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Translation criticism in website localization: The case of corporate websites localized into Arabic

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Background

Content **visibility**
Translation **quality** concerns
Functionalist criticism model for **localization**

Methodology

Target-based **criticism** (Nord, 2005)
1- Setting **criteria**
2- TT analysis (issues/convention criteria)
3- TT & Reference text

Source VS Reference text

- Lack of access to the "internal knowledge" (Pym 2004), e.g. SL
- Inconsistent website updates
- **No** source & target **comparison**

Corpus

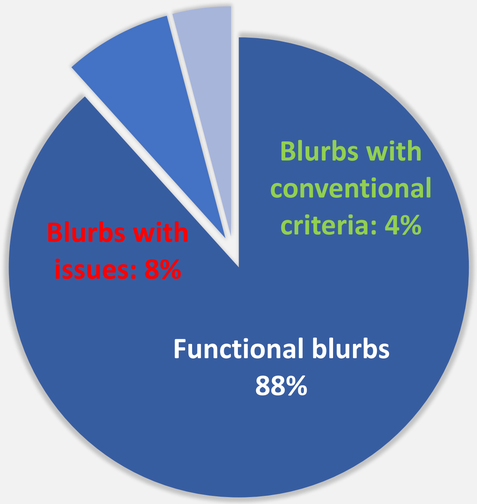
2524 blurbs (**advertising** – int. corporates)
high-tech (2) – 840 blurbs
furniture (1) – 880 blurbs
cosmetics (12) – 804 blurbs
International **English** & SA **Arabic**

Criteria determination

Convention criteria
Rhetorical devices, dialect, wordplay, assonance, alliteration (Gully, 1996; Pedersen, 2014)
Cultural references: proverbs, songs, idioms, etc. (cf. González Davies & Scott-Tennent 2005)

Baseline criteria
"fit-for-purpose" (Bowker, 2020)
Readability: Ease of reading, length, word frequency (Castilho, Doherty, Gaspari, & Moorkens, 2018)
Word choice, reader-orientation (Chesterman, 2016)
Comprehensibility: Familiar references (Baker, 2011; Nord, 2005), Logical meaning

Monolingual analysis (Arabic)

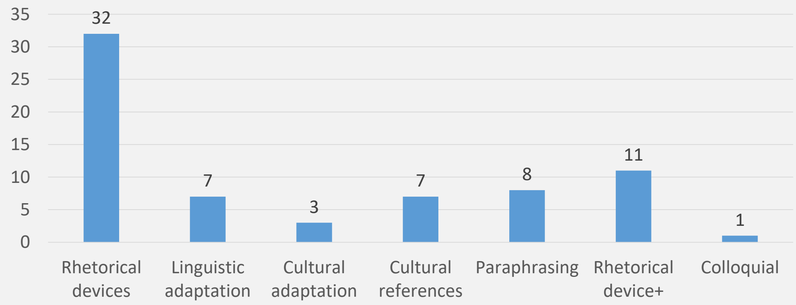


Examples

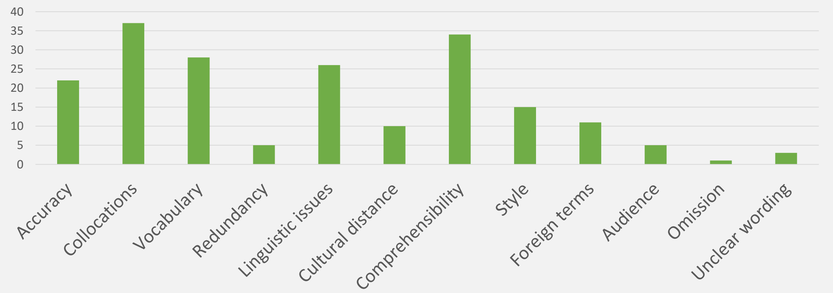
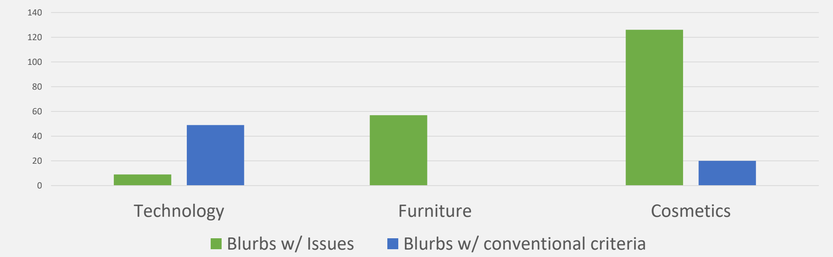
	High-tech	Cosmetics	Furniture
Convention	✓	✗	✗
Issues	↓	↑	↑
Online life	↓	↑	↑
Persuasive	✓	✗	✗
Informative	✓	✓	✓
Competitive	↑	↓	↓
Size	↑	↓	↓

Bilingual analysis & reasoning

Blurbs w/ convention criteria (Kassawat, 2020)



Blurbs w/ issues



Issues/conventional criteria per industry