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ÚSTAV JAZYKŮ

WEB LOCALIZATION WITHIN THE PROCESS OF TRANSLATION

LOKALIZACE WEBOVÝCH STRÁNEK V RÁMCI PROCESU PŘEKLADU

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POKYNY PRO VYPRACOVÁNÍ:

Popište procesy lokalizace, analyzujte jednotlivé stupně lokalizace a v rámci lokalizace definujte kompetence překladu. V praktické části porovnejte úroveň lokalizace českých webových stránek průmyslových firem, kde je kladen důraz na globální funkci takové cizojazyčné webové stránky.

DOPORUČENÁ LITERATURA:

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ABSTRACT

The main subject of this thesis is the process of localization within the process of translation. In the thesis the term of localization is defined, history of localization, localization in translation studies. Specific examples of each localization level, proposed by Jiménez-Crespo, on Czech websites are shown in practical part.

KEYWORDS

Localization, translation studies, cultural adaptation, levels of localization, technology, web

ABSTRAKT

Tato práce je primárně zaměřena na proces webové lokalizace v rámci překladu. V práci je definován samotný význam lokalizace, její historie, zařazení v rámci studií překladu, rozdíl mezi lokalizací a kulturní adaptací. V praktické části jsou konkrétní příkladů úrovní lokalizace českých webů, podle rozdělení Jiménéze-Crespa.

KLÍČOVÁ SLOVA

Lokalizace, studia překladu, kulturní adaptace, stupně lokalizace, technologie, web

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PROHLÁŠENÍ

Prohlašuji, že svůj semestrální projekt na téma Lokalizace webových stránek v rámci procesu překlada jsem vypracoval samostatně pod vedením vedoucího semestrálního projektu a s použitím odborné literatury a dalších informačních zdrojů, které jsou všechny citovány v práci a uvedeny v seznamu literatury na konci práce.

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V Brně dne

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(podpis autora)

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INTRODUCTION

We live in a digital age where machines have almost taken our world. All our civilization and society rely on them. Would we be even able to survive without the technology? We can answer this question considering different aspects.

If there were all of a sudden a situation where we would not be able to use any of the modern technology due to blackout or anything else, the human kind would not be doomed but the world would sure look different. We use technology on a daily basis, we use it for everything, even in social interaction.

People of today have a constant need to stay connected to each other, be in touch, call from time to time to share their lives. Young people do not even ring a doorbell they just text each other instead. The need of connecting and sharing lives with other people is rapidly growing. Cell phones have made it very easy since there is cell reception practically everywhere on the planet. People are literally able to connect to the Internet from anywhere they want thanks to the 4G network.

Mobile phones and World Wide Web have not always been able to work but with the growing demand for data and World Wide Web, mobile phones and the network must have been adjusted to form that we are familiar with now.

World Wide Web and this whole 'digital revolution' changed the society but sociologists were not the only group of scientists who discovered it. Other groups that were very aware of this new trend were engineers and, of course, people from marketing. The world became connected and all of a sudden there was a need for things that had never been known before.

Companies started exporting their products, technologies and services abroad or overseas. The World Wide Web became the main medium for advertisement and today when company does not have a website it is like it does not exist even in their own country.

Apparently, the translation into the local language was not enough. There were differences between particular countries and small adjustments in the advertisement on the web or the product itself needed to be done.

Due to this new demand for adjustment, new field of translation studies which considers also adaptation to local culture had to be developed. This field of study was localization. What is localization and how the web localization takes its place within the process of translation will be the main topic of this thesis.

1 TRANSLATION

In order to understand the web localization within the process of translation we need to understand the main purpose of web localization or at least what the web localization and translation are. First of all, the thesis will focus on the second part of the topic, translation.

1.1 Definition of translation

According to the online version of Merriam-Webster dictionary the word translation can be defined as follows:

- words that have been changed from one language into a different language: words that have been translated,
- the act or process of translating something into a different language,
- the act or process of changing something from one form to another.

(Translation n.d.)

In other words, it basically means that a word in a certain language is taken and replaced with an equivalent from the other language. Usually it is not possible to simply swap words. In order to keep the same meaning other things, should be taken into consideration.

1.2 Grammar in translation

Every language has its specifics and rules that need to be followed and these rules are called grammar. Translators have to be very careful about the grammar because a grammar mistake can change the whole meaning of the sentence. Different languages have different tenses that cannot be explicitly expressed in the other languages. Differences can be observable in every language but Czech and English may serve as an example. There are no tenses in Czech like past or present perfect, so it might be hard for a translator to express these tenses in a way that is understandable and has the same meaning as the author of an article or a book intended to.

Unfortunately, following rules of grammar is not the only key to a successful translation. There are many expert fields of language which have not much in common with regular or spoken language. Web localization within the process of translation would not be possible without the World Wide Web which goes hand in hand with information technology and electrical engineering that brings us to the field of language for electrical engineering. These days it is impossible to avoid communication with other countries. That is why engineers have to use the same terminology and the same language, i.e. English.

1.3 English as international language

According to Krhutová (2009):

English besides functioning as one of national languages has acquired a unique position of an international language. The reason is not only the former British colonial empire the political, economic and cultural influences of which introduced English to a significant part of the world. (p. 16)

However, the fact that English is becoming an international language is not just based on historical aspects. Truth to be told main influence in engineering, information technologies, economy or even social sciences, media or politics comes from English speaking countries, where the United States play a leading role.

As the cooperation between scientists and engineers from all around the world was becoming more and more usual, the urge for an international language that would be spoken, written and primarily understood, increased, even in humanities, Krhutová (2009):

Table 1: Percentage of languages in natural science publications, 1980 to 1996

	1980	1984	1988	1992	1996
English	74.6	77.1	80.5	87.2	90.7
Russian	10.8	9.2	6.9	3.9	2.1
Japanese	2.3	2.5	2.1	2.3	1.7
French	3.1	2.4	2.4	1.6	1.3
German	3.5	3.3	2.9	1.6	1.2

Table 2: Percentage of languages used in publication in humanities 1978 to 1995

	1974	1978	1982	1986	1990	1995
English	66.6	69.1	69.9	70.6	71.7	82.5
French	6.8	6.6	5.9	5.9	5.9	5.9
German	8.0	5.2	6.0	5.4	5.7	4.1
Spanish	3.8	3.6	3.6	4.0	3.8	2.2

It is evident that there is a perceptible difference between English and any other language (see Table 1 and Table 2) and it is still increasing. In 1980, English was used in 74.6% of all scientific publications, whereas in 1996 the percentage was 90.7%, not mentioning the fact that even the 74.6% made clear majority in scientific field. According to this research it is irrefutable that English is the international language and obviously, it is the most used language for translation and web localization in the world then.

2 LOCALIZATION

Web localization is often exchanged with translation. Of course, translation is part of web localization but there are other aspects. Localization is all around the world and people can see it every day without even knowing it which is prove that the localization has been done correctly. That may be a reason why after all years of using it, it is still kind of a fuzzy area and it is not something that is called “common knowledge”. Common knowledge is a certain pack of information that majority of society is familiar with.

2.1 Definition of localization

Jiménez-Crespo, (2013) defines localization:

In general, the term ‘localization’ stems from the notion of ‘locale’, the combination of a sociocultural region and a language in industrial setting. It refers both to the processes by which digital texts are modified to be used by audiences in different sociolinguistic regions and to the products of these processes themselves. (p.12)

That may be considered as a definition, although it is not as easy to define as it might seem. It has been already mentioned that the web localization goes hand in hand with the process of translation and there are many different models of translation.

As Jiménez-Crespo (2013) implies, this phenomenon interests a lot of scientists but the greatest interest in finding its definition between industry experts and translation studies scholars. We will compare and talk about both opinions and approaches later in this thesis. In simple words, the localization means that the translator or ‘localizator’, simply the person who performs the localization, needs to take into consideration differences between nationalities, languages, religious, measuring systems and other issues.

At the first sight, it does not seem like something that needs to be given a lot of thought but, for instance, commercials for burgers that are appropriate in the United States, would not be so appropriate in India where cows are considered sainted. Another important thing is converting units. Now we are talking in terms of advertisement or web localization rather than scientific writing. It could be assumed that people in academic circles are able to convert units from metric to other system. However, to catch customers' attention it is essential to adjust the advertisement or whole website for the end-user in order to persuade them into buying our product. It is much more comfortable for a customer to pick from products that they are familiar with in environment they know and measurements that they understands but the importance of cultural adaptation will be dealt with later in this thesis.

2.2 *The Lewis model*

It might seem difficult to determine what is and what is not appropriate for each country. No need to say that at least basic knowledge about a certain country is indispensable. A highly useful tool while localizing may be The Lewis model which divides all nationalities, whose potential means customers, into three main categories:

Linear-actives — those who plan, schedule, organize, pursue action chains, do one thing at a time. Germans and Swiss are in this group.

Multi-actives — those lively, loquacious peoples who do many things at a time, planning their priorities not according to a time schedule, but according to the relative thrill or importance that each appointment brings with it. Italians, Latin Americans and Arabs are members of this group.

Reactives — those cultures that prioritize courtesy and respect, listen quietly and calmly to their interlocutors and react carefully to the other side's proposals. Chinese, Japanese and Finns belong in this group.

Richard Lewis is a British linguist who claims to speak 11 languages but most importantly he is a world traveler and that gives him enough information to assess some national characteristics that as far as he is concerned are not just stereotypes. This assertion supports the fact that he has been able to sell over one million copies of the third edition of his book "When Cultures Collide". In the book, he also published a chart that is supposed to 'explain' the world (see figure 1).

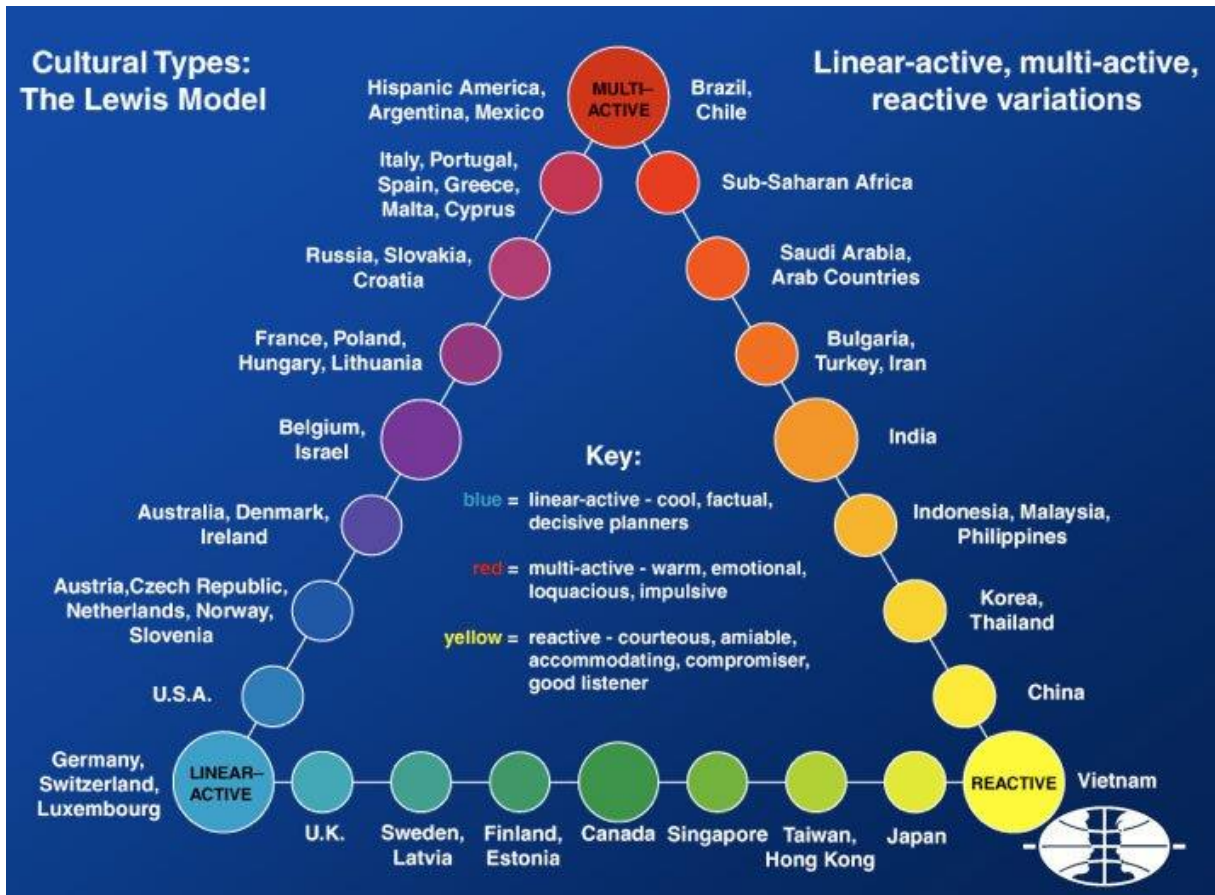


Figure 1: Cultural types according to the Lewis Model
 The Lewis Model Explains Every Culture in The World. (2016)

2.3 Localization within translation studies

Localization itself is not very old science so it is obvious that the process of localization has not been part of translation studies since the beginning. Since it is technology-related phenomena it slowly took its place in translation studies simultaneously with developing technologies, mainly the World Wide Web. Connecting the world together via the internet created new branches in basically every field, especially in translation studies. Scientists, economists, engineers, doctors, lawyers and such experts, from all over the world have one thing or one need in common and that need is communication. It is safe to say that it does not matter what you want to say but the most important thing is to make yourself understood in front of your colleagues and be able to express your ideas or questions and then understand the answer.

2.3.1 Beginning of localization

Process of localization first appeared as a new modality as early as the late 1990 and now is clearly consolidated into the discipline, as witness its inclusion in all encyclopedias, translation studies handbooks Baker & Malmkjær (2008) and in all kinds of literature dealing with translation studies.

At the very beginning of using localization in practice the industry-based discourse was predominantly used. It is common for engineers or technically oriented people that they tend to just describe a technical issue or the process of production or maintenance rather than dealing with translation studies concepts and notions. The main purpose of starting the whole localization process was the idea of providing the main groundwork for other researchers and scientist, to create some basic concept of understanding and dealing with relatively complex phenomenon. Mainly it was work of scholars cooperating with both academic and industry experts but from time to time the work was done entirely by professionals.

2.3.2 *Localization approaches*

As the time went by, other approaches were tried. Main idea was that localization is nothing more than translation that had been known before. The first scholar who tried to bridge the gap between industry and academia was Pym. In his seminar paper called *What localization models can learn from Translation Theory*. Jiménez-Crespo (2013):

He attempted to open a dialogue with the industry while at the same denouncing the potentially dehumanizing nature of their approaches. In a later publication, Pym argued that localization opened up a new paradigm within translation studies due to the appearance of a new type of culturally-neutral internationalized text and internationalization-based equivalence. (p.21)

Based on this theory we can say that the text has to be localized from the very beginning and in this specific case localized means making the text as culturally-neutral as possible. In other words, we could say that the text cannot offend anyone from all around the world which is not an easy task especially in these days.

According to Pym (2014) it would be better to use a word ‘delocalization’ rather than localization for describing the process. From his point of view the ‘real’ process of localization takes place at the very first beginning of writing and if it is necessary to adjust the text in any way, it means that the original localization was not successful and needs to be corrected, or as Pym would say, ‘delocalized’.

The name of the process was not the only vague thing. There were discussions on many topics such as where localization fitted into the discipline. Because of the ‘multimedia boom’ at the beginning of the 21st century Hurtado, Gambier and Gottlieb started using terms like ‘multimedia translation’ or ‘multimedia localization’. (as cited in Jiménez-Crespo, 2013, p. 21) Naturally, multimedia was not the only field where localization could take its place. Audiovisual or screen translation were very popular as well. Therefore, there were brief attempts to place localization into this fields but in order not to blur the line between the translation of audiovisual digital products and localization scholars decided to withdraw from this idea.

2.3.3 *Localization within translation studies*

Lately, scholars have tended to include localization in translation studies. For explanation, the translation type is always connected to a certain field of study, for instance literary, juridical, legal, financial, etc. In the field of translation modes, we can include simultaneous interpreting, sight translation, dubbing or consecutive interpreting but it all leads to a translation modalities distinction. According to Hurtado (in Jiménez-Crespo, 2013), the classification by modes is important, as any source text can be translated following different mode – e.g. any text can be either translated or sight translated.

Another field of study that can be categorized as translation phenomenon defined by their modalities is software and multimedia localization. Despite the fact that software and multimedia localization is very significant in this field of study, there is comparatively lack of research in this area which may seem astonishing because of the ubiquity of multimedia and software. Basically, everything in modern world has something to do with this field. Nowadays nearly all human activities are run by a computer. Not everything has to be necessarily localized, for instance a microwave is an example of a machine that is run by a computer or a computer system, but the program does not have to be localized. The redundancy of localization is usually caused by the lack of functionality offered to a user, in other words there is nothing to be localized. Even though the machines such as microwave can be produced in other country, simple change of the language in menu makes the product suitable for a different market and we are talking just about simple translation, not localization.

3 WEB LOCALIZATION VS CULTURAL ADAPTATION

The cultural adaptation is one of the most important part of the localization. Some might even say cultural adaptation is the localization itself, so it is not surprising that this field goes hand in hand from the very beginning. By the beginning it is not meant the beginning of all times but the emergence of communicative or target-oriented approaches in translation theory.

3.1 Difference between localization and cultural adaption

Jiménez-Crespo (2013) implies that the main difference between cultural adaptation and localization would probably be the fact that the cultural adaptation deals only with basic issues such as colors, icons/graphics, perception, dates, number and measurement formats, etc., whereas localization is more rigorous and deals with other issues that have never been mentioned before, for instance textual structure, genre-specific conventions and pragmatic differences.

3.2 Pragmatics in localization

Importance of pragmatics in localization cannot be disregarded since it might be considered the essence of localization. Pragmatics studies the meaning, understanding and final impact on the audience as a contrary to semantics which studies the explicit meaning of words. We may say that pragmatics studies what the audience or potential customer ‘read between the lines’ and it makes this science completely indispensable in localization. The most visible use of pragmatics in localization represent jokes. When the localization is well done, it is not visible at the first sight that something had to be localized simply because it seems natural. However, when there is a product, advertisement, movie or anything else that contains a joke as a part of it, it is absolutely necessary to adjust the joke for local audience to be understandable. It is natural that some jokes are funny only in specific part of world because on the other side of the globe people might not be familiar with the comedy picture, situation or a famous person. In such case, a localizator has to change the whole joke and adjust it for the specific area where the joke takes its place. This is not definitely wrong, just visible at the first sight thanks to the pragmatics meaning.

3.3 Localization approaches

However, different approaches may also be seen in the translation studies. Localization with cultural adaptation is a quite expensive process so there are attempts to neutralize this process in order to save money through the internationalization discourse. According to “The internationalization discourse seeks to neutralize culture-specific features so as to make localization easier, often mentioning the goal of achieving the maximum possible cultural neutrality.” Jiménez-Crespo (2013). Schäler (as cited in Jiménez-Crespo, 2013, p. 32) defines this process as ‘reverse localization’.

In a certain way the localizer tries to localize the website or product in such form that it looks locally produced. From a certain point of view the cultural adaptation might be seen as misleading. From a different point of view this effort may be seen as diligent and respectful to the potential customers and their culture.

3.4 Levels of localization

The previous chapter dealt with the importance of cultural adaptation and its moral aspects in terms of misleading the customer. But the most significant aspect in localizing, while considering the amount of cultural adaptation, would be undoubtedly money. There are basically two main aspects that eventually decide about the level of localization – the market and company budget. First of all, it depends on the market. It means that companies prefer investing into localization in bigger markets than smaller ones. Simply because a bigger market means more customers, and consequently bigger profits which is their main goal. The other aspect is the company budget. When the company is not able to afford the localization, there is no other way to do it unless they find someone who would be willing to localize it for free.

The term localization level was defined by the Microsoft Corporation (as cited in Jiménez-Crespo, 2013, p.33) in the context of software localization as:

The amount of translation and customization necessary to create different language editions. The levels, which are determined by balancing risk and return, range from translating nothing to shipping a completely translated product with customized features.

3.4.1 Levels of localization by industry approaches

Earlier in this thesis it was revealed that there are many fields which use localization. As a result, the topic of localization levels and cultural adaptations is rather extensive, so the thesis focuses on the web localization only. Levels of localization can be described or partitioned differently, mainly categorized by industry approaches. Jiménez-Crespo (2013) distinguishes two main categorizations. The first one is based on the role of cultural adaptation, proposed by Singh & Pereira, (2005).

1. Standardized websites: in which multinational company simply offers a site in one language for all countries/markets.
2. Semi-localized websites: in which the only locale/specific content is a contact page in the target language with information about local branches, contacts, etc.
3. Localized websites: in which most content and pages are localized, but the original functionalities and back end are not modified.
4. Extensively localized websites: in which there is a global localization and all content and site structure/functionalities are fully adapted to the target locale.
5. Culturally adapted websites. This is the most advanced level of localization, the one that the authors advocate, and in which there is a total immersion in the target locale. Sites are adapted to the levels of cultural descriptions proposed by Hofstede (1991): perception, symbolism and behavior. (p. 34,35)

3.4.2 *Levels of localization with economics and human-resources constraints*

The second main categorization concentrates more on economics and human-resources constraints. This categorization has even 0 level which might not be considered as a level of localization because this level includes only translated .pdf or .docx documents often translated by a machine and this is not localization per se. Jiménez-Crespo (2013) describes this categorization as follows:

1. Level 0: Website offers translated .pdf documents or MT engine links.
2. Level 1: Website offers a paragraph or page in a different language. Normally it is a brief description of the organization and basic contact information.
3. Level 2: Several localized web pages appear. All navigation menus are in English.
4. Level 3: Website offers several localized web pages with at least one navigation menu in the target language.
5. Level 4: Fully localized mirror website. (p.35, 36)

This specific division into levels of localization may be the easiest and the most natural way of differentiation each localization category. For a better understanding differences between localization levels will be analyzed.

In **Level 0**, it is essential to understand that it refers to web localization, not website localization. The difference is that technically in the zero level the website itself is not neither translated nor localized, therefore we cannot talk about website localization. On the other hand, localized documents are available on the site which is placed on the web. There can be scholars disagreeing with this statement. The translated documents might be seen as parts of the website, since they are available on this specific site and not anywhere else. The website localization, however, appears in higher levels of localization.

Level 1 offers just a brief description of the company or contact information for potential customers. Usually, levels with higher numbers are considered to be better processed than the others. In levels of localization differentiated by Jiménez-Crespo there might be a slight exception. As far as the localization is concerned, the zero-level document is probably better localized than a simple paragraph or page in Level one. The reason is apparent. It is not the matter of the worst localization that gives level 0 the last position. The reason has been already described in the previous paragraph. Despite being perfectly localized, for example, the external document will be always in Level 0, simply because it is not a part of the website. Level 1 might even not be considered as a level of localization but just a simple translation. This is why **Level 1** is the least sophisticated level of localization even though it is not the lowest one.

When speaking about web localization categorized by Jiménez-Crespo, despite being third in order, **Level 2** is the first one where actual website localization appears. According to the definition „several localized web pages appear. All navigation menus are in English.“ (Jiménez-Crespo, 2013, p. 35). This might be confusing for the reader. Later, in practical part of this thesis, there is a comparison of localization levels on Czech websites. The source language is Czech and should be localized into English, so when the navigation menus are in English they must have been localized. In this definition author uses English as a source language, therefore when all navigation menus are in English, they are not localized.

In **Level 3** Jiménez-Crespo (2013) implies that localized web page should contain at least one navigation menu in the target language. In this thesis the target language is English and source language is Czech, so when English language appears in the navigation menu we are definitely talking about **Level 3** localization. Jiménez-Crespo, when defining these categories, may only have thought about localizing English sites not into English.

On one hand English is thought to be an international language so sites in source language that is not English may be considered only translated pages. Simply because it is not possible to localize website for people from all around the world. Still it might be clearer to the reader if Jiménez-Crespo uses the term “source language” and thus avoid the confusion.

Finally, we have the highest level of localization which is **Level 4**. In this level of localization, the company or the web designer uses all techniques available to adapt the website for a foreign user and, of course, a potential customer. Level 4 websites should contain the same content as in the source website. These sites are completely translated and localized and seem to be completely independent. In previous levels, the localized parts are somehow, more or less, implemented into the website. However, the user is not able to exploit all the website and its information. Independent websites mean that these sites provide the same information as the source site and everything is localized. Put it simply, these pages should look basically identical.

It has been already mentioned that localization as a field of study is not very old. Thanks to technology and its progress we have linguistic disciplines that still evolves and one of these disciplines is localization. Therefore, it is essential to mention that this level-distribution adopted from Jiménez-Crespo (2013) is only one of the approaches. Crespo’s approach was chosen because of its relative simplicity and comprehensibility. Because of these definitions it is easy to understand what localization really is and divide into categories according to the processing quality.

4 SUMMARY

At the very beginning of this thesis, the localization was pushed aside a little and the process of translation was defined, starting with a definition of the word translation itself, using online version of Merriam-Webster dictionary and explaining the definition in other words.

Some obstacles may appear on a way to a successful translation, for instance grammar. Formulate the same meaning as the author intended might be really hard for a translator to express certain sentences and expressions in another language because of a different grammar structure.

Later on, it is mentioned that without World Wide Web there would be no need for localization which brings us to the field of information technology and electrical engineering. No need to mention that English plays a significant role in this field and with a growing demand for an international language it takes its position. From the historical point of view, we can see use of English among scientists in numbers expressed in Table 1 and Table 2.

In the following chapter, we finally encounter the definition of localization. The terminology might be confusing and not understandable for every reader, so it is simply and explicitly explained. The explanation may seem excessively long or redundant, but the localization is the main topic of the thesis and it should be explained properly.

After defining localization, it is clear that the web page or product has to be localized differently because of cultural differences. One of the useful tools while establishing appropriate localization is The Lewis model, which divides the world population into three main categories defining their main character traits.

So far, the thesis has been dealing with definitions, terminology and use of localization. It is obvious that localization has not always been part of translation studies. How it has happened is described in *Localization within translation studies*.

In the Chapter 3, the thesis takes defining localization even further. It has been already mentioned that in the process of localization is basically process of adapting certain website to a target market. It may seem that the cultural adaptation is a synonym for localization, but the chapter highlights the differences.

Whether it is because of money or anything else, localization is not always the same and differs in its range. To distinguish the amount of localization used on a certain website or product we can categorize it into localization levels presented in Chapter 3.4.2.

To understand the web localization, it is absolutely essential to be at least a little familiar with the concept of localization as a whole, define the main terms and most importantly see the connection between the individual fields of study. This thesis should give the reader theoretical background of the studied area and serves as a foundation for the next part of this thesis where the localization will be introduced and demonstrated on examples of existing websites.

5 PRACTICAL USE OF LOCALIZATION

In the theoretical part of this thesis, the concept of localization was introduced. A reader should be able to distinguish between localization and cultural adaptation and be familiar with main theories and ways of understanding the whole concept.

It has been mentioned that localization can be understood differently. The main reason for this might be the fact that localization is part of linguistic and translation studies. In this fields of study there are no axioms. Language is evolving, and this process can be affected by many factors and every person can see these factors differently. It means that even though people speak the same language, the meaning may be different for each of them. The same principle is applied in localization.

5.1 Methodology

In the first part of this thesis the theory of localization is described. Main purpose of the practical part is to show the localization on existing websites. For this thesis and its practical part, only companies that operate in the Czech Republic were researched. Czech language is considered as a source language and English is a target language.

This thesis should reflect actual situation on Czech web, therefore websites mentioned later in this thesis had to be found. The effort to find companies with their websites in a certain localization level and overall representation of each level on Czech web is shown in Table 3 in Chapter 5.3.

Finding relevant information and suitable websites in certain levels was not simple. At first not very sophisticated way of research was used. Trying to find appropriate websites by googling key words proved to be very inefficient. Even though the topic of this thesis is rather linguistic, it is focused on technical companies in Czech Republic. Therefore, key words such as “engineer in Czech Republic”, “mechanical component” or simply “plumber” was used. When searching for something, Google uses your IP address to designate your location and research for this thesis was done in the Czech Republic. The idea was to write these English words into Google and find Czech websites written in English.

As it was mentioned in the previous paragraph this method proved to be inefficient. Initially it seemed that there are no websites of certain localization levels on the Czech internet. That is why a different method had to be applied. Advertisements on major advertising websites in Czech Republic were researched and data for the practical part of this thesis were found.

5.2 Localization Levels

The level distribution, as it is proposed by Jiménez-Crespo, is examined in practical use. Jiménez-Crespo introduced this distribution technique in his book *Translation and web localization* in 2013. Jiménez-Crespo (2013) claims that there are 5 levels of localization, based on its sophistication.

Jiménez-Crespo (2013) describes this categorization as follows:

1. Level 0: Website offers translated .pdf documents or MT engine links.
2. Level 1: Website offers a paragraph or page in a different language. Normally it is a brief description of the organization and basic contact information.
3. Level 2: Several localized web pages appear. All navigation menus are in English.
4. Level 3: Website offers several localized web pages with at least one navigation menu in the target language.
5. Level 4: Fully localized mirror website. (p.35, 36)

According to his theory, the first level should contain only a .pdf document. The question is whether it really is the first level of localization or whether there is something before it. According to Jiménez-Crespo (2013) there is not anything else preceding. We can assume that, despite being the first, he labels this level as **Level 0**.

However, there might be even lower localization level. Firstly, it is more than necessary to mention that this is just a theory and other scholars might disapprove. Secondly, once again it depends on a point of view of the scholar that studies a certain text.

Localization can be viewed as part of translation studies, therefore it could be applied and studied only in cases where the localized object or text has to be translated. The other option is to look at localization as a separate field of study.

On one hand, if we considered localization as a separate field of study that can be independent from translation, we would have to distinguish another, lower level of localization. This level would also include localization but using web designer's native language, therefore localization without translation. This idea is described in detail in Chapter 5.2.1.

There would have to be a completely different system of levels. These levels should be categorized regardless the translation. Unfortunately, this categorization would be very biased, based on readers preferences and knowledge. The example of such a localization is shown in the picture bellow (see fig. 2). Since the main topic of this thesis is localization within the process of translation, this idea will be only shown as an example for a better understanding of this concept.

5.2.1 Localization without translation

CBL
CBL Communication by light s.r.o.

SLUŽBY | PRODUKTY | PODPORA | BAZAR | KONTAKTY

A data jsou v suchu

ŠPATNÉ POČASÍ... TO UŽ NENÍ PROBLÉM

Funkce ACM umožňuje v případě zhoršených klimatických podmínek automaticky přepínat na nižší modulační schémata a zabráňuje tak chybování nebo výpadkům spojení. S touto vlastností se dají budovat spoje na větší vzdálenosti nebo použít menší rozměry antén.

Servis mikrovlnných spojů
Vyžádejte si naši nejnovější nabídku záručního a pozáručního servisu.

Právě přenášíme data rychlostí
24 712 Mbit/s

Pronájem posledních milí
Nemáte investiční prostředky pro nové technologie? Nevadí! Pronajměte si od nás poslední míli postavenou na mikrovlnném spoji. Přenosové rychlosti 2 Mbps - 1 Gbps.
[Více informací](#)

Servis a údržba mikrovlnných spojů
Využijte naší nabídky servisních služeb, které Vám ušetří starosti v případě, že se Vám spoj porouchá. Po celé ČR provozujeme nonstop servis s dobou opravy do 6-ti hodin od nahlášení závady!
[Více informací](#)

Mikrovlnné spoje v licencovaných pásmech
Široká nabídka těch nejlepších technologií pro placená pásma. Pásmo od 6 do 38 GHz, přenosové rychlosti do 1 Gbps v plném duplexu.
[Více informací](#)

Mikrovlnné spoje ve volném pásmu
Připravili jsme pro Vás nabídku osvědčených spojů ve volném pásmu 10,5 GHz. Nyní nově s přenosovými rychlostmi do 157 Mbps v plném duplexu.
[Více informací](#)

Figure 2. Localization without translation, (CBL Communication by light s.r.o, 2018)

Figure 2 illustrates localization even though there is no translation. The whole page is written in Czech language and there is no translation. However, localization can be found even in this short text. Main topic in this thesis is localization within the process of translation so we just take a quick look at this, just for better understanding of the localization. This example might help the reader to have more comprehensive idea of this field of study. For better explanation it is necessary to translate the text from highlighted frame, in Figure 2, from Czech to English. The author of the thesis has provided his own translation for the purposes of the thesis written in italics and marked with his initials JS.



Figure 3: Original text, (CBL Communication by light s.r.o, 2018)

BAD WEATHER IS NOT A PROBLEM ANYMORE. The ACM function automatically switches to smaller modulation scheme during deteriorated climatic conditions. This function prevents from errors or complete loss of connection. With this function point-to-point connection with greater distances can be made or smaller antennas can be used. (JS)

Even though the original text shown in Figure 3 is not translated, it is localized. A few years ago, there was a huge problem in wireless telecommunication due to the weather. When the weather was not ideal there was a problem with connection. The connection was not reliable. Mass of errors existed and sometimes even a complete loss of connection happened. However, technology in the past was unable to do anything about it.

Things have changed since the ACM function was invented. Unfortunately, there were no companies in the Czech market that would be willing to take risks, buy this new technology, learn how to handle it and then provide it to customers.

To summarize the situation, there was a problem with a loss of connection during bad weather. Technology, which was able to solve this problem, was available in foreign markets. It was too expensive for a Czech customer but in the Czech market this technology was unavailable.

From this point of view, we can see that this text is localized for the Czech market since the CBL company finally provided a solution with the ACM function on the Czech market. What would be taken as a standard in different countries, in the Czech Republic it is the main message that the company wants to tell the customer who visits its website.

As far as the linguistic disciplines are concerned, we can see an interesting one in the yellow frame. There is a Czech idiomatic expression, which can be also seen as a presence of localization. The literal translation would be something like: “*And your data are in a dry place*”. (JS)

This obviously makes no sense in English but in Czech language it means that “*it has been taken care of your data*”. (JS)

The other, literal, translation would be also correct which corresponds with the rain that the ACM function takes care of. These facts make these sentences more natural which may result in a more positive perception of a product, therefore it is more likely for a customer to buy this product.

5.2.2 *Level 0 localization*

The previous chapter deals with localization without translation. As it has been already mentioned, the theory proposed by Jiménez-Crespo in his book *Translation and web localization* would be the basis for describing particular levels.

The first level is called Level 0. Website with this level of localization provides only a .pdf document with basic information about the company. Format of the document is not crucial. In case that the company provides the document in .doc or .docx or any other format, it is still Level 0 localization. What really describes this level is not format of the document but the fact that there is a document, an external document to be specific.

Nevertheless, there are websites with no translation and are also localized. They cannot be part of the level system proposed by Jiménez-Crespo because he focuses on localization as part of translation.

However, this level of localization is not very popular nowadays. While doing a research for this thesis, no webpages with Level 0 localization were found. Although, it is necessary to realize that the research was made only for Czech websites. This thesis does not want to make an assertion that Level 0 of Jiménez-Crespo's localization distribution does not exist. There may be pages with this level of localization in other countries, this thesis only highlights the fact that a Czech internet user may never encounter this level of localization. Reasons of that might be various. Only one thing is known for certain. Scholars can only speculate about the true reason but unfortunately no one is able to establish it with a hundred percent certainty.

It is only an assumption, but it may be possible that people simply do not want to download an external document for an unknown page. In times of digital currency miners, penny shavings, tapping, hacking, it is hard to decide which website or document is legal and which one is not. The list of mostly illegal internet activities is still growing. The main part of these fraudulent activities can start by just downloading a certain file to your computer. Today's society is usually aware of this fact which may cause the resentment with downloading from unknown pages.

5.2.3 Level 1 localization

As opposed to Level 0, described in Chapter 5.1.2, the text in Level 1 is a part of a website. That means there is a link redirecting users to another webpage, but it is still part of the website. Even though there is also a link in Level 0 websites, it is a download link. In simple terms, Level 0 website must be downloaded, Level 1 website can be viewed online.

As it was mentioned in the Chapter 5.1.2, the main difference between Level 0 and Level 1 is not in quality of localization but in a placement of localized text. The text itself might be more sophisticated and better localized in Level 0 but when it is outside the website, as an external document, we are talking about Level 1.

Unfortunately, websites with Level 0 localization were not found during a research for this thesis, therefore a direct comparison is not possible. Anyway, as shown in Figure 4 and 5, translation and localization in Level 1 website does not have to be very sophisticated not even correct. However, this does not affect localization levels.



Figure 4: Version in source language, (Ešpandr, 2018)



Figure 5: Version in target language, (Ešpandr, 2018)

Switching between languages can be done by clicking on the “English” button. This button is in the menu along with other possibilities. Level 1 localization is not the presence of this button, but the link highlighted in the red rectangle.

As Jiménez-Crespo (2013) implies, in Level 1 localization is a short text with basic information about company. This text is a part of the website, therefore somewhere on the site. In the red rectangle direct link to the different part of the same site is shown.

Nevertheless, despite being a higher level, it is not a proof of better localization. Furthermore, it is not even a proof of grammatical correctness. For instance, a Czech sentence: „elektromontážní práce silno i slaboproudých rozvodů v bytech, domech, kancelářích, nebytových prostorech”, Ešpandr (2018) was translated as follows: “Electrician specializing in the assembly of high and low tension wiring in private dwellings, stores, workshops and other buildings”. (Ešpandr, 2018)

For a user that is not familiar with Czech language and “Czenglish” it might be difficult to even understand the meaning of this sentence. “Czenglish” is a non-official designation of common mistakes made by Czech people when speaking or writing in English. It is usually a combination of syntactic mistakes. For example, a Czech word order is used in an English sentence, words are translated incorrectly.

However, taken the wrong spelling of the word specializing aside, incorrect vocabulary is the main reason why this text is incomprehensible. The reason why the person who translated this page used these words is unknown. Sometimes the incorrect translation is caused by artificial intelligence such as Google Translator.

People tend to put whole sentences into this artificial translator and then copying it without knowing if the translation is correct. Google translator is very intuitive and advance but still it is sometimes unable to recognize a technical text. An example in translating from Czech to English is a word “*proud*”. Regular translation would be “*flow*” but when talking about electricity the proper translation would be “*current*”.

Nevertheless, for some reason Josef Ešpandr chose neither of these options. He probably did not even use Google Translator. As we can see bellow in Figure 4, translation from Google Translator is different.

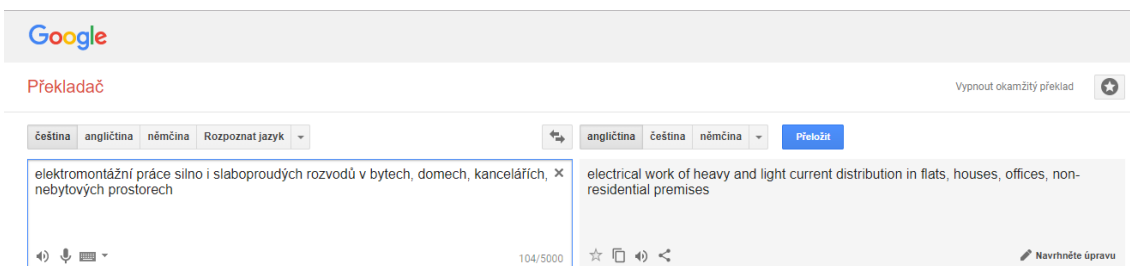


Figure 6: Translation in Google Translator (2018)

According to Google Translator the translation would be:

“Electrical work of heavy and light current distribution in flats, houses, offices, non-residential premises.” (Google Translator, 2018)

This translation seems more correct than the previous one. For instance, *“proud”* was correctly translated as *“current”*, therefore it is a mystery why the Google Translator was not used. According to (n.d., 2018), Google added Czech language into their translator in May 2008, hence it is possible that at the time when this web was created Google Translator did not even exist for Czech users.

However, Google Translator might not be always completely grammatically correct, but the translated text is usually comprehensible. As it was already mentioned this text would be probably incomprehensible for a non-Czech reader. The word *“tension”* makes no sense in this sentence. It is only an assumption, but the first mistake may have been made in the source language. It is possible that the Czech equivalent for English word *“current”* was interchanged with word *“voltage”*. The Czech equivalent for electric voltage is *“napětí”*. Unfortunately, this exact same word can be translated as *“tension”*. As opposed to English, in Czech language it is impossible to determine true meaning of the word *“napětí”* without a whole sentence or context.

On the other hand, not only incorrect expressions can be found in this translation. In the English translation the author used subject which is missing in the original. Based on that the correct translation might be as follows:

“An electrician specializing in low and high-current wiring in residential and non-residential distribution such as houses, apartments, offices etc.” (JS)

Nevertheless, whether the translation is good or not, it does not change the fact that this website is Level 1 localization.

5.2.4 *Level 2 localization*

It is necessary to emphasize that the practical part of this thesis is only based on theory proposed by Jiménez-Crespo. In his book, Jiménez-Crespo (2013) defines Level 2 as a webpage with several localized pages, whereas all navigation menus are in English. In this definition English is taken as a source language, whilst target language is not defined. In order to avoid confusion, Czech language is taken as a source language and English is taken as a target one in this thesis.

For this thesis, Level 2 definition is adjusted as follows:

“Several localized web pages appear. All navigation menus are in source language.”
(JS)

This definition might be more general and could be used for more source languages, not just English. When a page is being localized, it is transformed into the target language. It is the main purpose of localization, therefore mentioning specifically the target language would be redundant in the definition. It can be assumed that Jiménez-Crespo talked about global market, since English-speaking countries that want to localize their pages have to operate globally.

As it was mentioned, the source language in this thesis is Czech, therefore when talking about localized websites and its levels, we are looking for companies on the Czech market, which is smaller than a global market.

It is hard to tell how the market looked like, whether it was Czech or Global, when Jiménez-Crespo wrote his book as far as the localization was concerned. Nevertheless, nowadays, companies do not want to operate only in the Czech market, but they want to go global. In order to compete with foreign or world-wide companies, they have to localize their websites the best they can. Therefore, there are not many pages with lower levels of localization. At a first sight it might look like that for Czech companies it is nothing or everything, at least in terms of localization.

In the past few years, however, a lot of Czech companies have merged with global companies or just work under their brand. This fact is perfect for explanation of Level 2 localization. As an example, the Johnson Controls, (2018) company is shown in Figure 7 below.

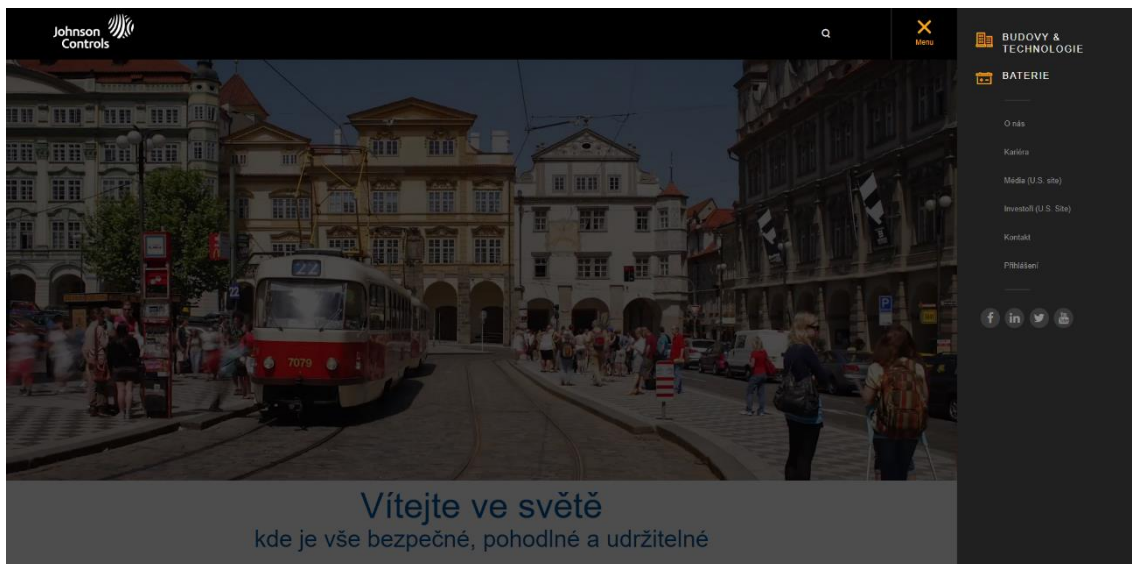


Figure 7: Johnson Controls (2018) company

Johnson Controls company is a worldwide company with its branches all over the world. This website is completely in Czech language and there are two ways of looking at it. The first one is from the global company point of view. From this point of view this page would be Level 3 not Level 2 localization.

The difference and comparison between those levels is described in Chapter 5.1.5. This chapter analyzes Level 2 localization. Also, it has been already mentioned in this Chapter that Jiménez-Crespo uses a target language English and source language is not defined, whereas this thesis uses Czech as a source language and English as a target language. Therefore, the Czech branch point of view will be taken.

Whole webpage is in Czech language, including navigation menus. At a first sight it might seem as typical localized Czech webpage but without translation. Appearance and description of localization without translation is in Chapter 5.1.1. However, there are two navigation menus that despite being in Czech (source language), redirect the user to an English (target language) webpage. This makes the webpage a perfect example of Level 2 localization.

In Level 2 localization it is important to have the navigation menu in a source language because a user unfamiliar with the target language would have no idea what in these navigation menus appear. Figure 6 shows that the author mentioned the target language in brackets. Now everything is comprehensible for the user and if they are not familiar with the target language, at least they know what is in that part of the website. In case there is something important the user is able to seek for help with translation.

Nowadays major part of world population speaks English, so it might be considered useless. From the general point of view the target language might be every language in the world, therefore a language that is not so widely used. In that case, this information might save users time and maybe help with not losing interest in a given company.

It is needless to comment on the level of translation because, as it was already mentioned, the level of translation is not a defining item in localization levels. What defines this webpage as Level 2 is that in one hand, all navigation menus are in source language. On the other hand, two pages in English appear.

5.2.5 Level 3 localization

This chapter will be dealing with Level 3 localization. Jiménez-Crespo, (2013) defines this level as: “Website offers several localized web pages with at least one navigation menu in the target language.” (p.35)

In comparison with Level 2 definition, which is described and explained in Chapter 5.1.4, he uses a word *English*, whereas in this definition he uses a phrase *target language*. The difference between these words in such a definition is described in the above-mentioned chapter.

The main distinction that differentiates Level 2 from Level 3 is not a word in the definition. The difference between these two levels is not very significant. However, it is not hard to distinguish them.

Level 3 localization may seem a little more sophisticated than previous levels. These sites usually use a switch button between the languages. It is the first level that looks as an individual localized website. In the previous levels all the webpages were in source languages and had a few additional pages. The key word in here is the word *additional*. In Level 3, the localized pages are not additional. They have the same importance on the website as the sites written in source language.

The similarity between Level 2 and Level 3 is the fact that they are both defined by navigation menus. It has been mentioned many times in this thesis that level of localization is not determined neither by level of translation nor level of localization itself. Localization levels proposed by Jiménez-Crespo divide webpage by their structure not by the quality. More information can be found in Chapters 5.1.2 and 5.1.3.

If the website has all navigation menus in the source language, which is Czech in this thesis, with links to several pages in target language, which is English in this thesis, it is Level 2. In Level 3 the source and target language remain the same, as far as this

thesis is concerned. However, the website needs to have at least one navigation menu in English.

It is necessary to emphasize that the link in the navigation menu have to redirect users to the real localized website. It cannot be just a brief description of the company or a small paragraph. In that case, we would be talking about Level 1, mentioned in chapter 5.1.3. We can see in Figure 4 that there is one navigation menu in English, therefore some might assume that it is Level 3. However, if it was a full-value page, not just a brief description as it is, despite being translated so poorly, this page would have to be considered as Level 3.

As an example of Level 3 localization website of PBT company from Rožnov pod Radhoštěm was chosen. It is a Czech company with the website written in Czech language. However, the website offers a switch between languages. After clicking on the switch button, the whole page is translated into English. On one hand, it is a full-value webpage, so it cannot be considered as a lower level of localization. On the other hand, the site is not completely the same as the Czech version, so it also cannot be Level 4, which will be described in Chapter 5.1.6.

The comparison of both websites is shown in Figure 8 and Figure 9 bellow.

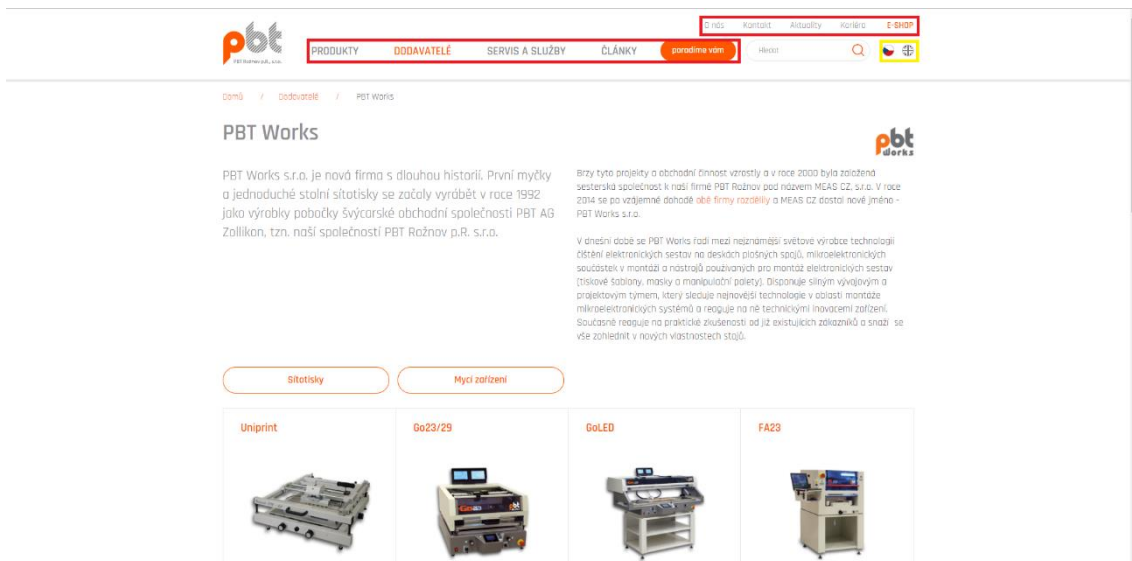


Figure 8: PBT website in source language, (PUXdesign, 2018)

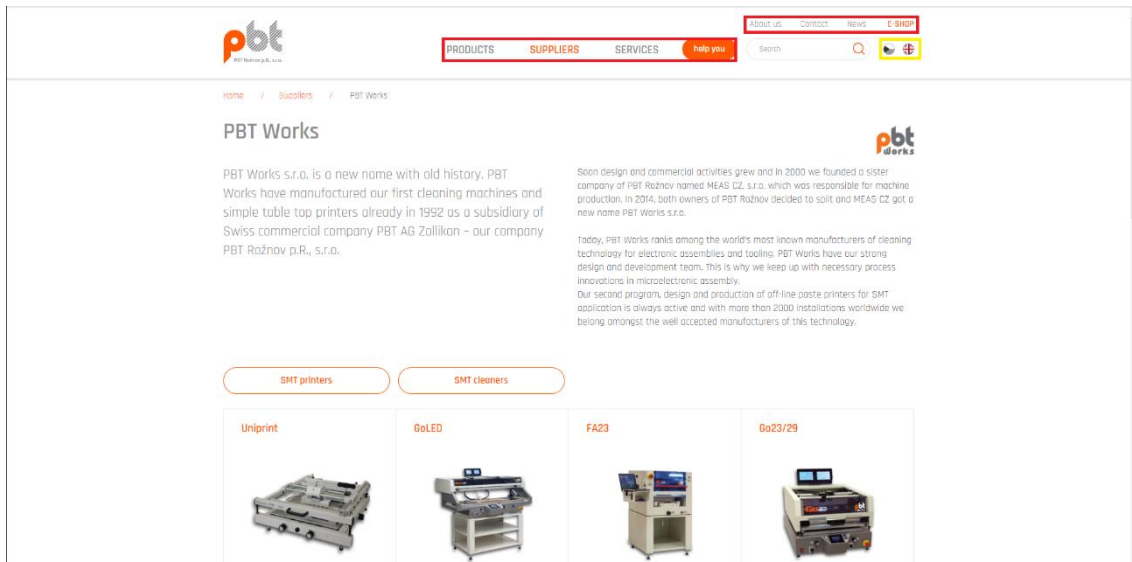


Figure 9: PBT website in target language, (PUXdesign, 2018)

In both pictures navigation menus are highlighted in a red rectangle and the switch button is highlighted in yellow rectangle. These two parts define the level of localization, especially the navigation menus. It is mentioned previously in this chapter that for a page to be Level 3, it needs to have at least one navigation menu in target language.

This can be done by putting navigation menus in source and target language next to each other or underneath each other. This method, however, might be a bit confusing and indistinct.

More sophisticated method, which is also used in PBT website, is using a switch between languages. This method creates separate website in each language. It is the first level using this technique. In previous levels it was always somehow implemented into the original page.

In this example the language switch is highlighted in yellow rectangle. Czech and Great Britain flag can be seen here. In each case, one of them is always colored and the other one is in black and white. The colored flag represents language that is currently

being used for the webpage. Therefore, when for instance Czech flag is colored, as it is in Figure 8, it means that the user is currently looking at Czech webpage and vice versa.

It is not a defining aspect as far as localization is concerned but it makes the page more sophisticated and brings it to another level. As it was already mentioned the defining aspect of localization are navigation menus. Once again, according to navigation menus we are able to distinguish between localization levels.

In Level 2 all navigation menus were in source language. Now it is clear that the language switch, that we can see in Figures 8 and 9, would be useless in Figure 7. It may be the main reason why the language switch is not used in lower levels. It might be redundant.

Anyway, difference between Czech and English site can be seen immediately and it is highlighted in red rectangles. In Czech version there are 5 navigation menus, whereas in the English version there are only 4 navigation menus.

From the lower rectangle a menu called “Články” is missing. English translation for this menu would be “Articles”. After clicking on this menu page, captured in Figure 10 is shown.

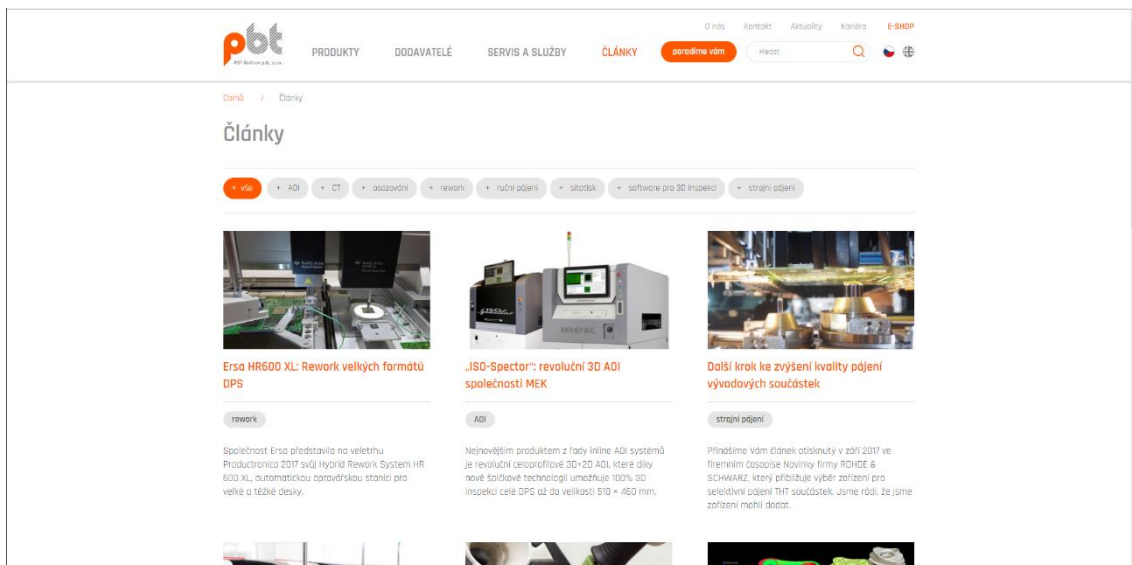


Figure 10: PBT "Articles", (PUXdesign, 2018)

This page is dedicated to technical articles that are connected with company's field of application. These articles are taken from Czech scientific servers or magazines. The company offers comprehensive website about its products and services.

If almost every page on this website is translated, why is this one missing? The answer to this question may be simple. It is only an assumption but creating this bilingual website might have been only one-time thing. There are a lot of companies that are able to translate and localize customers website. The problem is with up-to-date parts of the website. Usually, when the customer company hires someone else to translate and localize their website, it is because they do not enough resources to do so on their own. Meaning their employees are unable to create professional translation and localization. It would be ineffective for the company to hire professionals every time they need to upload something minor on their site so maybe that is why they decided to leave this part in Czech.

In the upper rectangle one navigation menu is also missing. In the Czech version navigation menu "Kariéra" exists. An English version of this menu would be "Career" or "Work with us". In this menu user is able to find job offers, that are currently available. The website is shown in Figure 11.

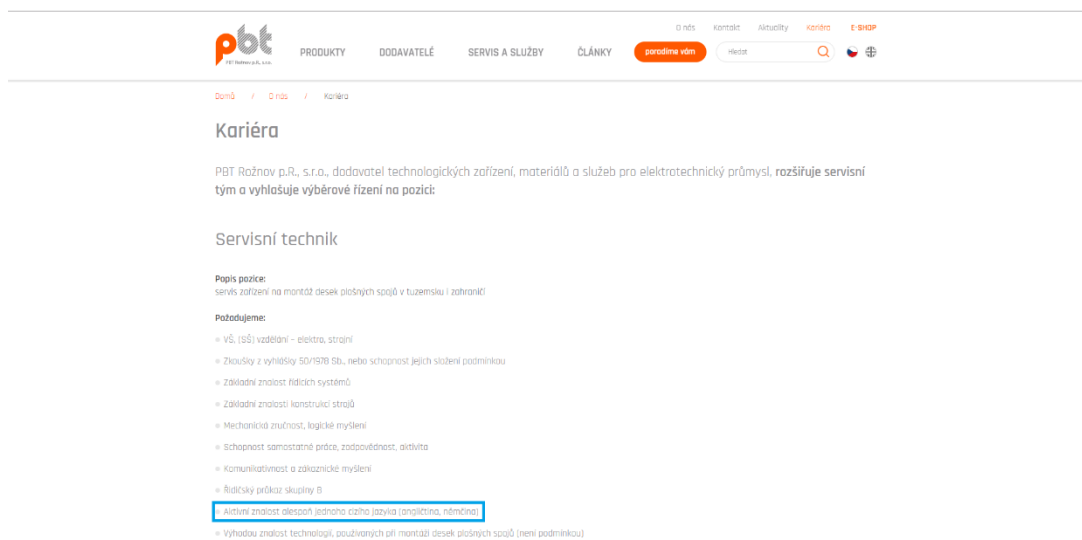


Figure 11: Career in PBT, (PUXdesign, 2018)

As it is shown in Figure 8, the “*Career*” menu is missing in the English part of the page. The screenshot of the page was taken 24.3.2018 and only position of service engineer was available at the time.

It is highlighted in the blue rectangle that one of the PBT requirements is active knowledge of at least one world languages, especially English or German. If this job requires active knowledge of foreign language it may be suitable for native speakers living in Czech Republic. From this point of view, it is unclear why this navigation menu is not in the English part the website.

On the other hand, the description of the job says: “*Service of devices used for assembling of printed circuit board in the Czech Republic and abroad*” (JS). It is clear from the description that part of the job takes place in Czech Republic, therefore the knowledge of Czech language is essential. Nevertheless, this fact could be just mentioned in the job description and the outcome might be more beneficial for the company. However, this may be just the problem described previously in this chapter. Localization of the website was a one-time thing done by a third party, not the company itself and unfortunately the company does not have employees that are able to translate and localize up-to-date parts of the website.

5.2.6 Level 4 localization

Level 4 localization is the easiest to recognize. According to Jiménez-Crespo (2013), it is “Fully localized mirror website.” (p.36)

This means, that the website looks exactly the same in source and target language. The main difference is the language of texts. Needless to say, that more differences than just a language of the texts exist. However, these differences are not defining facts as far as the localization level is concerned. At least in theory proposed by Jiménez-Crespo.

As an example, the Dial Telecom company was chosen. It is a company that provides networking services all over Czech Republic. For a comparison the main page will be shown in Figures 12 and 13. Figure 11 is in source, Czech, language, whereas Figure 13 is the same webpage but in target language, which is English. (Magic Seven, 2018)

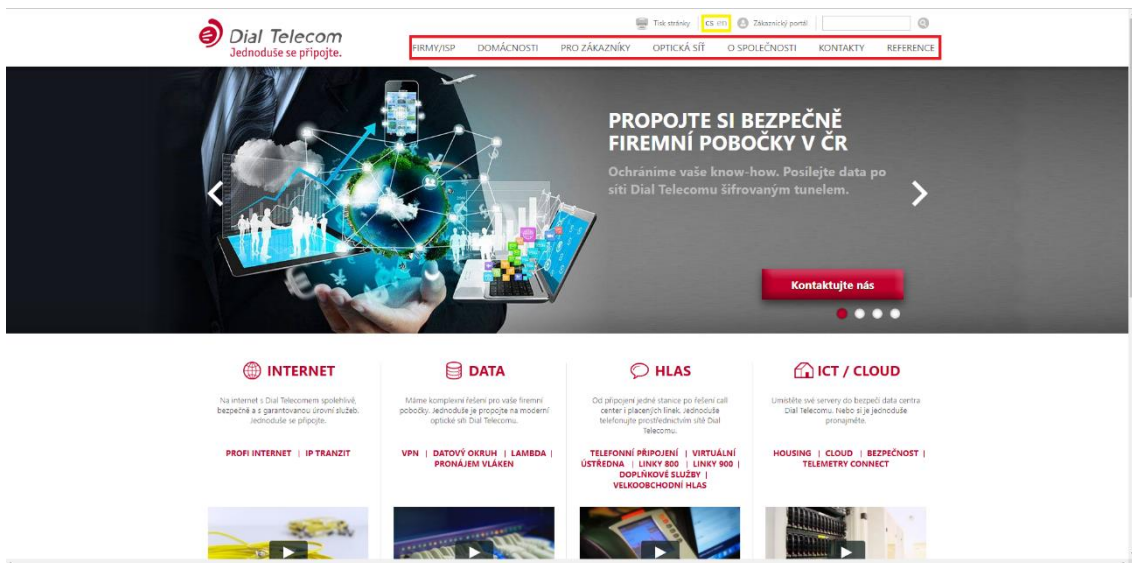


Figure 12: Dial Telecom front page in source language, (Magic Seven, 2018)

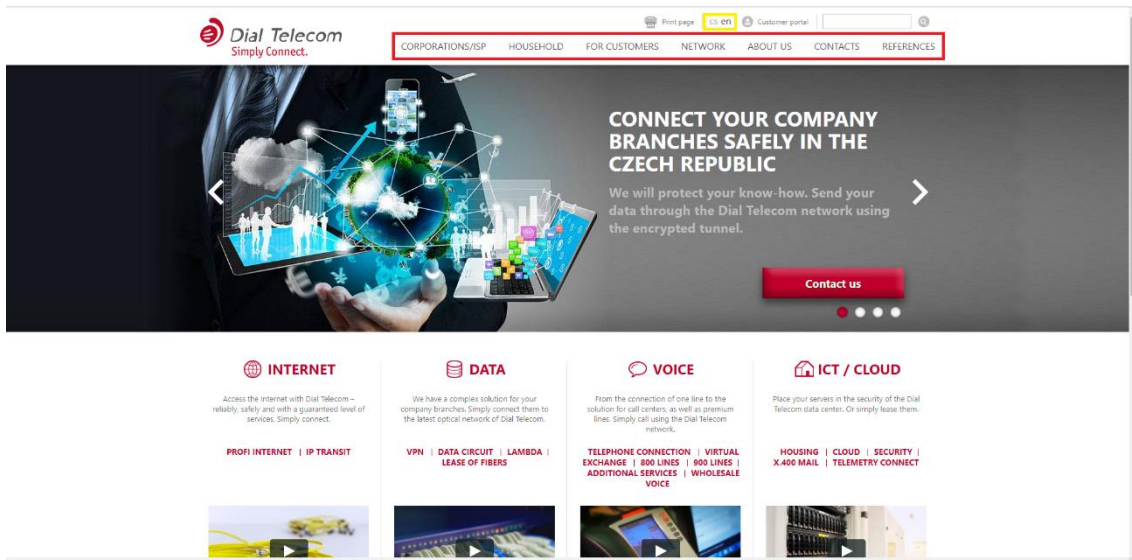


Figure 13: Dial Telecom front page in target language, (Magic Seven, 2018)

Once again, as it was in chapter 5.1.5, the language switch is highlighted in yellow rectangle. Purpose of the language switch and its benefits is described in the above-mentioned chapter. Despite having the same function, it does not look the same. It is only small graphical difference, that has no impact on functionality. Neither in Figure 11 nor Figure 12 is small colored flag, depending on chosen language, as it is in Figure 8 and 9. In Figures 11 and 12 the abbreviation of chosen language is in bold. In this localization level it is only a graphical element, since from the webpage itself, the user is able to know, whether it is in target or source language.

In this level of localization, the user is able to recognize the current language of the website because mixture of languages does not exist. It is highlighted in red rectangles, that all the navigation menus are completely the same. Every navigation menu is translated and none of them are omitted. Therefore, it is not possible for the user to be lost on the website, not knowing the current language.

Anyhow, the user needs to somehow switch between languages, so the language switch is not redundant at all. On one hand, it may be the reason for omitting the flags and just highlighting the abbreviations. On the other hand, it might be just a taste of a graphic designer, creating each website. There is no rule that has to be followed. Nevertheless, the language switch is mostly about its functionality than its design.

This webpage is perfect example of Level 4 localization because it really looks like reflection in a mirror. Page structure, pictures, videos, everything looks the same at a first sight. The videos are all in Czech but there are English subtitles for each video. Even the company logo, that has the Czech inscription on it is translated into English.

Even after switching into English, everything is for the Czech market. At the main banner Dial Telecom offers: “*Connect your company branches safely in the Czech Republic.*” Magic Seven, (2018)

This may be considered as a not localized text, since the advertisement is talking about connecting company branches in Czech Republic. Is this webpage localized or not?

In this thesis follows localization distribution proposed by Jiménez-Crespo. According to Jiménez-Crespo, (2013): “In general, the term ‘localization’ stems from the notion of ‘locale’, the combination of a sociocultural region and a language in industrial setting” (p.12)

According to his definition the website should be adapted for the local market that the company wants to work at. Once again there might be confusion with the fact that Crespo used as a source language English, whereas in this thesis the source language is Czech.

Since the English is a global language, the companies from all around the world localize their website into English and the localization may seem more general. It might be caused by dimensions of the potential market.

If the company is English speaking their original website is basically globally understandable and does not need to be neither localized nor translated, in order to attract foreign investors. In case that this company localizes their website, it must be localized for a specific market.

Dial Telecom is a Czech company, that works in Czech Republic, therefore their website should be localized for investors from all over the world, but only for those who want to operate in Czech Republic. English is a global language, so it may be the reason why it is used on this site. Considering these facts and Jiménez-Crespo's definition, this website might be considered as localized. After all, Dial Telecom localized their website for a specific market. It is the Czech market.

Another problematic in Level 4 localization may occur. In fully localized website it may be expected that also units will be localized. For instance, in the United States of America or in the United Kingdom miles per hour are used for measuring speed. Basically, two approaches can be chosen. Reasons may be various, but the web designer can either convert all the units or not. An example can be seen in Figure 14.



Figure 14: Units conversion, (Ramet a.s., 2018)

There may be a few reasons why in this page kilometers per hours are chosen instead of miles. Maybe the website shown in Figure 14 is website localized for Indian market, where one of official languages is English and as units of speed kilometers per hour are used. Or maybe it is once again a Czech company that wants to operate on Czech market.

5.3 *List of companies*

This table shows representation of each localization level according to theory proposed by Jiménez-Crespo, (2013). Only exception is the last category that represents no localization in the process of translation, which does not have place in Crespo's theory.

Table 3: Number of occurrences of localization levels

Level of localization	Number of occurrences
0	0
1	1
2	1
3	11
4	54
Localization without translation	33

One category in Table 3 is “Localization without translation”. The name of this category was chosen intentionally. These pages could make an impression that they are not localized. But, as it is described in Chapter 5.2.1, even when the webpage is not bilingual, it can be localized. Jiménez-Crespo does not mention this fact in his book.

According to this research it is obvious that Czech companies want to have “all or nothing”. Altogether, either a fully translated and localized webpage or webpages without translation, represent 87% of examined webpages. It means that only 13% pages have different localization level. Interesting fact is that Level 0 localization could not be found neither during the first nor the second research. Finding websites with Level 1 or 2 localization can be considered very lucky, since only one webpage from each level was found.

6 CONCLUSION

The main purpose of this thesis was to apply the theory proposed by Jiménez-Crespo (2013) in his book *Translation and web localization*, on Czech websites. However, approach in this thesis was slightly different. Whereas Crespo uses English as a source language and target language is not defined, in this thesis Czech is considered as source language and English as a target language.

In his book, Crespo does not describe an overall impression of a webspace that was used for his research. It can be assumed, that he encountered several webpages and according to these pages he created a level distribution, describing each group. This assumption suggests presence of more webpages of each level. Otherwise the lower localization levels could be more general.

However, other aspects need to be taken into consideration. First of all, Crespo published his book in 2013, therefore it might have been written probably in 2012. This thesis was written six years later, in 2018. Considering the speed of development in this area, six years can be considered as long period of time and lots of things could have changed. Second of all, as it has been already mentioned that Crespo used English as a source language. Omitting global companies from different countries that use English as a lingua franca, market of English-speaking countries is many times bigger than the Czech market. Bigger market means more companies, therefore more websites.

Jiménez-Crespo's theory may give the impression that a higher level of localization automatically means also higher level of translation. It is explained in the thesis that although localization and translation go hand in hand, it is not the same thing. Criteria for higher localization level are different than criteria for a better translation. Therefore, as it can be seen in the thesis, webpages with higher localization level can be translated poorly.

During a research for this thesis many webpages were visited as it is described in chapter 5.1. Unfortunately, localization level of each website was not taken into consideration. When, for example, the website was not following desirable criteria its existence was forgotten. However, later 100 examples, found according to principles shown in Chapter 5.1, were found and results are shown in Table 3 in Chapter 5.3. In this table, only the number of websites in each localization level is shown. Full name of a company and source link are listed in Appendix.

Another thing about Crespo's theory is, that it can be considered as unnecessarily specific. In his definition he uses specifically English as a target language. It has been proved in this thesis that also Czech or any other language can be used as a source language. It is interesting that, in his definitions, he does not specify the target language. More general definition could help with defining localization levels in every language.

There is almost no need to mention that it is necessary for any company to have a website, in order to be successful. It is even more true, if the company wants to start working abroad. In that case it is even more necessary not only to have a website but also have it appropriately translated and localized. This statement confirms, besides other results, outcome of the research in this thesis.

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8 APPENDIX

<u>Source address</u>	<u>Level of localization</u>
http://www.biocel.cz/cs/homepage/	3
http://www.ahi-carrier.at/czech-republic/	4
https://casradio.cz/	Localization without translation
https://www.blue-panther.cz/	Localization without translation
https://www.hydrotech-group.com/	4
http://en.sbs-nepron.com/	4
http://www.koito-czech.cz/en/	4
https://www.solek-group.cz/	4
http://lematec.cz/	4
http://www.setos.cz/	Localization without translation
http://www.lompraha.cz/en/	3
http://www.eaton.cz/Czech/index.htm	Localization without translation
http://en.mas-as.cz/	4
https://www.elektroline.cz/home.php	4
https://www.schneider-electric.ge/en/	4
http://www.category.cz/	Localization without translation
http://www.fpdco.com/en/	4

https://www.device.cz/uvodni-strana/?cur=1	Localization without translation
https://www.cah.cz/en/	4
https://www.continental-corporation.com/cs-cz/kariera	4
https://www.legrand.cz/	Localization without translation
https://www.lhoist.com/cs_cs	4
https://www.festool.cz/	Localization without translation
http://www.vues.cz/vues-home-en/	3
http://new.abb.com/cz	4
http://www.egem.cz/home-page	3
http://www.onsemi.com/PowerSolutions/content.do?id=15000	Localization without translation
https://www.in-tech.com/en/	4
https://www.tsbohemia.cz/	Localization without translation
https://www.cez.cz/en/home.html	3
http://www.garudan.eu/	3
http://www.tes.eu/en/	4
http://www.fronius.com/cs-cz/czech-republic	4
http://www.vodice-kabely.cz/index.php	Localization without translation
https://valeo.cz/en/	4
https://www.comap-control.com/	Localization without translation

https://www.micro-epsilon.com/?sLang=en	4
http://schmersal.cz/cms12/opencms/html/cs/	Localization without translation
http://designa.cz/	Localization without translation
http://www.unipetrolrpa.cz/en/Pages/defaultEN.aspx	4
http://hella.jobs.cz/?rps=208	4
https://vimperk.rohde-schwarz.com/cs/o-nas/o-nas_90007.html	4
https://www.upc.cz/	Localization without translation
http://www.riomedia.cz/	Localization without translation
https://www.intelek.eu/index2.jsp	3
https://www.internext.cz/	Localization without translation
https://www.krugel.cz/	Localization without translation
http://www.konplan.cz/en/	3
http://emkrumlov.net/	Localization without translation
https://www.elektroprumysl.cz/	Localization without translation

http://www.elfetex.cz/	Localization without translation
https://www.elkov.cz/	Localization without translation
https://www.carrier.com/commercial-refrigeration/en/cz/	4
http://www.cmsys.cz/en	4
http://www.ceps.cz/en/homepage	4
https://www.vtge.cz/cs/	Localization without translation
https://www.erbalachema.com/en/	4
http://www.borcad.cz	4
https://www.tescan-orsay.com	4
https://www.alcaplast.com/en/	4
http://www.ice.cz/en	4
http://www.buhlergroup.com/northamerica/en/about-buehler/worldwide/buehler-czech-republic.htm#.WvG7RC_yqT8	4
https://cz.trenkwalder.com	Localization without translation
http://www.candyplus.cz/en	4
http://www.svn.cz/en/homepage	4
http://www.ups.cz	Localization without translation
http://en.prominentsystems.cz	4
https://www.4isp.eu/?lng=en	4
http://www.saint-gobain.cz	Localization without translation

https://www.siemens.com/cz/cz/home.html	4
http://www.snop.cz	Localization without translation
https://www.btl.cz	4
http://www.eop.cz	Localization without translation
http://www.drillbs.eu/?lg=en	4
https://cz.hach.com	4
http://www.motorgas.cz/en/	4
https://www.openn.cz	Localization without translation
https://intriple.eu/index.php/en/	4
https://www.kendrion.com/group-services/en/	4
http://innogy.jobs.cz/?rps=208	Localization without translation
https://www.global-imi.cz/en/	4
http://www.ekolbrno.cz/en/	4
http://www.perasperagroup.cz/index.php	4
http://www.abasco.cz	3
https://voith.com/cze-en/index.html	4
https://www.daikinczech.cz/en_us/index.html	4
http://cz.kronospan-express.com/en	4
http://www.hauser.com/lang-en	4
https://www.eon.cz/en	4
https://www.skyselect.cz	Localization without translation
http://www.valcon-int.com/index.php?lang=lt	4

http://eng.tron.cz	4
https://www.triton.cz/cs/	3
http://www.johnsoncontrols.com/cs_cz	2
http://www.fatra.cz	3
http://www.espandr.wz.cz/	1
http://www.tropol.cz	Localization without translation
https://www.engelglobal.com/cs/cz.html	4
https://www.zeiss.cz/corporate/home.html	4
https://www.festo.com/cms/cs_cz/index.htm	Localization without translation