidance on best practices for effective and successful site localizations.

2. Website Translation Localization Degrees and Softwares

2.1 The degrees of Website Translation and Localization

The degrees of website localization or website translation that a company chooses depends on its

goals, budget, and the cultural and linguistic requirements of its target markets. We'll explore the different degrees of website translation and localization, then examine the ideas of scholars who have studied this topic. According to Schewe (2001) there are several degrees to which a website might be localized or translated; he offers a fundamental distinction between monolingual, bilingual, and multilingual sites. He emphasizes that the decision between these possibilities is determined by the company communicating through the site's language policy or marketing plan. Website translation and localization, on the other hand, are not confined to linguistic difficulties solely. An English-language site may be localized for the various markets where English is used, just as a multilingual site may choose to keep the same format and content across all of its language versions, without any of the modifications mentioned above. Such degrees thus involve the cultural implications of marketing techniques as well as the availability of several languages.

According to Garcia (2016) there are three levels of website translation: completely localized websites, partially localized websites, and non-localized websites.

- **Fully Localized Websites**

Fully localized websites are ones that have been completely translated into a single or many languages, taking into account, not just the text but also photos, videos, and other multimedia components. In other words, a completely localized website is

culturally suited to the conventions and habits of the target audience. Matching the language and culture of a particular market is what defines localization, developing fully localized websites is a must for businesses in various fields including tourism and e-commerce, and the translation of Amazon's website into many languages such as French and German is aimed towards providing an appropriate customer experience for users in diverse locations. This has been made available in 62 different languages worldwide such as Arabic or Chinese. It allows the firm to reach a larger audience while also connecting with local cultures, customs, and languages. 1

- **Partially Localized Websites**

In other words, just some portions of the website have been translated, while others remain in the original language; they are frequently employed when the target audience is varied and translating the full website is not viable owing to budget limits or other causes. For example, the United Nations website, which is partially localized, with certain sections available in many languages and others solely in English, reflects the organization's multilingualism policy.

- **Non-Localized Websites**

Non-localized websites might have a detrimental impact on the users experience and damages a company's reputation. Despite having a global consumer base, the Chinese corporation Xiaomi's website is non-localized, with all material available solely in Mandarin This poses a linguistic barrier for non-Mandarin speaking clients and has the potential to harm Xiaomi's worldwide expansion attempts. Another example is Versace's website, which is only available in Italian and English, ignoring the language and cultural preferences of its target audience in other countries.

Similarly, Singh and Pereira (2005) identified five levels of localization, from 'standardized' to 'culturally tailored'.

- **The Standardized Level**

The standardized level creates a single website for all nations, with no modifications to the content or appearance. This strategy is best suited for universally appealing products or services that require no adjustment, such as a worldwide e-commerce platform like Amazon or eBay that provides a consistent user experience across all regions with no changes to the content or design.

- **The Semi-Localized Level**

The semi-localized level entails a single website that provides information on many nations, with some customization to local needs. This strategy is frequently employed by worldwide enterprises who wish to give some localization but do not want to incur the large cost of developing a customized website for each country, for example, consider an international airline's website, which gives information on flights, pricing, and services in several languages.

- **Highly Localized Level**

This level is more complete, requiring the development of a fully translated website for each nation. It is appropriate for businesses that wish to give their users with a high level of localization. Translations are included in the 'highly localized' approach, as are country-specific modifications such as the usage of local currency, units of measurement, and product availability. This approach is best suited for companies that want to provide a seamless user experience that is tailored to the needs of each market, like the website of a multinational company like Coca-Cola, which creates a fully translated version of its website for each country it operates.

- **Culturally Tailored Level**

Finally, under the 'culturally tailored' level, an entirely new website that is thoroughly immersed in the target culture is produced. This method is best suited for organizations that wish to have a strong local presence and intimate relationships with their people; a wonderful example is the website of a luxury fashion company like Louis Vuitton or Chanel. These businesses design a whole new website that is deeply steeped in the target culture.

The importance of website translation degrees lies in their ability to help companies meet the cultural and linguistic needs of their target audiences, establish a strong local presence, and build trust with local consumers. (Garcia, 2016; Schewe, 2001).

2.2. The Softwares of Website Translation

Website translation and localization software have transformed the way firms approach international expansion. These solutions enable organizations to expedite the website localization process while also lowering the expenses associated with traditional translation approaches. Businesses may now swiftly and correctly convert their website content into numerous languages using machine translation, translation memory, and other localization technology. However, website translation and localization softwares, like any other technology, has advantages and limitations.

The Georgetown-IBM experiment, which took place in 1954, is widely regarded as the first translation software. This experiment tried translating phrases from English into Russian using an early computer, the International Business Machine 701. To create translations, the computer was built to employ a multilingual dictionary and grammatical rules. Although the findings were not exceptionally precise, this experiment cleared the ground for future machine translation research and development.

- **Machine Translation (MT) Software**

Software Machine Translation (MT) software is a popular alternative for organizations wishing to translate their website content rapidly and affordably. MT software is classified into two types: rule-based machine translation (RBMT) and statistical machine translation (SMT). The primary benefit of MT software is its speed and efficiency. According to Chen and Zhang (2019) machine translation software can translate website material in a fraction of the time and cost of human translation. Furthermore, MT software can manage massive amounts of data and scale to different languages, making it perfect for multinational enterprises. However, the accuracy of MT software continues to be a source of worry. According to Gaspari and Ferrari (2018) MT software lacks the cultural and linguistic subtleties that human translators possess, resulting in translation inconsistencies and errors. Additionally, The output of MT software is largely dependent on the input quality, which might have an impact on the ultimate output quality. Complex or technical vocabulary, idioms and cultural allusions may also be problematic for MT software.

- **Translation Memory (TM) Software**

Software Translation Memory (TM) Software, which is a computer-assisted translation tool that keeps previously translated information in a database. When new content is entered, the program compares it to previously saved content and recommends translations based on similarities. TM software can improve translation consistency and reduce the cost of recurring translations. TM software, according to Perez and Urena-Raso (2018) can also help reduce translation project turnaround time by reusing previously translated content. TM software is especially useful for businesses that frequently update their website content because it allows for faster and more consistent translation. However, one of the main disadvantages of TM software is its inability to handle new content that differs significantly from previously translated content. According to Autry and Turner (2019), when the same text is translated in multiple contexts or domains, TM software might yield inconsistent results. Furthermore, it may not be appropriate for firms that often utilize distinctive or technical vocabulary.

- **The Localization Management Platform (LMP)**

Finally, the Localization Management Platform (LMP) is a complete solution that allows companies to manage their whole localization process, from project management through translation and quality assurance. It offers full-service localization, making it easier for businesses to handle the entire process. LMP

software, according to Chen and Zhang (2019) may improve project management, quality assurance, and workflow, resulting in faster and more effective translation and localization. The cost of LMP software may prevent small and medium-sized enterprises from competing globally as pointed out by Jafari and Kharrazi (2017) but LMP software typically offers collaboration and communication features that enable businesses to seamlessly collaborate with translators and stakeholders from all over the world. Furthermore, LMP software may be too sophisticated for organizations with minimal translation requirements. LMP software frequently needs technical skills to set up and maintain, which can be difficult for organizations lacking committed IT personnel.

Website translation and localization software are effective tools for businesses who wish to increase their worldwide reach by delivering content in several languages. In recent years, the market for website translation and localization software has expanded dramatically, and there are now a range of solutions available to fulfill the demands of various businesses.

3. The Elements and Processes of Website Translation

Website translation elements and processes often include multiple critical parts, such as preparation, translation, editing and proofreading, localization, quality assurance, implementation, continuing maintenance, search engine optimizers (SEO), and accessibility. Scholars in the field have pointed out that these characteristics are critical to ensuring accurate and culturally relevant translation that connects with the target audience (Luo & Shen, 2018; Miao, 2019), furthermore, attention to detail in terms of quality control, ongoing maintenance, and accessibility are important for ensuring long-term success in international markets (Garca, 2020; Malhotra & Chandra, 2021). Businesses may successfully localize their website content to match the requirements and expectations of their target audience by following five crucial steps, resulting in greater engagement and profitability.

- **Preparation:** First and foremost, preparation which includes determining the project's scope, determining the target audience, and developing a thorough project plan, also entailing the exact website elements that must be translated, such as content, metadata, navigation, and user interface, secondly translation, where translating the content of the website into the target language occurs, to ensure accuracy and consistency, can be done manually by a professional translator or utilizing machine translation technology with the assistance of a human translator.
- **Editing:** Then, editing and proofreading After the translation is finished, the text is professionally edited and reviewed to guarantee correctness, consistency and readability in the target language, moving on to localization, which entails tailoring the material to the target audience's cultural conventions, values, and preferences. It entails ensuring that pictures, movies, and other multimedia content are culturally acceptable.

- **Quality Assurance:** Quality assurance is the process of examining translated information to verify that it meets the highest quality standards. It comprises verification for precision, consistency, readability, and cultural sensitivity..
- **Implementation:** Implementation, when the translation is finished, the website is updated with the translated material and made available to the intended audience. It includes testing the website to check that the translated material works properly and that there are no implementation difficulties, but there must be some.
- **Ongoing Maintenance:** Maintenance that is ongoing, website translation is not a one-time event; continual maintenance is required to keep the website up to date with the newest information and modifications, this might include regular updates and modifications to the translated material, as well as continuing monitoring of website performance and user input to identify areas for improvements.
- **SEO Optimization:** SEO optimization demonstrates if the website relies on search engine traffic, the translated material must be optimized for search engines in the target language, selecting and adding relevant keywords, modifying meta tags and descriptions, and ensuring that the translated text is organized in a way that search engines can crawl and index.
- **Accessibility:** Finally accessibility which is critical to guarantee that all users, including those with impairments, can access the translated website, consequently adhering to online accessibility standards and guidelines to guarantee that translated material is perceptible, operable, comprehensible, and resilient for all users.

4. The Methods of Website Translation

Choosing a method to translate a website involves considering several criteria such as budget constraints and project deadlines, and with a combination of these different methods it's feasible to develop an individualized strategy that fulfills all needs of this particular project.

- **Human Translation:** Human Translation is the first approach, which entails employing skilled human translators to manually translate the website content. Human translation can offer greater accuracy and quality, particularly for complicated or nuanced text. Due to the limits of machine translation, Jia and Lai (2017) believe that human translation is still the most favoured and trustworthy approach for internet translation, on the other hand, can be time-consuming and expensive.
- **Machine Translation:** Machine Translation is the second alternative, this approach includes utilizing software programs or internet resources to automatically translate website text, it may be faster and less expensive than

human translation, but it may lack the accuracy and subtlety that human translation provides, according to Alonso and Castro (2018) , machine translation can be effective for websites with a lot of repetitive information, but it may require post-editing by human translators to assure accuracy and quality.

- **Hybrid Translation:** Moreover there's Hybrid Translation, which combines human and computer translation, machine translation is utilized in this approach to generate a draft translation, which is then checked and modified by a human translator to guarantee accuracy and quality. Bernal-Merino (2019), claims that hybrid translation can deliver the advantages of both human and machine translation, such as greater accuracy.
- **Translation Proxy:** Translation proxy service that enables website content to be translated on the fly as users access it, this strategy is suitable for websites with regular changes or dynamic content, according to O'Hagan and Mangiron (2013) , translation proxy can provide a cost-effective option for website translation by eliminating the need for manual updates and maintenance.
- **Crowdsourced Translation:** Another method is crowdsourced Translation, it is when crowd of volunteers or users are used to translate the website content, this process is inexpensive and quick, but it lacks consistency and quality control. Shih (2015) states that it may be beneficial for websites with user-generated content since it allows them to participate in the translation process and boost engagement.
- **Post-Modifying Translation :** Finally, Post-modifying method entails analyzing and modifying machine-generated translations to increase accuracy and quality, both O'Brien and Simard (2014) agreed that post-editing can enhance translation productivity and lower expenses while retaining a high degree of accuracy

5. Strategies of Website Translation

O'Hagan and Mangiron (2013) emphasize the vast diversity of text genres that may be found on a website, ranging from literary to technical. As a result, they emphasize the need of understanding website text taxonomies in order to pick appropriate translation procedures, a mix of translation strategies may be used in website translation to guarantee that the material is culturally relevant, linguistically correct, and successful in engaging the target audience, to verify that the material is useful, culturally relevant, and grammatically correct, these strategies resemble in regionalisation, mirroring, instrumental translation, domestication, foreignisation, transcreation and simplification.

- **Regionalisation**

Regionalisation "Regionalisation is a strategy that involves tailoring a text's content to a specific regional audience." It may entail employing known to the target audience local terms, idioms, and cultural allusions" (Gambier & van Doorslaer, 2010), regionalisation is thus a translation approach that entails tailoring the substance of a website to a specific geographical audience, this strategy is especially helpful when translating websites for a worldwide audience since it ensures that the material is culturally suitable and relevant to the target audience. A website developed for a European audience, for example, may need to be modified for an Asian audience to account for differences in language, culture, and customs, regionalisation helps to make a website more accessible and appealing to a larger audience in this way.

- **Mirroring**

Whereas mirroring is a translation strategy that consists of recreating the form and structure of the original text as nearly as possible, regardless of the target audience's cultural background, according to Munday (2008) , Mirroring is a translation strategy that involves reproducing the form and structure of the source text as closely as possible, without regard for the cultural context of the target audience, such strategy is used in technical or scientific translations, when precision and correctness are more crucial than cultural subtleties, however, it can occasionally result in translations that are difficult to read or understand, especially for non-native speakers.

- **Instrumental Translation**

Mona Baker (1992), on the other hand defines instrumental translation as a strategy that is aimed at achieving a specific goal or objective, such as convincing a target audience to take a specific action, therefore adjusting the content of a text to meet the cultural expectations of the target audience while retaining the original meaning and intent of the source text, it also focuses on the functional components of website content, such as user interface elements, menus, and navigation, striving to guarantee that the website is simple to use and navigate for the intended audience, and that all of the website's functional parts are appropriately translated and modified for the target audience.

- **Domestication and Foreignisation**

Domestication is a translation approach that entails tailoring the substance of a text to the target audience's cultural environment, this strategy may alter idioms, phrasing, and cultural allusions in the original material in order to make it more familiar and accessible to the target audience. It is frequently employed in marketing and advertising content translation, with the goal of making the information appealing and engaging to the target audience, as noted by translation studies expert Lawrence Venuti, domestication may be viewed as a type of "cultural translation," in which the translator strives to make the target text more culturally relevant to the target audience, conversely, foreignisation is when the strategy of keeping the source text's cultural and linguistic traits in the target language is performed, even if they are

strange or unique to the target audience, therefore it is essential to maintain idioms, phrases, and cultural allusions in the source language while offering explanations or footnotes to assist the target audience in understanding their meaning, often found in literary translations with the goal of preserving the original text's literary and cultural elements. According to Venuti, foreignisation is a type of "resistant translation" in which the translator strives to disrupt the target audience's prevalent cultural norms and expectations.

- **Transcreation**

Transcreation is all about reproducing information in a new language while keeping the original's meaning, tone and style. Ingram (2018) claims that transcreation entails not just translating the content but also generating the same impression in the target language as it had in the source language, it entails tailoring information to the intended audience while maintaining the meaning, tone, and style of the original text in the translation. transcreation in website translation could imply altering marketing slogans, brand names, or other information designed to have a strong emotional impact on the target audience, it may as well assist to guarantee that a website's content is engaging and persuasive to its intended audience.

- **Simplification**

At last simplification is described by (O'Hagan & Mangiron, 2013) In website translation, as an important translation strategy because it ensures that complex content is clear and easily understandable for the target audience, It demands rephrasing technical material or jargon in order to make it more understandable to a non-expert audience.

6. Techniques of website translation

Translation techniques are the ways that translators use to convey the meaning of the source text in the target languages, these set of techniques can range from simple literal translation to more complex methods like adaptation and modulation, translation techniques are an essential aspect of website translation, the translator must carefully choose the technique that best conveys the meaning of the source text while being culturally appropriate for the target audience, a selected common techniques will be discussed.

- **Literal translation:** Literal translation involves translating text word-for-word without considering cultural differences or nuances between source and target languages and it's usually utilized when both languages share similar structures and vocabulary. Not with standing verbatim rendition may generate uneasy and forced translations which can be hard for the end reader to apprehend, Baker (2018) points out instances where literal translation might be advantageous - for instance when the source material involves highly specialized language. Despite this observation she indicates that the shortcomings associated with a direct translation must be fully appreciated.
- **Transposition:** Transposition is an alternate strategy used in translations which centers on modifying the syntax of a text without compromising its sense and it

comes in handy for languages whose structure differs from that of their original counterpart. Venuti (2012) underscores its potential for creating translations that are more authentic and fluent as it is advisable for translators to pay close attention and avoid modifying the intended meaning of the source text when working with this technique.

- **Modulation:** Nida and Taber (1982) denote that modulation involves changing the point of view or perspective of the source text, which can be useful in cases where the source text expresses a concept or idea differently than the target language, and can be used to create a more natural and fluent translation in the target language. However, they stated that translators should be careful not to change the meaning or tone of the source text while using this technique.
- **Omission:** The translator sometimes tends to leave out a SL item in the TL text; this technique is called omission or deletion. It is used to deal with items which might be shocking or contradictory to the norms and values prevailing in the target Culture. Essentially omission involves leaving out parts of the source text that may not be relevant or appropriate for the target audience, generally when the source text contains cultural references or idioms that may not be familiar to the target audience, for example, if a text contains a reference to American football, which may not be familiar to an audience in another country, the translator may choose to omit the reference.
- **Equivalence:** In order to translate accurately as per Schäffner (2017), it is important to identify and use equivalent terms or phrases in the target language. It may be useful to translators when dealing with cultural variations between the source and destination languages.
- **Adaptation:** The nuance of changing the content or style of the source text to better suit the cultural norms and expectations of the target audience is called adaptation, Newmark (1988) revealed that adaptation is particularly handy for marketing and advertising content, where the message needs to be conveyed in a way that resonates with the target audience.
- **Addition:** Addition is a technique that entails adding information to the translation that may be necessary to convey the same meaning as the source text, hence why translator sometimes tends to add words or expressions in the TL text even if they do not exist in the SL text. When dealing with unclear or ambiguous source texts and vague pronouns being utilized in them; extra information may be added by translators to alleviate any confusion and clarify their intended meaning.
- **Borrowing/ Transliteration:** The technique of borrowing and Transliteration involves using a word or phrase from the source language verbatim in the target language. According to Newmark (1988), "borrowing consists of copying a word or expression from the source language into the target text and using it without any translation". Mainly used when the original phrase has no counterpart or when the borrowed term has a special meaning that cannot be effectively expressed by translation, brand names for instance are almost always borrowed and that is due the need to familiarize the target clients with the label.

Borrowing, on the other hand, might result in a lack of naturalness or comprehension for the target audience and should thus be handled with caution in translation.

7. Types of Translation Tools

Tools for translation have grown increasingly important in various businesses as globalization and intercultural communication have increased. For businesses and organizations to prosper in the current global market, precise and effective translation is essential, whether it be for legal papers, technical manuals, or website content. According to Dunne (2014), translation tools encompass a range of options, aiding in the process of transforming the informations or content at hand to better suit the wanted outcome. These tools are facilitated through the use of various programs and methods, such as translation memory, terminology management, and machine translation engines.

Website translation uses CAT (Computer-Assisted Translation) technologies, a category of software that aids human translators in their work. Bowker (2019) explained that computer-assisted translation tools are created to assist human translators by offering translation memory, terminology management, and other characteristics to boost productivity and consistency in the translation process (p. 51). Here are a few of the main CAT tools for website translation's features.

- **Translation Management System (TMS):** A TMS is a platform that helps manage and automate the translation process. It can store translations, assign translation tasks to translators, and provide a central location for project management.
- **Content Management System (CMS):** Website content management is simplified with the use of a CMS, and the inclusion of in-built language conversion software on certain CMS's helps to simplify the localization procedure.
- **Machine Translation (MT):** MT uses software to translate text from one language to another. There are many MT tools available, ranging from free online tools to advanced enterprise-level solutions.
- **Translation Memory (TM):** A TM is a database that stores previously translated text segments, which can be reused to speed up the translation process and ensure consistency.
- **Terminology Management:** Terminology management tools help ensure that key terms and phrases are translated consistently across all pages of a website. They can also help manage variations of terms and provide translations for industry-specific jargon.
- **Localization Testing Tools:** Localization testing tools can help identify issues with website functionality or layout when viewed in different languages or regions.

To implement these tools, follow these general steps:

1. Determine the scope of the translation project and identify the languages to be translated.
2. Choose the appropriate translation tools based on your needs and budget.
3. Prepare the content for translation, including extracting text and formatting files for translation.
4. Send the content to translators or use machine translation tools to generate translations.
5. Review and edit the translations for accuracy and quality.
6. Integrate the translations back into the website, either manually or using website localization platforms.

Overall, the choice of tools used will depend on the size and complexity of the website, the number of languages to be translated, and the budget and the resources available for the translation project.

8. Text Perspective

In the context of translation procedures, website localization may be viewed via three lenses (atomistic, holistic, and hol-atomistic) also known as (Aspectra, Holontra, and Relatra) according to Gerzymisch-Arbogast & Mudersbach (1998). The translation techniques provide an integrated methodological sequence of translating that is suitable for localization. The three approaches share the same requirements which are source text, material, and additional information (purpose of translation etc.), and each includes four phases:

- **Holistic perspective HOLONTRA:**

The holistic approach is based on the idea that the website should be viewed as a cohesive unit, and each component of the website should be adapted to meet the target audience's inclinations and expectations, and that is accomplished through going through the text coherence and holistic ideas, then establishing a holistic conceptual structure as holons, and similarly to the atomistic perspective, making sure the hierarchical order is maintained.

- **Atomistic perspective ASPECTR:**

This perspective emphasizes the need to focus on the identification and translation of the individual characteristics of the text of the website, such as images, text, and functionality, and adapt them to meet the needs of the target audience, the first phases reading of ST and pinning down the registration of text specific features, followed by the abstraction of text specific features into aspects, and finally guaranteeing appropriate hierarchical arrangement of aspects and values.

- **Hol-atomistic perspective RELATRA:**

This latter approach combines elements of both the holistic and atomistic approaches, acknowledging that the website is composed of individual elements but emphasizing the need for these elements for it to function together as a cohesive unit, thus the sole objective is to recognize and interpret the relations in a text, commencing with consuming the ST text and reformulation of utterances into relations, shifting to the description of text inherit linear structure of relations, forming a sync.

9. Human vs. Machine Website Translation

Website translation has become a crucial component of the global marketplace as there is a rising requirement for firms operating globally to reach a larger audience. Making material accessible to non-native speakers of the language that the website is written in is the primary goal of website translation. According to Pym (2013) "Machine translation is becoming more widespread, with advances in technology and statistical analysis improving its accuracy. However, human translators still play a crucial role in ensuring high-quality translations that are culturally and linguistically appropriate" . Human translation has been the standard method for translating websites. A new strategy has emerged as a result of the development of machine translation. This has led to the debate over whether human or machine translation is better suited to translating websites. In terms of accuracy and quality levels particularly on sensitive websites requiring nuanced cultural understanding as pointed out by Byrne (2016) on page 63, highlights why human translation still surpasses automated machines, and along with discussing their benefits and drawbacks in detail in this section, we'll also compare these two approaches.

- **Body:** How language processing is carried out defines the contrast between human and machine translation, and the task of human translation is completed by skilled linguists who possess in-depth knowledge of both source and target languages. The automated process of translating text relies on pre-programmed software with specific algorithms and rules in machine translation.
- **Accuracy:** Translation accuracy can be assessed by measuring how faithfully it conveys meaning from one language to another, however, human translators are well-equipped with a deep understanding of the intricacies of both languages which enables them to deliver accurate translations. The downside of machine translation lies in its reliance on algorithms which can overlook context and cultural differences, and dealing with idiomatic expressions and complex sentence structures can often lead to inaccuracies in machine translations. If you put in a phrase like 'the cat is out of bag,' there's a chance that it will be translated word for word by the machine which could leave your target audience baffled. A person with expertise in both languages would have no problem recognizing idiomatic expressions.

- **Fluency:** A translated text that flows well and makes complete sense is considered fluent and the enhanced understanding of both the source and target languages possessed by human translators leads to more polished translations. Translations that read naturally are produced by considering the tone and style of the source text, while machine translation offers convenience it can deliver clunky or unnatural translations. Poor User Experience could be caused due to difficulty of understanding and reading of the content by target audience.
- **Cultural Appropriateness:** Cultural appropriateness is an important aspect of website translation. The extent to which one considers cultural distinctions between the original language and translated language is important in determining translation quality, and human translation is more effective in addressing cultural dissimilarities thanks to the deep insight and understanding that professionals possess. Tailoring translations guarantees that they are fitting for their intended recipients. A negative perception of the brand can be caused by offensive or insensitive content that is found by the target audience.
- **Speed:** An advantage that comes with machine translation is the quickness, and the productivity of machine translation is significantly higher compared to that of humans. This tool is particularly useful, for companies that need to rapidly translate large amounts of written material. The fact that it involves a human translator to translate the source text, causes delays in turning around translations making it more time-consuming, and this could hinder the progress of some businesses that require quick turnaround time for translated content.
- **Cost:** One key benefit of using machine translations over human translations can be seen in the form of its cost-effectiveness, as compared with manual translations that involve paying translators huge sums of money for their services and taking up time as well; machine translations are relatively cheap. If you have limited funds available to translate your website, this could be the solution you are looking for, but professional translators are necessary for human translation and their services can be expensive. If businesses need to translate significant volumes of material then this could prove detrimental since costs can mount up rapidly.
- **Quality Control:** One major challenge posed by machine translation is ensuring quality control as it often produces inaccurate or inappropriate content for certain target audiences, which means that this necessitates extensive editing efforts by professionals to guarantee high-quality results. When utilizing this approach for translation it results in a higher caliber and relevance that aligns better with the intended audience's demands.

When deciding between human and machine translations for website translation it's essential to examine your business requirements, however, human translated documents are usually highly accurate when it comes to

language proficiency or cultural appropriateness; nonetheless, this process is often associated with substantial financial expenses along with extended processing times. Machine translation, on the other hand, is faster and more cost-effective, although it is capable of producing translations that are not accurate, or appropriate for the target audience. Ultimately, a combination of human and machine translation, may be the best approach, where human translators is used to review and edit, machine translations can ensure the quality and accuracy of the translation.

10. Conclusion

For organizations hoping to increase their global presence through website translation it's important to keep in mind that this can be a demanding task that requires careful consideration of audience-specific language variations and cultural norms, however achieving successful website translations requires organizations to employ multiple strategies including the application of special translating services and tools. Whether you choose human or machine translation depends on the specific needs of the project since both have their own unique advantages and disadvantages. Organizations should consider employing transcreation copywriting and translation to adapt their content to the target audience's cultural and linguistic preferences. By adopting these approaches, organizations can create localized websites that effectively engage their global audience and build trust with their customers and it is important to continually monitor and evaluate the effectiveness of website translation efforts, and make necessary adjustments to optimize performance and maximize the return on investment.



CHAPTER-3. Investigating The Arabic Version Of The Website Nescafe

1. Introduction

Website translation and localization have evolved as key procedures for reaching and engaging people in many languages and cultures in today's globalized world. In order for companies and organizations to interact and communicate with their target audience it has become essential for them to employ websites. Yet translating a website has become a mission that needs to be handled with care for it presents a number of difficulties and moral issues. This chapter examines the English and Arabic versions of the 'Nescafé' website with an emphasis on the website translation text perspective and linguistic perspective. We also discuss the ethical concerns and difficulties associated with website translation and underline the importance of website localization for companies and organizations working in multilingual and multicultural environments. By doing this, we hope to add to the expanding body of knowledge on website translation and localization and provide advice for practitioners, website translators, and localizers.



FIG:4. ENGLISH HOMEPAGE OF THE WEBSITE NESCAFÉ



FIG:4. ARABIC HOMEPAGE OF THE WEBSITE NESCAFÉ

2. A Linguistic Contrastive Study on The Website ‘NESCAFÉ’

2.1. Methodology

This research examines into some of the translation techniques utilized to translate the written content of the official Nescafé homepage marketing website into Arabic. An investigation was made on the Arabic translation of certain aspects of the website to determine the techniques employed, and will attempt to propose some remedies to the identified translation difficulties.

2.2. Results and Analysis

The method employed in the website translation of Nescafé marketing website is Hybrid-translation, where machines and professional translators were involved in the process of rendering the meaning mainly utilizing two similar yet distinct strategies. Regionalization; tailoring the substance of a website to a specific geographical audience, it was especially helpful when translating the website for the Arab audience since it ensures that the material is culturally suitable and relevant to the target audience.

And transcreation; that is all about reproducing information in a new language while keeping the original meaning, tone and style implying altering the website slogan. The observation of the translation of the Nescafé marketing website into Arabic has revealed the dominance of the following techniques:

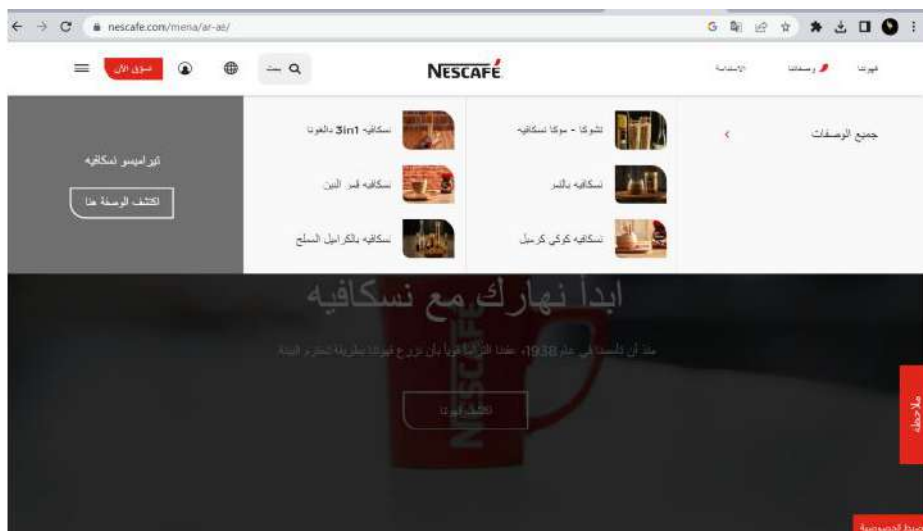


FIG:5. ARABIC RECIPES MENU

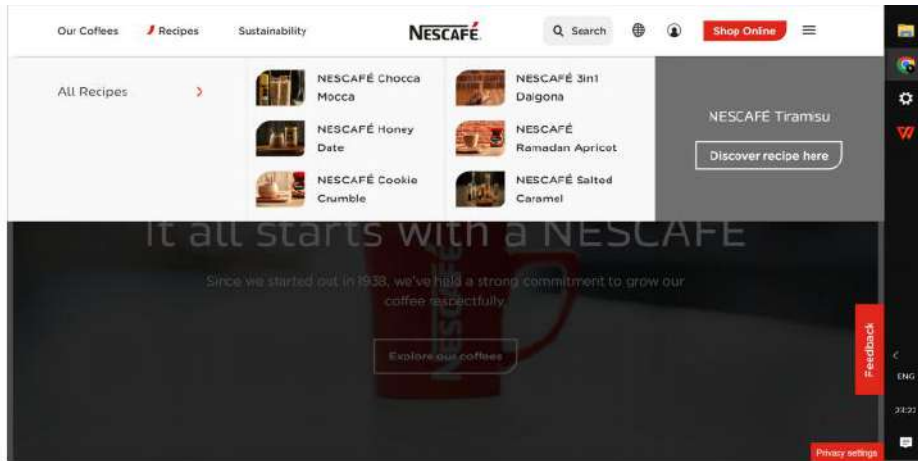


FIG:5. ENGLISH RECIPES MENU



FIG:6. ARABIC COFFEES MENU

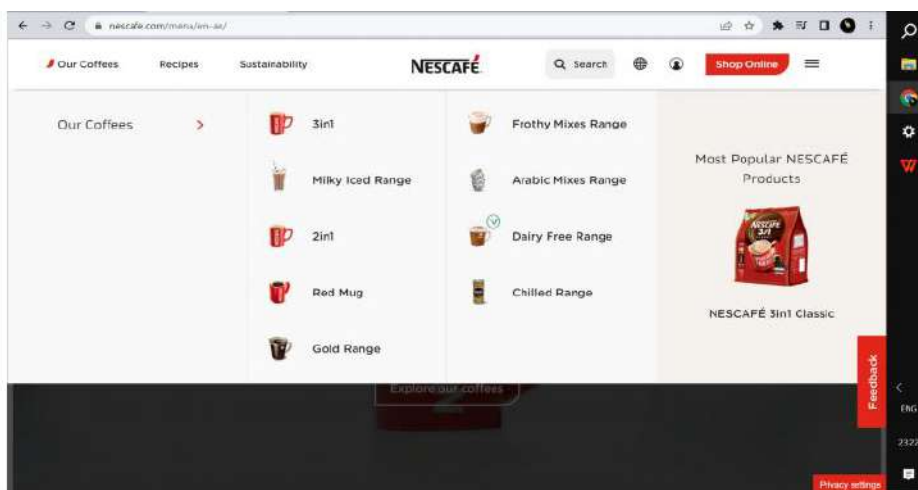


FIG:6. ENGLISH COFFEES MENU

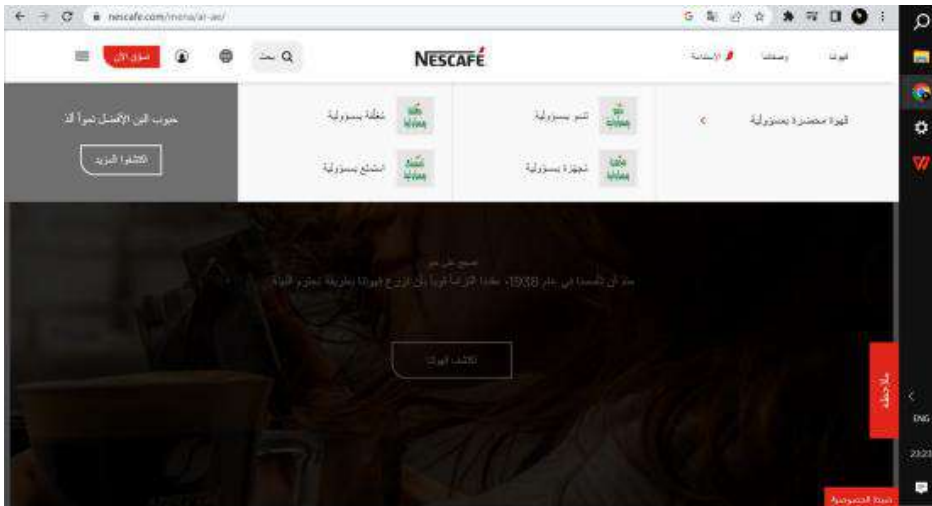


FIG:7. ARABIC SUSTAINABILITY MENU

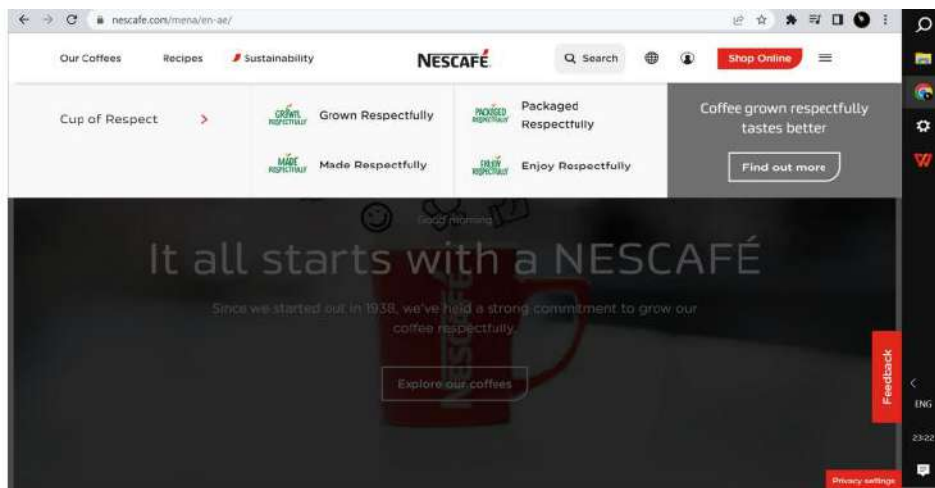


FIG:7. ENGLISH SUSTAINABILITY MENU

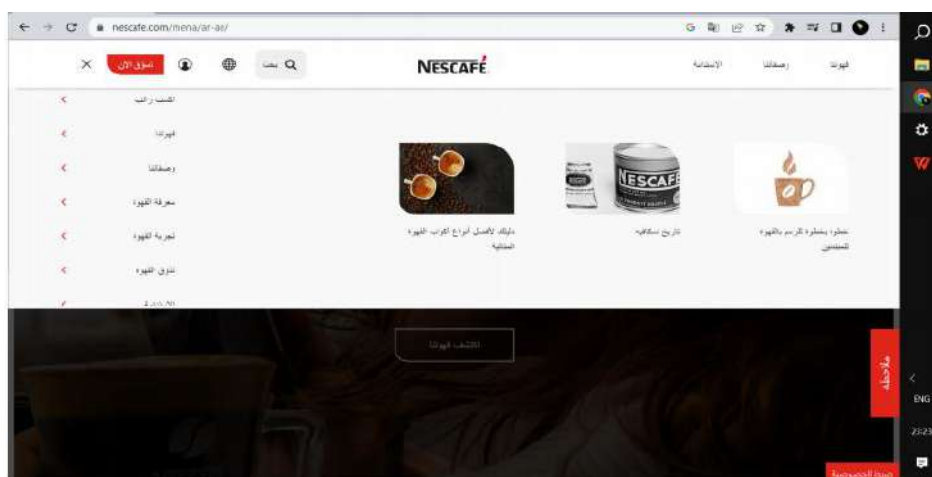


FIG:8. ARABIC SIDE MENU

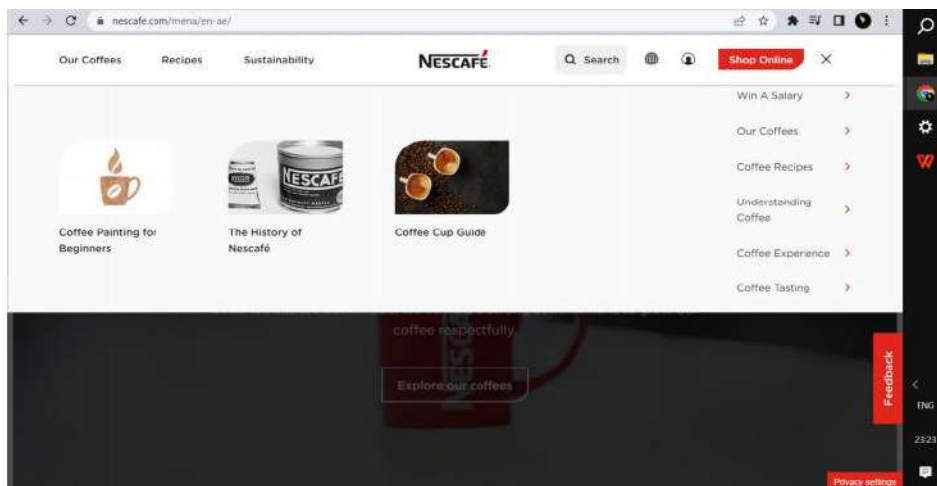


FIG:8. ENGLISH SIDE MENU

● **Borrowing and “Transliteration”**

Refers to the process through which one language borrows words, phrases, or grammatical structures from another. Borrowing, according to Thomason and Kaufman (1988), is "the incorporation of a word or other feature from one language into another". This technique is used to translate brand names. The use of the borrowing technique for translating brand names and products tends to promote these items and familiarize the target audience with them yet when it is with names it is called Transliteration which is part of the Borrowing technique. (e.g., Nescafé (نسكافيه)(fig. 4). Furthermore Borrowing technique is often used in translating brand product despite the existence of their Arabic equivalents. For instance (Red mug) was translated into

(ريد مج) (fig. 6), instead of (كوب احمر) , (Nescafé Chocca Mocca) was transliterated into (تشوكا-موكا نسكافيه)(fig. 5), instead of (قهوة رغوية فورية مع خليط) even if it conveys no meaning in Arabic and should have been translated for instance as (قهوة رغوية فورية مع خليط الشوكولاتة) , (Nescafé cookie crumble) was transliterated into (نسكافيه كوكي كرمبل) (fig. 5), instead of (قهوة بفتات البسكويت), which would make more sense to the Arab customer.

Brands names and products are sometimes conveyed into Arabic with Latin letters without any translation (Nescafé 3in1 Dalgona) was translated into (دالغونا 3in1 نسكافيه) (fig. 5), instead of (ثلاثة في واحد القهوة الكريمة) (Discover Nescafé Gold Roastery collection) the word Roastery was translated into (اكتشف مجموعة جولد روستيري) (fig. 11), instead of simply (المحمصة) , same applies to (gold) and (جولد) instead of (ذهبية) as the final translation could have been (اكتشف المجموعة الذهبية المحمصه).

Nevertheless, utilizing this approach to translate particular terms despite the presence of counterparts in the Arabic language may impede comprehension among the target audience.

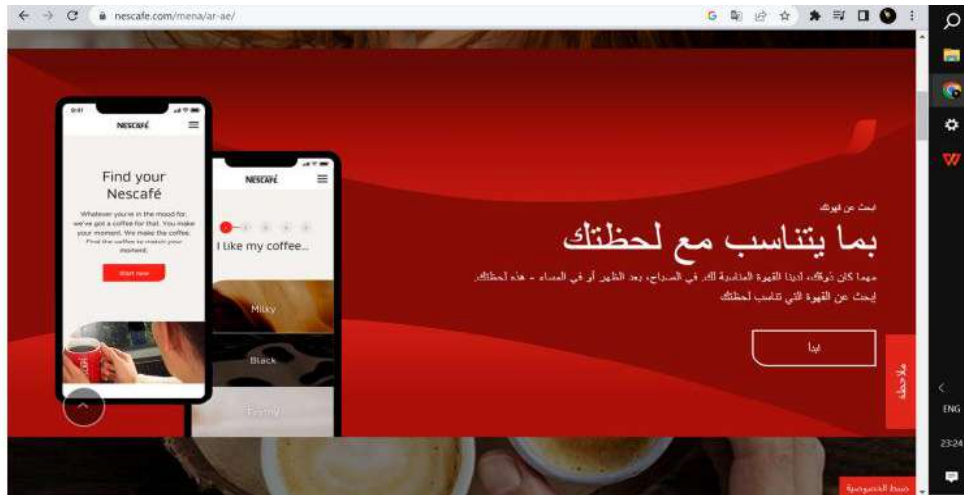


FIG:9. THE ARABIC VERSION SLIDE TWO

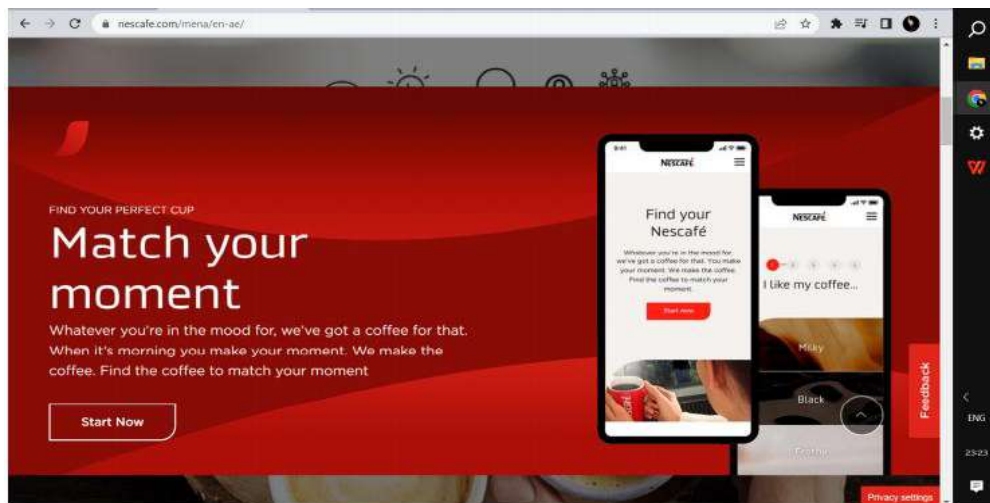


FIG:9. THE ENGLISH VERSION SLIDE TWO

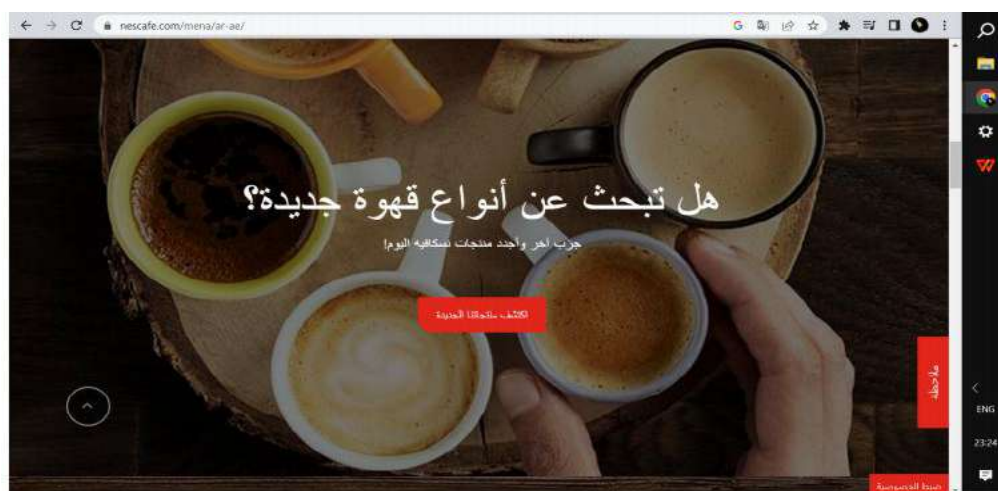


FIG:10. THE ARABIC VERSION SLIDE THREE

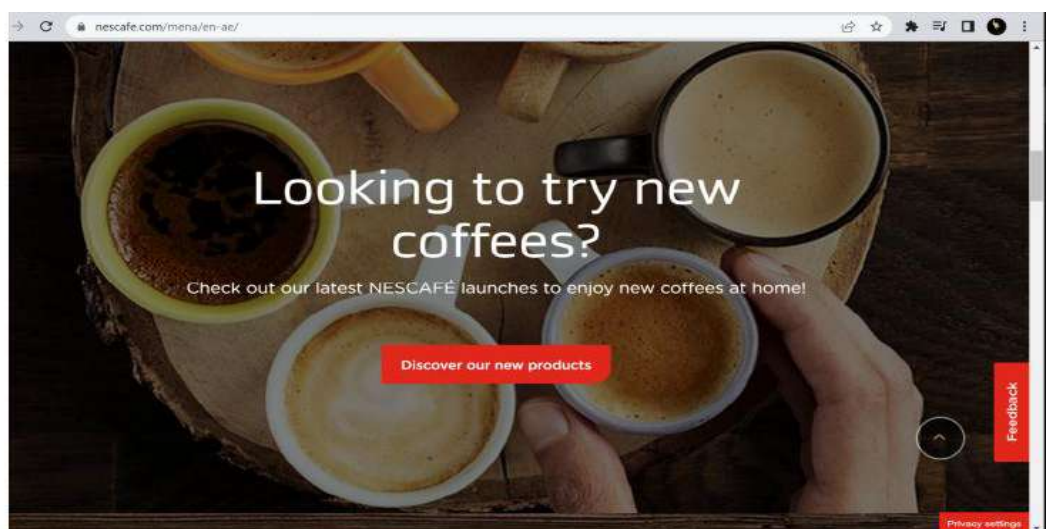


FIG: 10. THE ENGLISH VERSION SLIDE THREE

- **Literal Translation**

Literal translation is defined by Vinay and Darbelnet as "the direct transfer of an SL text into a grammatically and idiomatically appropriate text in which the translator's task is limited to observing the TL's linguistic norms" (Vinay & Darbelnet, 1995). Literal translation is extensively utilized in translating the textual content of websites. This might be explained by the desire to retain the website's unique content and share it with overseas consumers. (e.g., Discover our new products) was translated to (اكتشف منتجاتنا الجديدة) (fig. 10), And (2in1) to (2في1) (fig.6) , (Nescafé salted caramel) to (نسكافيه بالكراميل المملح) (fig.5) , (Recipes with coffee) was translated literally to (وصفات بالقهوة) (fig. 12),another instance can be found in (Try these awesome coffee infused recipes) to (جرب هذه الوصفات الرائعة الغنية بالقهوة) (fig. 12),(cookies) was literally translated to (بسكويت)(fig. 15) instead of (رمز المعلومات الشخصية), could be because (بسكويت) is a more popular term and less intimidating. However literal translation is not always successful or precise, and it might distort meaning and hinder the target client from comprehending the intended meaning.



FIG: 11. THE ARABIC VERSION SLIDE FOUR



FIG: 11. THE ENGLISH VERSION SLIDE FOUR

● Addition

The translator often adds words, phrases, or expressions in the TL text that usually do not exist in the SL text. For example (3in1) to (مجموعة 3في1) (fig. 6), the word (مجموعة) was added, or in (Coffee painting for beginners) to (بخطوة خطوة) (fig. 11) we can see that (بخطوة خطوة) was added, despite the fact that (رسم القهوة للمبتدئين) would have been sufficient in delivering the intended meaning.

Almost same thing could be said about the next example which is (Two unique flavour experiences) (fig. 11) which was ought to be translated rather simply to (تجربتان لنكهتين فريدتين) yet it was interpreted as (تجربتان لنكهتين فريدتان) perhaps to further glamorise these two flavours and because (unique) sure does fulfil the desired impact, (فريدتان) on the other hand on its own does not. Other instances where there was an addition such in (Red Mug) to (نسكافيه ريد مج) (fig. 13), the word (Nesafe) was added, (Stay connected) to (ابق على تواصل معنا) (fig. 15), instead of just (ابق على تواصل).

Therefore this technique is used to provide extra information for a specific product for the potential customer's further comprehension.

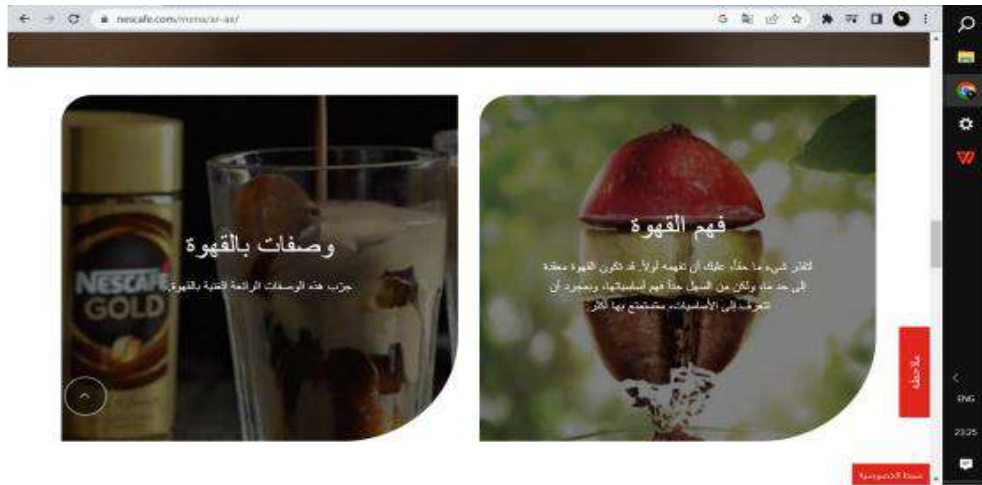


FIG: 12. THE ARABIC VERSION SLIDE FIVE

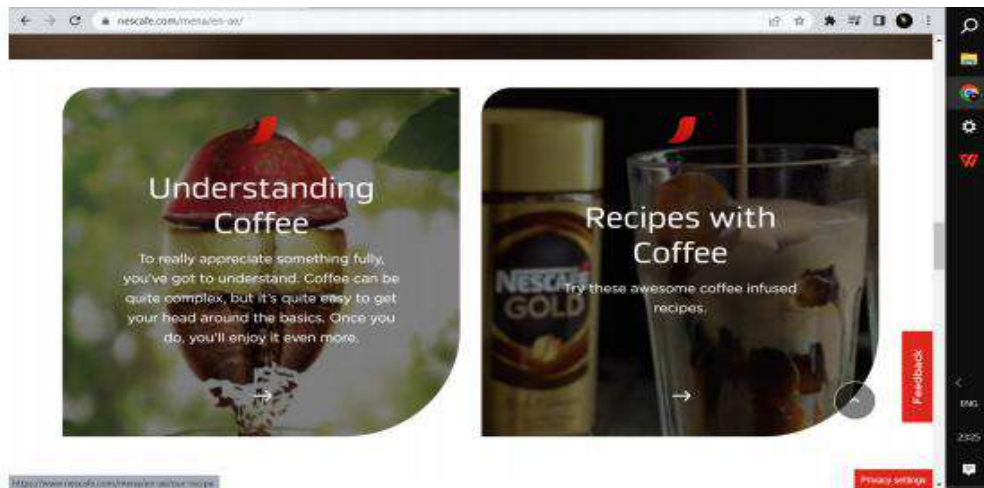


FIG: 12. THE ENGLISH VERSION SLIDE FIVE

● Omission

The translator can omit words or even expressions from the SL that usually exist in the TL. For instance (Find your perfect cup) to (ابحث عن قهوتك) (fig. 9) , here the word (perfect) was neglected and omitted ,the correct translation should have been (ابحث عن قهوتك المثالية). (Start now) to (ابدأ) (fig. 9), this form of translating is rather widespread yet it does not make it correct, thus the correct translation is to be (ابدأ الآن) . Then (حقوق النشر) to (copyright Nestle 2020) (fig. 15) , we observe that an entire important segment has been omitted, it should have been (حقوق النشر نسكافيه 2020).

On a similar note (Milky iced range) was completely transformed to just (آيس) (fig. 6), where it should have been interpreted as (مجموعة الحليب المتلج). And finally (Nescafé honey date) to (نسكافيه بالتمر) (fig. 5), the word honey

was deleted , even though honey for the Arab societies is highly deemed and is considered a delicacy , (نسكافيه بالتمر و العسل) would have garnered much more positive attention . Omission in website translation could also mean that the product is not available from one region to another region hence was not mentioned and omitted.



FIG:13. THE ARABIC VERSION SLIDE SIX



FIG:13. THE ENGLISH VERSION SLIDE SIX

● Transposition

In the selected website of “Nescafé” this translation technique was often employed in cases where there was an adjustment in definite to indefinite articles or from plural to singular; vice versa, (e. g., Sips) was translated to the singular form (رشفة) (fig. 13) , in Arabic , and (قهوتنا) to (our coffees) (fig. 6) due to the impeded differences between the two languages when it comes to pronouns . yet another instance is located where (Find your perfect cup) was translated to (ابحث عن قهوتك) (fig. 9) , substituting (cup) with (قهوتك) , the (قهوتك) here is the direct term, since simply using the indication to drinking coffee (cup), holds no relevant meaning in Arabic.

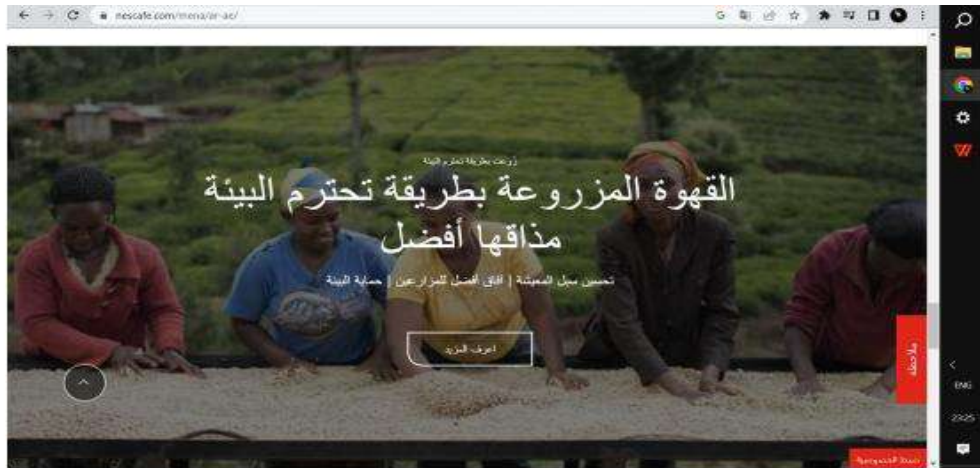


FIG: 14. THE ARABIC VERSION SLIDE SEVEN

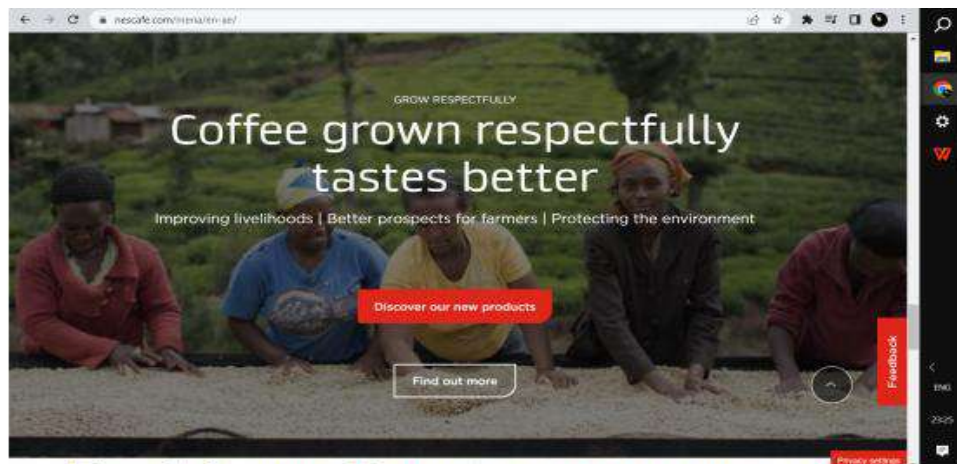


FIG: 14. THE ENGLISH VERSION SLIDE SEVEN

● Equivalence

Equivalence in translation refers to the idea that a translated text should convey the same meaning and have the same effect on the target audience as the original text has on the source audience. According to Newmark (1988), equivalence is "the principle which ensures that a translation will be functionally equivalent at least to that extent which the TL [target language] receiver expects.", for example (A cup of respect) reflects (قهوة محضرة) (بمسؤولية) (fig. 7), where the meaning is sufficiently met because in this given context respectfully is not to demonstrate any degree of respect, but rather the responsibility and integrity while addressing the coffee, (grown respectfully, packaged respectfully, made respectfully, enjoyed respectfully) to (تنمو بمسؤولية، مغلفة بمسؤولية، مجهزة بمسؤولية، استمتع بمسؤولية) (fig. 7) and (better prospects for farmers) to (أفضل الأفاق للمزارعين) (fig. 14), are also a prime example on a perfect case of equivalence.

The translation of (Nescafe Ramadan apricot) to (نسكافيه قمر الدين)(fig. 5), on the other hand showcases lack of knowledge of the target culture sweets, this particular sweet is often simply borrowed into English as (Amar al-din), but instead the month in which this sweet is often eaten in, was utilised to name the coffee flavour over it, which might appear somewhat disrespectful and insensitive to the Arab consumer.

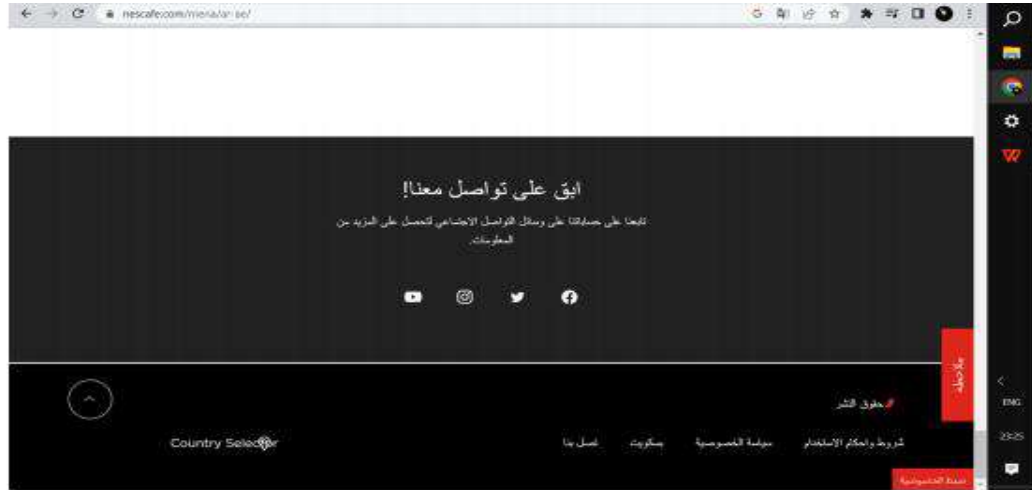


FIG: 15. THE ARABIC VERSION SLIDE EIGHT

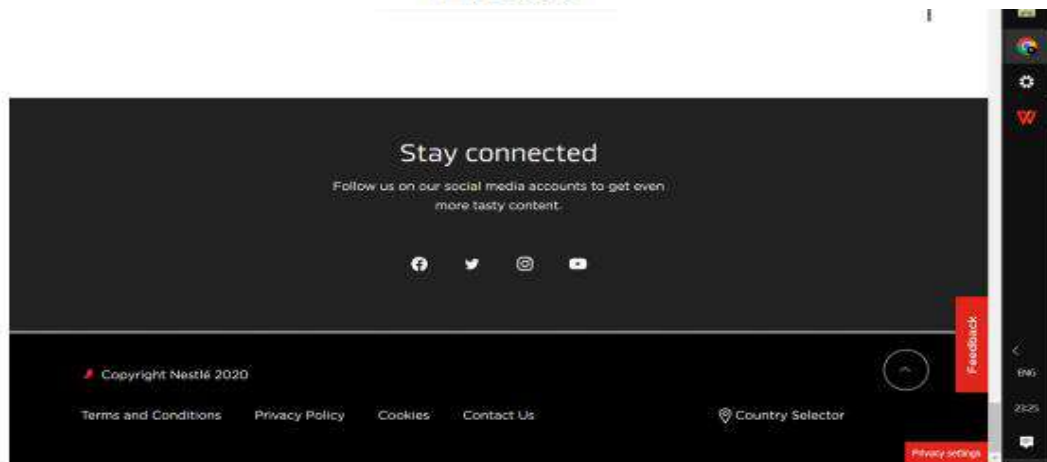


FIG: 15. THE ENGLISH VERSION SLIDE EIGHT

● Modulation

This technique is about changing the perspective of the ST to make it more understandable and appropriate in the TL. First example would be (e. g., Feedback) to (ملاحظة) (fig. 5); this translation is rather bland and does not resonate with the Arab consumer, especially that a well known technical equivalence exists, which is (تغذية استرجاعية). On another note, (privacy settings) was translated in the website as (ضبط الخصوصية) (fig.5), a better, more clearer alternative could have been (إعدادات الخصوصية), in the following

example, (Whatever you are in the mood for, we have got a coffee for that) was simply put as (مهما كان ذوقك لدينا القهوة المناسبة لك) (fig. 9), the sense somehow was kept despite altering (mood) to (ذوقك) instead of (مزاجك) most likely to remain within words, that insinuates the visualisation of food by the target consumer.

2.3. Application of Text Perspectives On The Website ‘NESCAFÉ’

The implementation of the three text viewpoints will be demonstrated using the Nescafé website, which is part of the Société des Produits Nestlé S.A. trademark.



FIG: 16. MAIN HOMEPAGE OF THE WEBSITE NESCAFÉ

- **Holistic perspective:**

The red hue used for the presentation of the Nescafé website is one holistic dimension. This is thought to be related to the stimulating impact caused by coffee. This is true for their international website (Fig.16) as well as numerous local websites, including those in Western nations such as the United States, Morocco, Switzerland, France, as well as China, Germany, Ecuador, and Chile.

The holistic component of the color choice in connection to the product Nescafé, as in red equals stimulating, differs in several local websites due to various purposes that coffee serves in different cultures. It is worth noting that the Middle Eastern website (Fig.17) that was turned to middle eastis created in brown rather than red. The United Kingdom's website findings (Fig.18) stand out from all the others. The color red remains as a border, but the website's centre is styled with soothing pastel colors, portraying a coffee-dream world. It is possible to believe that coffee has a different purpose in the United Kingdom.

Because it examines holistic 'Gestalt' phenomena, suggesting underlying knowledge and cultural attitudes in a text, the choice of color to give the function of stimulation to the product defines the holistic perspective. In actuality, the color red is not reproduced in the Middle East, but will be replaced with the color brown. The reason for this is that color has various implications in different civilizations. In the case of the Middle East, the holistic perspective of color has two dimensions: first, red is seen as stimulating, and second, red is associated with love, and emotions, given the fact that coffee is considered a long lasting cultural item for the Arabs, it has long been associated with the color of the sand which is brown.



FIG. 17 NESCAFÉ WEBSITE MAIN HOMEPAGE FOR THE MIDDLE EAST



FIG:18. NESCAFÉ WEBSITE MAIN HOMEPAGE FOR THE UNITED KINGDOM

These holistic considerations are critical when translating a website and will have an impact on other tiers of the website.

- **Atomistic perspective**

The impacts of a holistic color decision on an atomistic level can be demonstrated by a word level expression selection. The use of phrases and terms to sell the product is consistent with the red design of the Moroccan Nescafé website, which evokes stimulation and energizing emotions.

On the webpage, one of the slogans is (نكهة قوية ليوم مفعم بالحياة) which consists with (a strong flavor for a lively day)(Fig.19). This selected idioms convey the concept of stimulation which tunes in with the chosen color, these atomistic instances have been circled by orange and yellow.

Contrary to the Moroccan website, the United Kingdom website features a pastel color scheme. The concept of coffee assisting in relaxation and dreaming, as conveyed by the color choice, is enforced, it also occurs in the choice of word phrases. We see terms like (calm) and (release) inside the menu option (Help me unwind) (Fig. 18), which speaks for itself. The general color palette influences not just text but also picture selection. In keeping with the concept of stimulation (red color), the Moroccan website has an image of a youthful and vibrant lady exercising (Fig. 19). In contrast, the UK website depicts a floral garden that welcomes relaxation, mirroring the function of the pastel color scheme (relax, dream) (Fig.18). The diverse color options (brown = the color of coffee beans and the beverage itself) imply various options on the overall design, and therefore on the images: on most web sites, we find coffee cups or coffee beans (Fig. 17).



FIG. 19 NESCAFÉ WEBSITE MAIN HOMEPAGE FOR MOROCCO

● Hol-atomistic perspective

The hol-atomistic perspective, which acts as a mediator between the holistic and atomistic perspectives, is also impacted. The selections on a holistic and atomistic levels are visibly mirrored on the menu bar, which is a hol-atomistic level since it provides us with the data pattern. When contrasting the menu bars of the official homepage of the website (Fig. 16) versus that of the United Kingdom (Fig. 18), significant differences can be observed: the menu bar of the United Kingdom reflects the holistic idea of coffee as a product that helps people relax, dream and unwind on one hand ,the selection of words from the atomistic perspective on the other hand : (Help me unwind), (Sounds relaxing), (Let me dream) are menu items that reflect both the atomistic and holistic dimension. green circles in the figures indicate the examples.

3. Ethical Issues in the Arabic version of the NESCAFÉ Website

Website translators are expected to adhere to ethical norms and conventions that govern online content, such as copyright rules, data protection legislation, and ethical standards of website design and layout, according to (Jääskeläinen, 2017; p160). The depiction of cultural and social values, the use of personal data, and the avoidance of offensive or discriminatory content are just a few ethical challenges that must be recognized and handled while translating websites.

The potential loss of meaning and cultural nuances unseen in the website of Nescafe is one of the major ethical problems. According to O'Hagan (2011), it is never possible to fully transfer the meaning of a source text into a target text for translation is an act of interpretation. This indicates that there is always a chance that the original intent and cultural references will be lost during translation. This was particularly troublesome in the website according to the many technical terms with poor translation material such as (Privacy settings) to (ضبط الخصوصية) (fig.4).

The potential for biased or incorrect translations in website translation is another moral dilemma. O'Hagan (2011) argues that “ Translators are not neutral agents, and their translations are inevitably influenced by their own cultural and ideological backgrounds”. Consequently, since translators may bring their own beliefs and biases to the translation process their translations may be misleading and biased. This matter is particularly essential when the website material deals with delicate or divisive subjects, such as the translation of (Nescafe Ramadan apricot) to (نسكافيه قمر الدين) (fig. 5), misusing a sacred and holy month for the Arab client . The potential for unscrupulous business tactics is a third ethical problem with website translation.

"Translators may be under pressure to produce translations quickly and inexpensively, which can lead to unethical practices such as using machine translation or outsourcing to unqualified translators," notes O'Hagan (2011).

4. Ethical Considerations and Translation Quality in the Arabic version of the NESCAFÉ Website

The Translators responsible for translating the Arabic version of Nescafe website must make an impactful change on their accuracy, precision, and readability when faced with and questionable moral dilemmas. For example, if a there is to be any uses of offensive or discriminating language the translator may have to translate the ST literally and make it more suitable for the target audience to read by making it more appropriate. And if the ST contains personal information like names or addresses of their coffee drinkers; the translators will have to make sure the translation complies with each Arabic speaking country's data protection laws accordingly.

A translator's decision about technology and manner of translation may also be influenced by ethical issues; as Jääskeläinen (2017) pointed out. The quality of website translation can also be impacted by ethical issues. For instance, and specifically for the Arabic version of the Nescafe website, hybrid translation was chosen, the combination of machine translation and human translation may give rise to moral questions, due to the human subjectivity and the machines' inaccuracies. The cultural and linguistic nuances of the source website material may not be faithfully captured by machine translation, which may also be more prone to mistakes and inconsistencies. Translators may also result in quality problems because non-professional translators who lack the essential linguistic and cultural competence frequently do the translations.

5. Challenges of website Translation in the Arabic version of the NESCAFÉ website

- **Cultural and linguistic differences:**

The necessity to accurately communicate the material in a way that is both linguistically and culturally suitable presents one of the biggest obstacles in website translation. Ian Mason (2006) stated that "translators must be able to navigate the cultural and linguistic differences between the source and target languages to ensure that the translated content is appropriate for the target audience." Understanding the Arab cultural norms, values, and linguistic preferences has been necessary for this process.

- **Technical intricacy:**

The technological complexity of the procedure is another difficulty in website translation. Joss Moorkens (2018) stated that "website translation involves a number of technical challenges, including the need to maintain the integrity of the website's design, layout, and functionality while also translating the content." This calls for proficiency in both web development and an excellent Arabic translator, as well as the usage of specialist translation software and tools, the term cookies was translated to (بسكويت) (fig. 15) instead of its appropriate technical term (رمز المعلومات الشخصية) in the Arabic language.

- **Time and financial restrictions:**

Juggling time and money restraints with the demand for accuracy and quality presents a third difficulty in website translation. Keiran J. Dunne (2017) states that " Organizations may face tight deadlines and limited budgets when translating their website content, which can lead to a trade-off between quality and speed." As a result, translations could be hastily done and fall short in terms of accuracy or cultural fit. The Arabic language is a wide language accompanied by depth and the utmost diversity, a hasty Arabic translation is easily noticed, for example in the website (start now) was translated to (ابدأ) (fig. 9), omitting a very common word, often associated with the Arabic term (الآن) ,which is (الآن), such omission lacks purpose and could be possibly be attributed to lack of time to perfect the translation.

- **Search Engine Optimization (SEO):**

- The requirement to optimize the translated Arabic material for search engines presents another difficulty with website translation. Minako O'Hagan (2011) asserts that "website translation must take into account the nuances of search engine optimization in the target language to ensure that the translated content ranks well in search engine results pages." This necessitates knowledge of the search habits of the Arab audience and the capacity to modify the material accordingly.

6. The Significance of Translation in the Arabic version of the NESCAFÉ Website

Effective website translation can increase the target audience's perception of the brand, enhance its reputation, and open up new commercial prospects (Byrne, 2006). Due to the massive demand on the Nescafe products in the Arab markets, their marketing team, understood the value of speaking to their Arab customers in a language they can comprehend will expand their market, encourage cross-cultural dialogue, and increase commercial opportunities. At this point, website translation has become of an enormous significance.

- **Global Outreach**

As a result of the internet, the way businesses run has drastically changed. Websites nowadays can reach all global audiences; as in no longer limited to one single region or nation. Translation is highly important in order to fulfil communication with foreign speakers of a particular major website. The Arabic version of the Nescafe website has been successful at developing a global outreach amongst its Arab clients, given that Nescafe has become a known household stable in so many Arabic speaking countries.

- **Cross-Cultural Communication**

By removing linguistic barriers, translation also fosters intercultural communication. Since Nescafe's website supports many languages including Arabic, it helps to promote understanding and foster an inclusive atmosphere by facilitating dialogue between users from various cultural backgrounds, the website has managed to foster a sense of belonging among their Arab consumers by giving information in Arabic, to which that they are familiar with. This will eventually boost the Arab customer loyalty and trust.

- **SEO Optimization**

Search engine optimization (SEO) is one of the most important aspects for a website's success. By translating the content of the Nescafe website into Arabic, the company was able to optimize their website for search engines in various regions and nations, in this case to many Arabic speaking countries. This could improve their internet presence and increase visitors to their website, increasing both sales and revenue.

- **Customer Satisfaction**

Increased customer satisfaction can also be fulfilled by having a website with multiple languages. The Arab clients are more likely to feel valued and appreciated when provided with information in a language they understand. This can result to more customer loyalty, more business deals, as well as positive word-of-mouth referrals.

- **Legal Compliance**

It is mandatory for businesses to provide legal information in the official country's language. If failure occurs in achieving these regulations it can lead to financial penalties and legal action. A decent legal translation in this case is crucial for the Nescafe company due to the wide differences in laws between their original headquarters location, which is Switzerland and the Arab countries laws, which can be more uptight, diverse and heavily influenced by religion, hence to avoid any legal issues and ensure legal compliances, the company must ensure proper interpretation of the legal content displayed on their website.

The significance of website translation can not be overstated for it plays an essential role in maintaining global reach, cross-cultural communication, SEO optimization, customer satisfaction, and legal compliance. The Nescafe company association can increase revenues, expand their Arab customer base, and create a positive online presence by investing in website translation.

7. The Significance of Website Localization in the Arabic version of the NESCAFÉ Website

Website localization is essential for global businesses to succeed, since it provides them with new audience reach, credibility establishing, and customer engagement in their native languages and cultures (Singh 2014). This part draws upon the investigation carried in order to provide a thorough overview of the significance of website localization in the Arabic version of the website Nescafe, website localization in this case, has lent the website the ability to operate in the Arab global markets from a variety of viewpoints, also including enhanced user experience, market expansion, improved search engine visibility, and adherence to regulations and local laws. By investing in website localization the Arabic version of the website Nescafe has effectively reached and engaged with their Arab customers, which sustained growth and popularity to remain competitive.

The Website localization of the Arabic version of the website Nescafe did not only involves the language translation but also cultural adaptation of content, imagery, and design to match the Arab market needs. Failing to localize the website into the Arabic language and Arab culture could have led to risks of losing credibility, relevance, and customer trust.

Similarly, Douglas Kellner and other scholars argue that website localization is essential for global advertising campaigns to be effective. They note that cultural differences, consumer preferences, and advertising regulations vary across countries, and therefore, advertising messages must be tailored to local audiences through website localization. On the hand, Neil Patel emphasize the importance of website localization in increasing international traffic and conversions. He notes that website localization involves not only language translation but also website design and functionality that appeal to local audiences.

8. Conclusion

This chapter has analysed the importance of website translation and localization from both a text and linguistic perspective of the Arabic version of the Nescafe website. The investigation revealed that the accuracy of the translation is highly regarded to effectively present culturally appropriate information to the targeted Arab audience, as it highlights the importance of understanding the cultural nuances of the intended demographic.

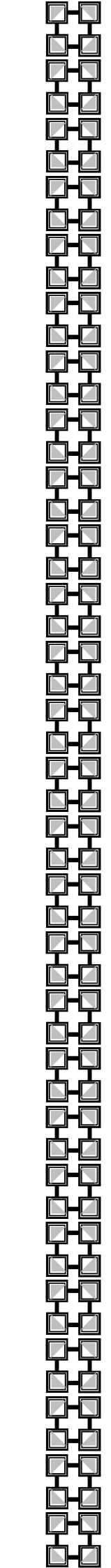
The challenges of translating this website were also highlighted, including technical difficulties, cultural differences, and the need for specialized skills and expertise. The ethical considerations of the process was discussed, emphasizing the importance of respecting the Arab audience's culture and values. The significance of website translation and localization in the Arabic version of Nescafe in today's globalized world cannot be overstated. By bridging cultural gaps and facilitating communication, website translation and localization have played an essential role in promoting cultural understanding and increase brand awareness to the Arab consumer.



Conclusion

This research work delves into the topic of website translation in a comprehensive manner, examining various important aspects and providing detailed insights. The primary objective of this research is to shed light on the process of website translation and emphasize its significance in addressing the needs of diverse target audiences. The research begins by defining website and explores the different types of websites that exist, acknowledging the unique characteristics and requirements associated with each type. By doing so, it establishes a foundation for understanding the complexities involved in translating websites effectively. One key focus of this research is the concept of website localization, which involves adapting a website to suit the cultural and linguistic preferences of specific target markets. It delves into the approaches and strategies employed in website localization and emphasizes the importance of considering cultural nuances in the translation process. Recognizing and incorporating cultural elements ensures that the translated website resonates with the local audience, facilitating better user experience and engagement.

The case study of the Nescafe website serves as a valuable source of information within this research. By analyzing the translation of the Nescafe website from both textual and linguistic perspectives, the study provides concrete examples and illustrations of why accurate translations are essential for online platforms. It highlights the challenges and considerations involved in effectively conveying the brand message and maintaining consistency across different languages and cultures. Furthermore, the research emphasizes the criticality of selecting the appropriate level of expertise for successful website translation. It acknowledges that the task requires a deep understanding of both the source and target languages, as well as cultural sensitivities. By carefully choosing the translators or translation teams with the required expertise, organizations can ensure high-quality translations that resonate with their target audience. In today's globalized world, fostering cultural awareness and reaching diverse audiences are crucial for online platforms. The research argues that website localization and translation play a pivotal role in achieving these goals. It highlights the need for organizations to adapt their websites to suit the cultural preferences and linguistic characteristics of different markets, enabling effective communication and engagement with their target audience. The research also addresses the ethical and moral challenges associated with website translation, emphasizing the importance of creating accurate and appropriate translations for each culture. By understanding and respecting cultural differences, organizations can avoid potential misinterpretations or offensive translations that could harm their brand reputation. Overall, this study offers valuable insights into website translation and localization, providing guidance and useful information for future website localization projects. It emphasizes the significance of accurate translations, cultural considerations,

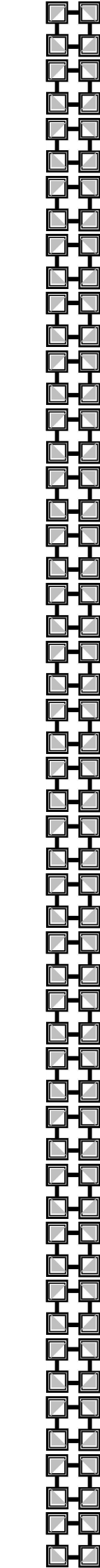


and the selection of suitable expertise to ensure successful website localization and effective communication with diverse target audiences.



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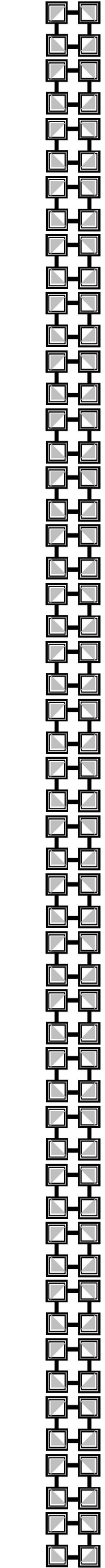
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ملخص الدراسة

المقدمة

مع تزايد انتشار العولمة بفضل ظهور الإنترنت، أصبح التواصل بين الناس بمختلف اللغات أمراً بالغ الأهمية. كما غيرت الرقمنة جلّ مجالات الأعمال (التسويق، الصحافة، الترجمة...)، مجال التسويق، على سبيل المثال. تم تطوير عدد من المواقع الإلكترونية من قبل الشركات لتسهيل التواصل و تعزيزه. تعمل هذه المواقع كوسيط لجذب العملاء الأجانب و بالتالي تعزيز إيراداتهم المالية. أدت حاجة الشركات إلى ترجمة و توطین مواقعها الإلكترونية إلى طلب كبير على خدمات الترجمة عامة و التوطين على وجه الخصوص. لهذا الغرض، ظهر مصطلح ترجمة المواقع الإلكترونية و اكتسب شعبية.

عند السعي لتسويق المنتجات أو الأعمال التجارية، يجب إتباع 4 خطوات. تعتبر كلمة "جيلت" GILT اختصاراً لإجمالي 4 كلمات تحمل معنى; حرف G يرمز لـ "Globalization" أي العولمة و هي الاهتمام الأولي بالتوسع. حرف I يرمز لـ "internalization" أي التدويل ويتضمن تطوير منتجات عامة، أما حرف L يرمز لـ "Localization" و تعني التوطين الذي يشمل تكيف المنتجات، و أخيراً حرف T الذي يرمز إلى "Translation" أو الترجمة باللغة العربية و التي تعني تحويل النص من اللغة الأصل إلى اللغة الهدف. هذه الخطوات مرتبطة ببعضها البعض و تشكل جزءاً من مجال بحث جديد يعرف بـ "جيلت" GILT. بالتالي فإن ترجمة المواقع الإلكترونية تعني إعادة صياغة البرمجيات حتى تلائم مختلف الجهات المحلية؛ من جعل عملية التصميم (التخطيط، اللون)، و الصورة (الرسوم المتحركة، الصورة الثابتة) والعنصر اللفظي للموقع مناسب ثقافياً و لغوياً للغة الهدف. عملية ترجمة المواقع الإلكترونية لا تتطلب معرفة جيدة باللغتين المصدر و الهدف فحسب، إنما تتطلب فهماً عميقاً و إماماً بالثقافة و اللغة الملائمة و كذا الغاية من ترجمة الموقع الإلكتروني من أساسه. سيتم إجراء دراسة حول أنواع المواقع و الأدوات المستخدمة في العملية و تعريف المفهوم العام و الشامل للتوطين مع جوانبه الثقافية. للتكنولوجيا تأثير كبير على الترجمة و تحديداً عندما انتقلت نحو ترجمة المواقع الإلكترونية. ستطرح القضايا الأخلاقية و التحديات التي تواجه عملية الترجمة إلى جانب استعراض تحقيق لموقع نسكا فيه الإلكتروني بالنسخة العربية و الإنجليزية لإظهار مختلف الجوانب الرئيسية عند توطین المواقع: الجوانب التقنية، اللغوية و المحتوى في محاولة لتسليط الضوء على كيفية ترجمة الموقع الإلكتروني. نظراً للربحية الملححة للشركات في ترجمة مواقعها أضحى هناك حاجة كبيرة لخدمات ترجمة المواقع الإلكترونية.

الإشكالية

أدت الهالة الغامضة المحيطة بعملية الرقمنة في الجزائر إلى عدم إدراك الشركات لقدراتها على الإنترنت. ذكرت نت ميديا بلانيت زيادة بنسبة 20% في التحويلات عند توطین محتوى موقع الويب الخاص بهم، نظراً لكون امتلاك موقع الكتروني بلغات متعددة و خلفيات ثقافية مختلفة إحصائياً يؤدي إلى مزيد من التفاعل مع العملاء و زيادة في عائداتهم المالية، أثارت المسألة المطروحة السؤال التالي: كيف يتم ترجمة موقع الكتروني؟

أهداف الدراسة

1. تحديد العناصر الأساسية في عملية ترجمة المواقع الإلكترونية.
2. دفع أصحاب الأعمال إلى الخوض في عالم الرقمنة؛ عبر توسيع آفاق أعمالهم بهدف ازدهارها و بالتالي الوصول إلى قاعدة عملاء محتملة أوسع التي من المرجح أن تزيد من عائداتهم المالية.

اسئلة البحث

1. ما هي العناصر الأساسية في عملية ترجمة الموقع الإلكتروني؟

2. كيف يمكن لعناصر الوسائط المتعددة، بالإضافة إلى العناصر الثقافية المحددة أن تكون مفيدة لأغراض ترجمة المواقع الإلكترونية؟

الفرضيات:

1. هناك تأخير في الرقمنة في الجزائر ، مما يجعل معظم أصحاب الأعمال غير قادرين على إنشاء مواقعهم الإلكترونية ، ناهيك عن ترجمتها.
2. صناعة الأعمال خاملة ، وبالتالي ، لا يلزم ترجمة موقع الكتروني للوصول إلى قاعدة عملاء أوسع.

الدراسات السابقة:

تم نشر العديد من المؤلفات حول هذا الموضوع من منظور لغوي حاسوبي بينما لم يكتب سوى القليل عن الترجمة (على سبيل المثال سومرز2003). ساهم عدد كبير من العلماء في مجال ترجمة المواقع الإلكترونية وأبحاث التوطين من وجهات نظر مختلفة ، ورأى جون يونكر أنه ضمن عملية التوطين ، تعتبر الترجمة جزءاً فقط من عملية "تعديل موقع إلكتروني لجمهور معين" (يونكر 2002:17) ، من ناحية أخرى ، يعد التوطين مصطلحاً جديداً يعود إلى عام 1990 ظهر مع تقدم الإنترنت. يعرف بيرت إيسيلينك الذي كان مهتماً

بشكل أساسي بالجانب الفني للتوطين على النحو التالي:
"الترجمة ليست سوى أحد الأنشطة في التوطين. بالإضافة إلى الترجمة ، يتضمن مشروع التوطين العديد من المهام الأخرى مثل إدارة المشاريع ، وهندسة البرمجيات ، والاختبار" (إيسيلينك 2000:4) ، وأن أحد هذه الأشكال الجديدة من الاتصال الدولي هو توطين الموقع الإلكتروني ، والذي تم تعريفه على أنه "تكييف منتج مع لغة معينة (إيسيلينك 2001). وفقاً لجمعية معايير صناعة التوطين (ليزا) يتضمن التوطين أخذ منتج وجعله مناسباً لغوياً وثقافياً د/المنطقة واللغة الهدف حيث سيتم استخدامه وبيعه" كما هو مذكور في (إيسيلينك ، 2000 ، ص 3). يقدم باس

ودن (2006)
16 قراءة احترافية حول موضوع ترجمة المواقع الإلكترونية وتوطينها ، حيث يعرفان التوطين وترجمة المواقع الإلكترونية على أنها "العملية التي يتم من خلالها تكييف المحتوى الرقمي والمنتجات المطورة في موقع محلي للبيع والاستخدام في مكان آخر"
(دن ، 2006 ، ص 4). أظهر بعض الباحثين ، مثل ششيلر ، اهتماماً بالبعد الثقافي مبركين أن اللغة التقنية أنشأتها صناعة التوطين. يتعرف سينغ وبيريرا (2005) على درجات قليلة من التوطين: موحد ، وشبه محلي ، ومترجم للغاية ، ومخصص ثقافياً. بينما يناقش ديبالما وديفرانكو (2006) الآثار التجارية لترجمة المواقع الإلكترونية وتوطينها.

المنهجية

تهدف هذه الأطروحة إلى استخدام تصميم بحث متعدد الأساليب لتوفير تحقيق شامل في مجال ترجمة الموقع. تشكل ثلاثة أجزاء أساسية تصميم هذا البحث الذي يتضمن تحليلاً وصفيًا لمفاهيم مختلفة تتعلق بترجمة المحتوى في المواقع الإلكترونية، التعمق في العناصر المختلفة التي تمكن عملية ترجمة الموقع، ثم دراسة مقارنة بين النسخة العربية والنسخة الإنجليزية من موقع نسكافيه ، تستند الفلسفة الكامنة وراء هذا العمل البحثي إلى البراغماتية لأنها تجمع بين النوعية والبيانات الكمية من أجل المرحلة التطبيقية، نهج البحث استنتاجي في المقام الأول، حيث يعتمد على النظريات الموجودة مسبقاً لتوجيه عملنا التحليلي. تم تصميم التحليلات الوصفية حول تطوير قاعدة معرفية واسعة للقراء فيما يتعلق بمختلف جوانب مفاهيم ترجمة موقع الويب ، بهدف تحليل كيفية مساهمة هذه الجوانب الخاصة في نجاح ترجمة المواقع. في آخر فصل ستقوم هذه الدراسة بتحليل مقارنة للترجمات بين النسختين العربية والإنجليزية من موقع نسكافيه كمكون عملي أساسي ، وتشمل البيانات التي يتم تحليلها هنا المحتوى النصي والمرئيات وتجربة المستهلك الشاملة من خلال الاستراتيجيات والتقنيات

المستخدمة ، وتشمل معايير التقييم دقة الترجمة وتماسك الافكار و الملائمة الثقافية وطلاقة الترجمة. سيتم حل أي صعوبات أو عدم دقة تواجه من خلال تحليلها و اصلاحها.

أهمية الدراسة

لا يمكن إنكار أن ترجمة المواقع الإلكترونية وتوطينها جزء لا يتجزأ من العالم الرقمي الحديث ، وتحديدًا المجال الرقمي للأعمال ، ويرجع ذلك إلى حقيقة أن الترجمة أصبحت ذات أهمية متزايدة في زمن العولمة كوسيلة لتأمين التواصل عبر اللغات والثقافات ، فإن تطوير الإنترنت كوسيط تفاعلي يرفع من الحاجة إلى المشاركة و الإطلاع المستمر فيما يتعلق بالوجود على الإنترنت. وهكذا أصبحت ترجمة المواقع الإلكترونية وتوطينها مجالًا مربحًا وديناميكيًا، يشمل في كثير من الأحيان التسويق ، فضلًا عن عمليات لغوية محددة. عند تصميم الموقع الإلكتروني وفقًا للثقافة واللغة المحلية، فإنه يخلق إحساسًا بالراحة والجدارة للعملاء المستهدفين. لذلك ، فإن الصلة الأساسية التي يحققها هذا المجال هي قدرته على زيادة قاعدة العملاء مما يؤثر بشكل مباشر على مبلغ الإيرادات.

منهجية المذكرة

الفصل الأول: ترجمة المواقع الإلكترونية؛

يركز هذا الفصل على ترجمة المواقع الإلكترونية وتعريفها وذكر أنواعها، ثم الانتقال إلى تعريف توطين المواقع وعلاقتها بترجمة المواقع الإلكترونية من أجل استخلاص الجوانب الثقافية لهذه العملية.

الفصل الثاني: عناصر ترجمة المواقع الإلكترونية؛

سيتناول هذا الفصل العناصر الأساسية في عملية ترجمة المواقع الإلكترونية وأنواع أدوات الترجمة وتعريف وجهات النظر النصية، إلى جانب المقارنة بين الترجمة الآلية والترجمة البشرية في المواقع الإلكترونية.

الفصل الثالث: التحقيق في النسخة العربية من موقع نسكافيه ؛

سيخصص هذا الفصل لتحقيق حالة لعرض ترجمة موقع نسكافيه، وسيتم تصنيف هذه التعديلات حسب وجهات النظر النصية واللغوية، لإنهاء الفصل ببعض التحديات والقضايا الأخلاقية لترجمة هذا المواقع الإلكتروني.