

## 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

## Monolingual analysis (Arabic)

## Bilingual analysis & reasoning

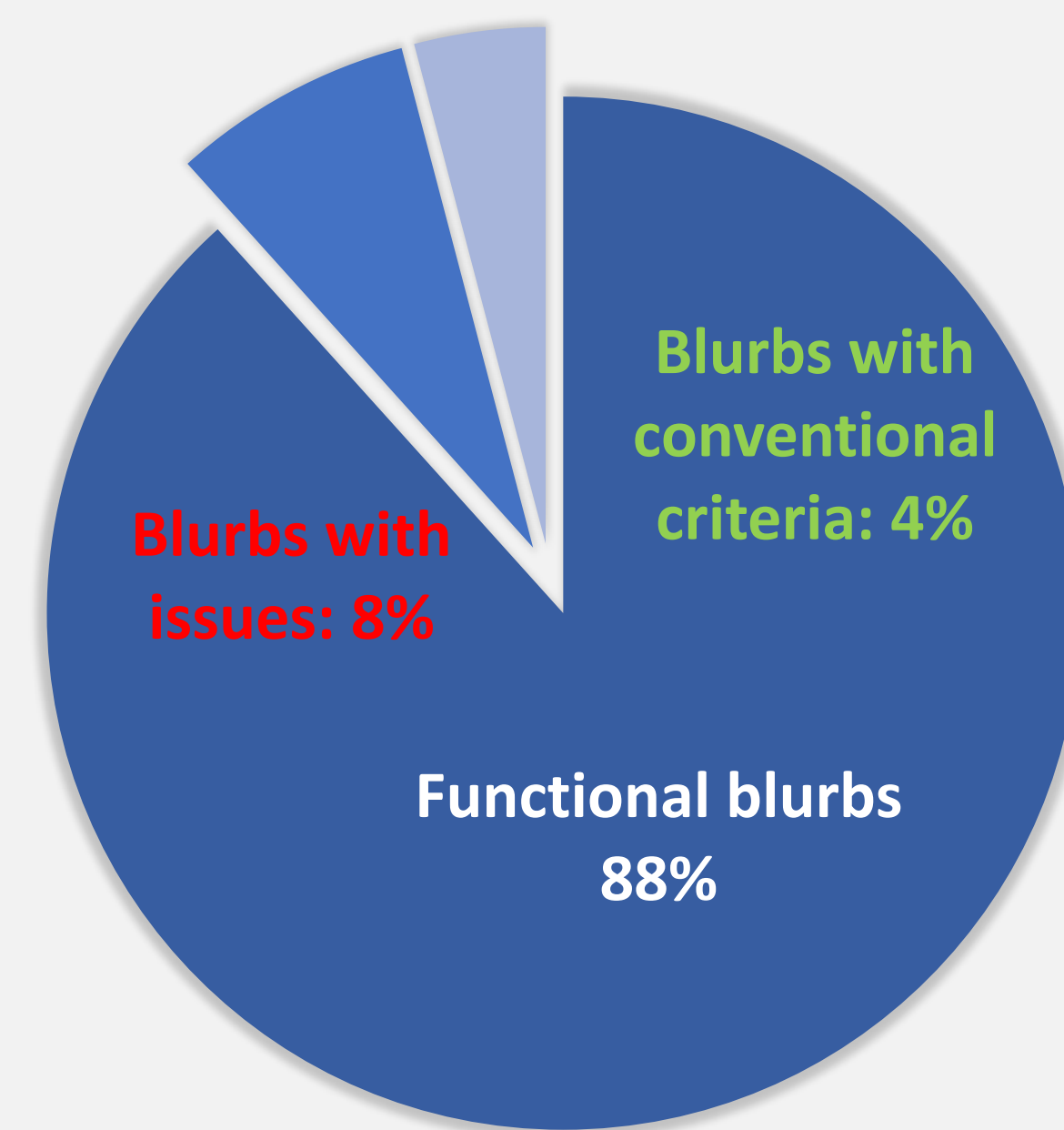
### Convention criteria

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)

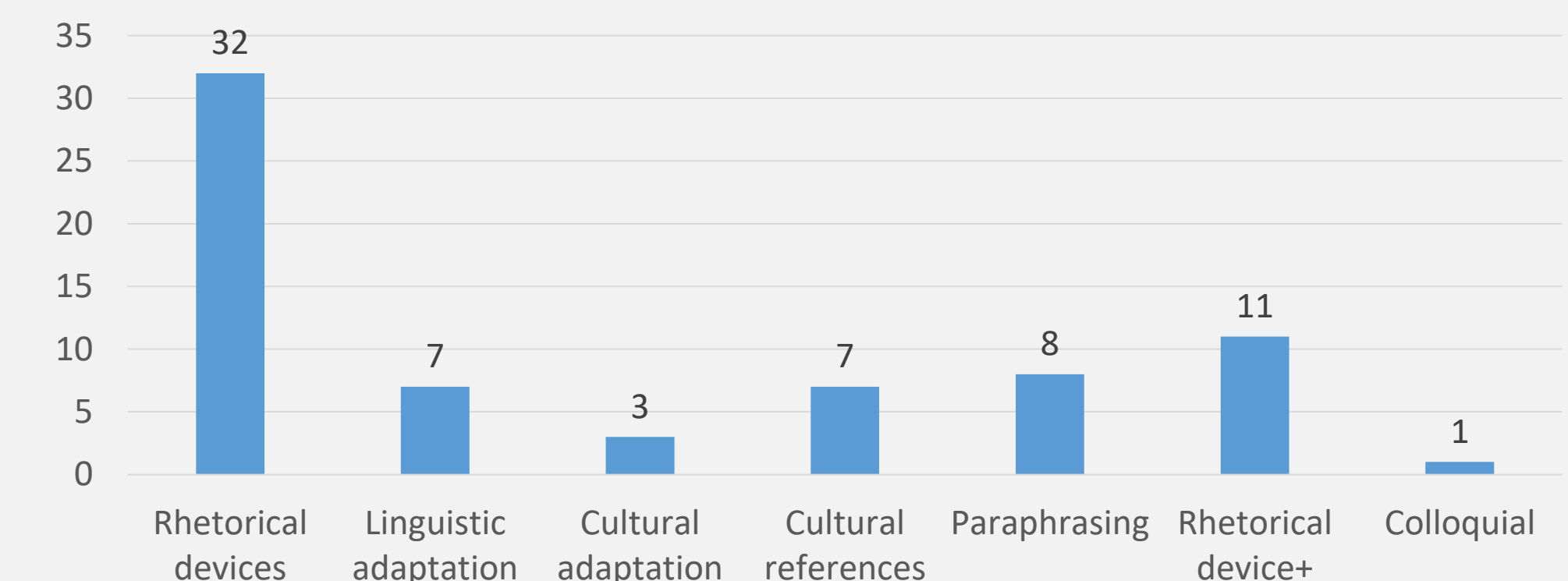


### Examples

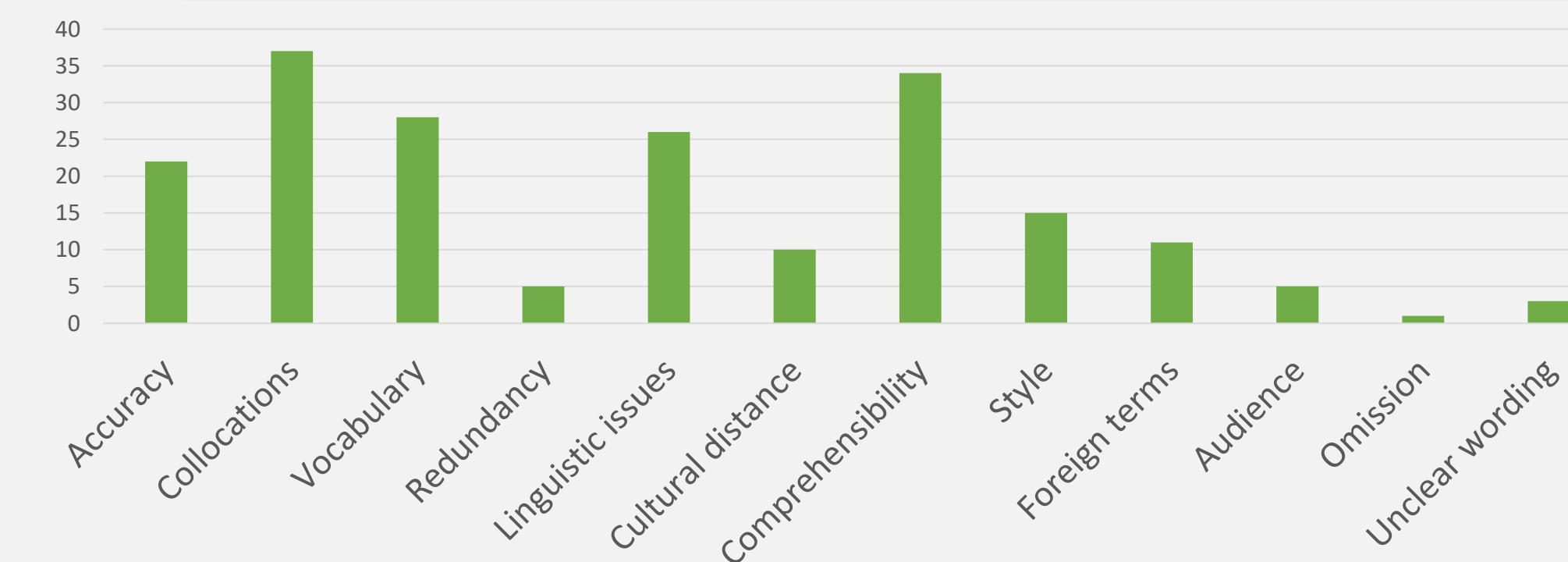


	High-tech	Cosmetics	Furniture
<b>Convention</b>	✓	✗	✗
<b>Issues</b>	↓	↑	↑
Online life	↓	↑	↑
Persuasive	✓	✗	✗
Informative	✓	✓	✓
Competitive	↑	↓	↓
Size	↑	↓	↓

## Blurbs w/ convention criteria (Kassawat, 2020)



## Blurbs w/ issues



## Issues/conventional criteria per industry

