

Unit 10 Software Localization Basics

Unit Overview



This unit is mainly about the general knowledge of software localization and its translation. First of all, it introduces the definition of software localization, the application of localization, the origin and development of localization and the process of localization. After that, it explains the key differences between software localization translation and traditional translation, the advanced language technology in localization translation and the basic rules for software localization translation. In the case study part, it especially illustrates some typical rules for translating from English into Simplified Chinese in software localization. At the end of this unit, students are required to independently complete a unit project, which will enable students to apply what they have learned in this unit into practice.

Unit Content

Unit Project

Knowledge Input

Case Study

Summary

Self-Assessment

Knowledge Objectives

- Understand the definition of software localization.
- Understand the general knowledge of software localization, like the origin, the development, the application and the process etc.
- Remember the differences between localization translation and traditional translation.
- Identify the importance of different language technologies.

Skill Objectives

- Identify the different features of software localization translation.
- Apply the basic rules for software localization translation.

Key Points and Difficult Points

Key Points:

- Understand why we do software localization and how to do it.

Difficult Points:

- Understand the importance and difference of advanced language technology — CAT (computer-aided translation) tools and MT (machine translation) tools.

I. Unit Project (Level 5)

The present unit project is to translate below marketing material in software localization. Try to follow the IT-styled rules and requirements when translating.

Get Carded by Your BarTender®!

It has never been this easy to get "carded." That's because the world's leading software for labels, barcodes and RFID can now also design, print and encode cards.

Launching at Full Power!
This is no light-weight "first step."

BarTender® version 10 delivers a rich set of card printing features more than two years in the making. This includes two-sided design, print-time image capture, and numerous "smart card" features.

True "One-Stop Shopping"
You no longer need one software package to design and print labels and another one for plastic cards. The main difference is simply the type of printer. So why bother learning two different software packages when BarTender can do it all?

Magnetic Stripe Encoding
With capable printers, BarTender also supports print-time encoding of the ISO and JIS II magnetic stripe standards.

Ready-to-Use Print-Time Image Capture

To do it yourself, integrating the various hardware and software components required to add photo capture to the production of ID cards is a tedious and time-consuming process. Fortunately, BarTender has already done the hard work for you, including:

- ▶ Compatible with most cameras
- ▶ Live on-screen preview
- ▶ On-command image capture
- ▶ Data entry forms to accept keyboarded user data
- ▶ Versatile database connectivity
- ▶ Works stand-alone or from within your other software



Automatic Template Switching
BarTender 10.0 now supports automatic switching between multiple templates in a single document. So, for example, if you offer separate gold, silver and bronze membership cards, the right one can be automatically output at print time.

Support for Major Card Printers
BarTender can print using just about any card printer's existing Windows drivers. But that won't help you access advanced card features, such as magnetic stripes and onboard memory. Fortunately, BarTender also comes with "Drivers by Seagull", long recognized as the fastest and most reliable drivers available for industrial and special application printers. For an up-to-date list of supported card printers, please visit:
www.BarTenderPrinters.com/Card

Works Integrated or Stand-Alone
BarTender's powerful set of integration features let you produce the world's most advanced cards both stand-alone from within BarTender and under the control of your existing software.

Powerful "Smart Card" Support

Today's "smart cards" show off some of the most exciting technology seen in automatic identification today. And BarTender 10 already has the advanced capabilities you need, including support for two types of onboard memory:

- ▶ Contactless (RFID)
- ▶ Contact ("touch")



*Feature available with capable printers.

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II. Knowledge Input

A. What is Localization?

The definition of localization from different resources may have slight changes, for example in software localization, it defines as: the process of adapting and translating a software application into another language in order to make it linguistically and culturally appropriate for a particular local market.

While in language localization, it means: the process of adapting a product that has been previously translated into different languages to a specific country or region... The localization process is most generally related to the cultural adaptation and translation of software, video games and websites and less frequently to any written translation.

No matter how the definition sounds different, there are a few key words which make clear what localization is. The first is adapting, which involves a comprehensive study of the target culture in order to correctly adapt the product to local needs. The second key word is software application, which shows us that localization is originated and developed from the needs of correctly transferring a software application into a different language. In this process traditional translation gets the help from IT industry and develops some advanced language technologies. The third key word is local, which is also the first five letters in localization. It means a larger process of product translation for specific countries, regions or groups to account for differences in distinct markets. The localized product must realize the original functions and conveying appropriate meanings without offending local users' customs, cultures and religions.

Below is an example of localized keyboard layout:

Question: Can you think of any other localization adaptation examples?



B. Localization, Internationalization and Globalization

In economics, internationalization has been viewed as a process of increasing involvement of enterprises in international markets. Computing enterprises do more efforts for their international markets by designing a software application so that it can be easily adapted to various languages and regions without engineering changes. The main way is to store source codes and texts separately.

The term globalization refers to processes of international integration arising from the interchange of world views, products, ideas, and other aspects of culture. In the late 19th century and early 20th century, the connectedness of the world's economies and cultures grew very quickly. The term globalization has been increasingly used since the mid-1980s and especially since the mid-1990s. For computing enterprises, globalization covers both internationalization and localization with the aim of increasing global businesses.

The three terms are frequently abbreviated to the numeronyms I18N, L10N and G11N.

C. The Origin and Development of Localization

Since the quick progress of economic globalization in the mid-1990s, plenty of international enterprises, especially IT Giants, reinforced the efforts of expanding international markets, which originated and developed the industry of localization. With the widely using of internet technology and the quick development of software internationalization technology, the needs for software localization grew quickly. As a result, a number of multi-languages service providers and localization providers emerged on the software localization stage. In order to lower the cost of developing language and translation technology and the cost of extra human resources, international software developers preferred to outsource localization business to professional localization providers, which brought the fast global development of localization industry. In the late of last century, localization industry grew its business at an average of 30% per year.

Today, nearly all international enterprises in various industries (e.g. automobile, medicine, daily necessity, even entertainment) need to localize their products or services to expand their global business. Localization is given more comprehensive meanings. With the development of ITC technology and e-commerce business, localization will face a new developing stage and continue its irreplaceable role in diversified channels.

D. What Do We Localize?

In software localization, we normally localize:

1. Software UI (User Interface): Controls and Messages
2. UE (User Education) or UA (User Assistance):
3. Help: Windows Help (Winhelp) & HTML Help
4. Doc: Manuals
5. Web contents, MarComs...

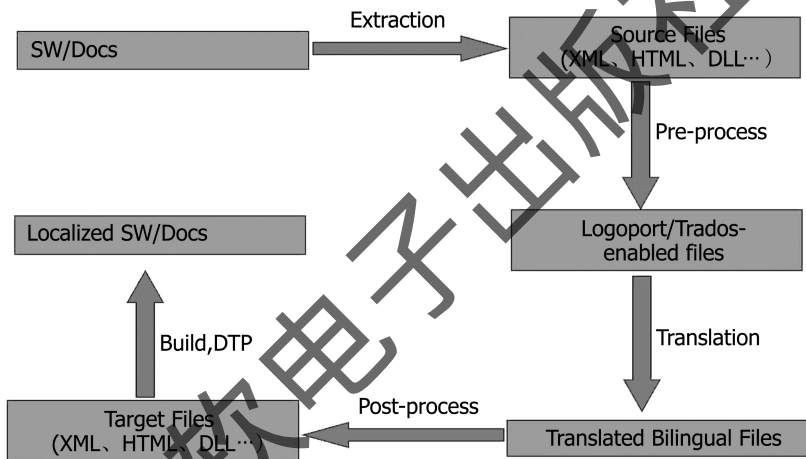
Sample of UI localization



Today, we can see more localization adaptation in various different forms, for example, e-learning courses, digital magazines, multi-media videos and mobile applications etc. We can foresee the localizing range in future will become more extensive, involving in diversified industries.

E. How Does Localization Work?

In software localization, software applications and documents are extracted into source files, which are the texts to be translated. After preprocess engineering, source files are converted into translatable trados-enabled files. Translators start use trados or other localization language tools to translate and finally get translated bilingual files. Those files are post-processed back into target files by localization engineers. The last step is to do the desktop publishing and complete them as localized software applications and documents.



F. Localization Translation vs. Traditional Translation

Translation is the core content of localization. In localization, translation is quite different from traditional translation. In order to reflect the differences, we normally mention the formal as localization translation. The differences mainly exist in:

1. Translation contents: localization translation mainly deals with advanced science and technology applications and documents, like software user interface, website contents; while traditional translation converts written or displayed texts in all fields.

2. Language technologies: localization translation makes the best use of language technologies, computer software tools, and other advanced

technologies; while traditional translation remains using human translators to complete all tasks.

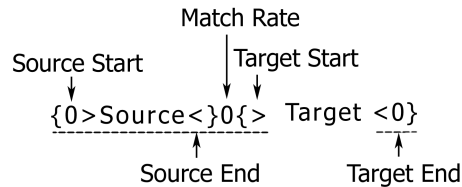
3. Translation standards: localization translation has more specified requirements about styles, terms, translation rules and thus forms some specific standards for certain domains; while traditional translation allows more flexibility and creativity in translation.

4. Translation process: localization translation has clear requirements about translation process and strict quality control measures; while traditional translation relies more on translators' capabilities.

G. Language Technology in Localization

Language technology plays an important role in localization process, which makes efficient and consistent translation possible for large localization projects. The most influential language technology is CAT (computer aided translation) technology. CAT is a form of language translation in which a human translator uses computer software to support and facilitate the translation process. The core technique of CAT is translation memory, also called TM, consisting of a database of text segments in a source language and their translations in one or more target languages. TM programs store previously translated source texts and their equivalent target texts in a database and retrieve related segments during the translation of new texts. Such programs split the source text into manageable units known as "segments". As the translator works through a document, the software displays each source segment in turn and provides a previous translation for re-use, if the program finds a matching source segment in its database. If it does not, the program allows the translator to enter a translation for the new segment. After the translation for a segment is completed, the program stores the new translation and moves on to the next segment. Trados and its developed tools SDL Trados, SDLX are mostly used by translation professionals (up to 50%), and thus become most representative CAT tools.

Below is a sample of the trados-enabled translation segment structure.



Another important technology is machine translation, which is often confused with CAT translation. Basically speaking, MT uses computer software to translate text or speech from one natural language to another without human translation involved. On a basic level, MT performs simple substitution of words in one natural language for words in another, but that alone usually cannot produce a good translation of a text because recognition of whole phrases and their closest counterparts in the target language is needed. Some IT giants, like Microsoft and Google, are attempting to improve corpus and statistical techniques to solve MT quality problems. In localization, MT technique is often combined with human translation, called MTM, which uses MT results as translation memory and post-editors work in their familiar CAT tool environment. However, it is worth mentioning that MTM method is still confronted controversy by experienced localization translators.

Task: experience Google MT translation and analyze the translation quality.

III. Case Study

A. The Basic Rules for Localization Translation

Following are some general basic rules for localization translation:

1. Be accurate: convey source information correctly, leaving no untranslated segments, avoiding mistranslation, and being free of wrong spellings, punctuation errors and typos;
2. Be concise: use simple and short sentence structures, avoiding clauses, eliminating unnecessary words and omitting redundant information;
3. Be clear: use understandable translations, being clear and logical in meaning transferring, and employing effective transitions to make translations

fluent;

4. Be consistent: comply to generally accepted language conventions, specific style guides, and project instructions, being consistent with all glossary, format and terminology used throughout the project;

5. Be formal: use written and formal vocabulary, sometimes compound words to match high technical documents;

6. Be objective: use objective expressions and passive voice sentence structures, avoiding subjective tones and personal emotional expressions.

Below is a short paragraph selected from the marketing material of one printing software product. Please underline the phrases or sentences you feel that reflect the above basic rules.

Get Carded by Your BarTender®!

It has never been this easy to get "carded". That's because the world's leading software for labels, barcodes and RFID can now also design, print and encode cards.

Launching at Full Power!

This is no light-weight "first step".

BarTender® version 10 delivers a rich set of card printing features more than two years in the making. This includes twosided design, print-time image capture, and numerous "smart card" features.

True "One-Stop Shopping"

You no longer need one software package to design and print labels and another one for plastic cards. The main difference is simply the type of printer. So why bother learning two different software packages when BarTender can do it all?

Magnetic Stripe Encoding

With capable printers, BarTender also supports print-time encoding of the ISO and JIS II magnetic stripe standards.

More than 25 Years of Graphic Design and Print Expertise

With BarTender, your cards are sure to look great. Based on more than 25

years of award-winning desktop publishing experience, BarTender gives you industry-leading graphic design power and the world's most advanced barcode functionality. And it keeps getting better, with new features like two-sided design and print-time image capture.

Automatic Template Switching

BarTender 10.0 now supports automatic switching between multiple templates in a single document. So, for example, if you offer separate gold, silver and bronze membership cards, the right one can be automatically output at print time.

Works Integrated or Stand-Alone

BarTender's powerful set of integration features let you produce the world's most advanced cards both stand-alone from within BarTender and under the control of your existing software.

B. Some General Rules for Simplified Chinese Localization Translation

Although many localization clients have their own specified language style guide for translating from English into Chinese, there still are some basic general rules which are some commonly accepted conventions for simplified Chinese translation.

1. Voice: Try to avoid using passive voice when translating into Chinese.

Source: The file has been deleted.

Wrong translation: 文件已被删除PCs。

Correction: 文件已删除PC。

Comments: The passive voice is not necessary in Chinese.

2. Plural: There is generally no plural case in Chinese, and delete 's' following acronyms. Unless distinguishing one from many, otherwise there is no need to translate "a/an" and "one" in Chinese.

Source: The PCs in this network.

Wrong translation: 此网络中的PCs。

Correction: 此网络中的PC。

Comments: Although the original English word remains untranslated according to client's style guide, there is still no plural form in Chinese.

3. Personal noun: In imperative sentences or declarative sentences, there is no need to translate "you" and "your" in Chinese. If it is necessary to translate, normally they are translated as "您".

Source: When you click on this button, a dialog box appears.

Wrong translation: 当您单击此按钮时, 便会显示对话框。

Correction: 当单击此按钮时, 便会显示对话框。

Comments: It is not necessary to translate "you".

4. Translatable v.s. untranslatable (for the reasons of functions, company names, trademarks, person names, product names, addresses, telephone numbers and specifications etc.)

Source: Copyright © 1994-2008 EMC Corporation. All rights reserved.

Wrong translation: 版权所有归1994-2008 EMC公司。保留所有权利。

Correction: 版权所有 © 1994-2008 EMC Corporation。保留所有权利。

Comments: Reserve all trademarks ®、©、TM.

5. Spacing: No space is needed after any Chinese punctuation. One single-byte space is needed before and after any English word, Arabic or Roman numerals. One single-byte space is needed between Italic type and the following characters or letters (excluding punctuation).

Source: At a network drive, enter MAP DEL *drive_letter*:, where *drive_letter* is a letter from H to Z.

Wrong Translation: 在网络驱动器位置输入命令MAP DEL驱动器字母:, 其中驱动器字母为一个H到Z之间的字母。

Correction: 在网络驱动器位置输入命令MAP DEL驱动器字母:, 其中驱动器字母为一个H到Z之间的字母。

Comments: There should be no single-byte space before and after English word; one single-byte space between Italic word and punctuation is not necessary; one single-byte space is needed between Italic word and its following character.

6. Punctuation: Change English punctuation marks into their Chinese equivalents, and, in most cases, use double-byte Chinese punctuation marks.

Source: Note: You should print this page as a reference for your installation.

Wrong Translation: 注意：应打印此页，以供安装时参考。

Correction: 注意：应打印此页，以供安装时参考。

Comments: Chinese colon should be used.

7. Sensitive Words

Words should be replaced.

原字句	标准字句
Republic of China; TaiWan, R.O.C/R.O.C; TaiWan ROC/TaiWan, ROC/ROC; TaiWan, R O C/R O C	Taiwan Region, China 译文：中国台湾
台湾/民国/中华民国	台湾
Hong Kong	Hong Kong SAR, China 译文：中国香港特别行政区
香港	中国香港特别行政区
Macao	Macao Region, PRC 译文：中国澳门特别行政区
澳门	中国澳门特别行政区
Era of Republic of China (or its similar)	Chinese Taiwan Region Calendar
Era: year of the Republic of China	Era: year of Taiwan Region
民国 XX 年	公元 YYYY 年
Country (if country list contains Taiwan or Hong Kong)	Country/Region 译文：国家/地区
国家	国家/地区
Country code (if country code list contains Taiwan or Hong Kong)	Country/Region code 译文：国家/地区代码
国家代码	国家/地区代码
Countries; 各国; 贵国	各国/各地区; 贵国/贵地区
Regional Setting	区域设置
Capital	Capital/Major City 译文：首都/主要城市
首都	首都/主要城市
South Korea; 南朝鲜	Korea; 韩国
North Korea; 北朝鲜	D.P.R.Korea; 朝鲜

8. Measurement and Currency Symbols: all measurements should be normally translated without converting. All currency symbols should be normally translated.

Source: Current stockholdings amount to 4000 kg

Wrong translation: 目前的存货总计为4000kg

Correction: 目前的存货总计为4000公斤

Comments: kg should be translated unless the client has specific requirement about this kind of symbol.

C. Some Common Quality Requirements for Simplified Chinese Localization Translation

In order to ensure translation quality, some big localizers or localization clients make out their detailed quality checking categories, which form some common standard quality requirements for simplified Chinese localization translation. The detailed error categories and typical examples are as follows:

1. Accuracy

(1) Cross References

Source: ("95" and "98" in Figure 13)

Wrong Translation: (如图20中的“95”和“98”图 13)

Correction: (如图13中的“95”和“98”)

Comments: There is no picture "20" in source text.

(2) Omission/Addition

Source: Adding file name extensions for scanning

Wrong translation: 添加文件名以进行扫描

Correction: 添加要扫描的文件扩展名

Comments: The word "extensions" is omitted wrongly in the translation.

(3) Incorrect Meaning

Source: Because there is no way to memorize what you need to know, only proven performers will be able to pass the test.

Wrong translation: 由于无法记住需要了解的知识, 因此只有经证实有能力的应试者才能通过测试。

Correction: 由于所需掌握的知识无法死记硬背, 因此只有确有能力者才能通过测试。

Comments: The meaning is not correctly conveyed in the translation.

(4) Unlocalized Text

Source: Location:

Wrong translation: Location:

Correction: 地点:

Comments: The word is not translated.

2. Language

(1) Grammar/Syntax

Source: A license key may now be needed to install Connectrix Manager.

Wrong translation: 许可证密钥需要可能现在安装到Connectrix Manager。

Correction: 许可证密钥现在可能需要安装到Connectrix Manager。

Comments: The translation is not in logical Chinese syntax.

(2) Punctuation

Source: Discuss any resources or support that may be needed to accomplish your objectives.

Wrong translation: 讨论完成您的目标需要的任何资源或者支持

Correction: 讨论完成您的目标需要的任何资源或者支持。

Comments: Forget the full stop.

(3) Spelling/Typo

Source: Allocate storage to NS700G and servers as needed.

Wrong translation: 按NS700G和服务服务器须要分配存储。

Correction: 按NS700G和服务器需要分配存储。

Comments: This is a typing mistake for the fixed Chinese phrase.

(4) Style

Source: March 2000

Wrong translation: 2000年三月

Correction: 2000年3月

Comments: There is a mixture of Chinese and Arabic numerical words.

3. Terminology

(1) Industry-Standard Terminology

Source: World Wide Web

Wrong translation: 环球信息网

Correction: 万维网

Comments: This is standard term translation and it must be followed.

(2) Inconsistency

Source: Microsoft Object Linking and Embedding object files.

Wrong translation: Microsoft对象链接与嵌入目标文件。

Correction: Microsoft对象链接与嵌入对象文件。

Comments: There are two different translations for the same word meaning the same thing in one sentence.

(3) Glossary

Source: EMC resource management solutions

Wrong translation: EMC资源管理解决方法

Correction: EMC资源管理解决方案

Comments: It is fixed translation for client's glossary and must be strictly followed.

4. Functional

(1) Format

Source: Select the elxscsi.inf file and click Open.

Wrong translation: 选择文件elxscsi.inf并且点击[打开]。

Correction: 选择文件elxscsi.inf并且点击“打开”。

Comments: Format mistake, which does not abide by the format requirements from style guide.

(2) Hidden Text

Source: {0} Cross-platform Solution for Server Management <0>{><0}

Wrong translation: {0} 跨平台 Solution for Server Management <0>{>服务器管理的跨平台解决方案 <0}

Correction: {0} Cross-platform Solution for Server Management <0>{>服务器管理的跨平台解决方案 <0} Wrong translation: 服务器管理的跨平台解决方案

Comments: Source text is changed.

(3) Tags/Links

Source: <http://www.microsoft.com/windowsxp/pro/using/tips/security/autoupdates.asp>

Wrong translation: <http://www.microsoft.com/windowsxp/home/using/tips/maintain/autoupdates.asp>

Correction: <http://www.microsoft.com/windowsxp/pro/using/tips/security/autoupdates.asp>

Comments: The link is changed.

(4) Technical Procedures

Source: This is usually supported at the machine code level directly by "jump to subroutine" and "return from subroutine" instructions.

Wrong translation: 通常机器码级直接支持栈的这些用途，所采取的手段是使用“跳转到子例行程序”和“从子例行程序返回”指令。

Correction: 通常机器码级直接支持栈的这些用途，所采取的手段是使用“jump to subroutine”和“return from subroutine”指令。

Comments: The phrases in quotation marks are practical commands and should not be translated. The translator was unable to abide by technical instructions or procedures, resulting in corrupted contents and functions.

(5) Spacing

Source: This product is shipped with several CD-ROMs.

Wrong translation: 本产品随带了若干个CD-ROM。

Correction: 本产品随带了若干个CD-ROM。

Comments: One single-byte space is needed before and after any English word (excluding punctuation). The translator mixed up the spacing usage in translation. It is a very common mistake made by apprentices.

5. Regional

(1) Regional/Country Standards

Source: Sep 27, 2003

Wrong translation: 9月27日，2003年 2003年9月27号

Correction: 2003年9月27日

Comments: The translation should follow regional or country standards for

time, date, numbers, currency, measurement etc.

(2) Local Market Suitability

Source: The photographer asks her to stand there and say "cheese".

Wrong Translation: 摄影师让她站在那里, 说“奶酪”。

Correction: 摄影师让她站在那里, 说“茄子”。

Comments: The translation should comply with local cultural features.

IV. In-Class Practice

Please correct the wrong translation below based on the basic rules we learnt.

1. Source: When you create a new profile.

Wrong translation: 当您创建一个新的配置文件时。

2. Source: MSN Messenger is an instant communication software.

Wrong translation: MSN信使是一种即时通信软件。

3. Source: Sections are nested inside the test, but sections cannot be nested inside other sections.

Wrong translation: 部分可嵌套在测试内, 但部分不能嵌套在其他部分内部内。

4. Source: Duplicate combination of Supplier and Account code

Wrong translation: 复制供应商和账户代码的组合

5. Source: Find Job Type

Wrong translation: 查找作业类型

6. Source: MD-82 airliner

Wrong translation: MD-82 airliner

7. Source: modem

Wrong translation: 拨号上网的猫

8. Source: Please try again.</body>

Wrong translation: 请再试一次。.</body>

9. Source: Prints a copy of the current host screen.

Wrong translation: 打印一份当前主机屏幕。

10. Source: Alcohol and Tobacco Policy

Wrong translation: 饮酒或吸烟政策

11. Source: Configuring your system...

Wrong translation: 请配置系统.....

12. Source: The /LOG parameter is not unique to the site license version.

Wrong translation: 站点许可版本的/LOG参数不是唯一的。

13. Source: The GroupWise mailto Protocol Handler was successfully uninstalled.

Wrong translation: GroupWise邮件发送协议处理程序未能安装成功。

14. Source: Pulse rates are displayed for values from 20 to 250 beats per minute and zero beats per minute.

Wrong translation: 脉搏频率显示为从 20 到 250 次/秒和 0 次/秒。

15. Source: Name of host|optional alias name for host:

Wrong translation: “host|optional” 名称是 “host” 名称的假名:

16. Source: Your data has been saved successfully.

Wrong translation: 您的数据被保存成功。

17. Source: You can copy this file to a different directory. You can also copy it to another drive.

Wrong translation: 您可以将此文件复制到不同的目录中。您也可以将其复制到另一个驱动器上。

18. Source: A device has been developed for this purpose.

Wrong translation: 一种设备已为这一目的被开发了。

19. Source: The temperature should be room temperature (85°F).

Wrong translation: 温度应保持为室温 (85° F)。

20. Source: If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

Wrong translation: 如果通过关闭和打开此设备，能够断定它确实对无线电或电视接收产生了有害干扰，我们建议用户可试采用如下某种或多种方法来解决

干扰:

21. Source: The Windows class provides properties and methods that control the appearance and behavior of the associated window, including colors, caption, visibility of window features, and scrolling behavior.

Wrong translation: Windows类提供了控制关联窗口的外观和行为的属性和方法, 包括颜色、标题、窗口功能的可见性, 以及滚动行为。

22. Source: The session will attempt to connect to the host (specified in the Host Alias/IP Address field above) when the session is started.

Wrong translation: 在会话开始时, 会话将尝试连接到主机(在上面的主机别名/IP地址字段中指定)。

23. Source: For example, if you sound out each syllable in "e-nun-ci-ate", the computer may not recognize what you said.

Wrong translation: 例如, 如果单独念出“e-nun-ei-ate”的每个音节, 计算机将无法识别您在说什么。

24. Source: *Negative keywords* exclude searches for which the ad would be irrelevant and are useful in targeting ambiguous keywords: for instance, "mouse-computer" gives you the animal, not the device.

Wrong translation: *否定关键字*用于排除与广告不相关的搜索, 在定位含义不明确的关键字时很有帮助, 例如, “鼠标-计算机”将搜索有关“老鼠”而不是“鼠标”的内容。

25. Source: Let's say you take a 1-inch by 1-inch piece of wood that's 3 feet long, and let's say this piece of wood weighs 1 pound.

Wrong translation: 有一块截面为2.54厘米×2.54厘米、长为0.9144米的木头, 其重量为0.4536克。

V. Summary

Generally speaking, the software localization has its specific requirements and rules about translation, which is so-called IT-styled translation by most translators. Normally the localization translators need to be familiar with specific style guide for a certain IT client before starting translations. At least,

he or she should be a veteran for the basic rules and requirements for software translation.

The IT-styled translation has detailed translation guidance for terminology, glossary, vocabulary, grammar, syntax, format, measurement, punctuation, tag, link, and language style etc., all of which need great efforts to memorize and practice.

To be a suitable localization translator, you need to accumulate IT knowledge and vocabulary, and also you need to do tremendous practice to meet the requirements. After all, software localization translation is quite technical translation.

VI. Self-Assessment

In the self-assessment part, you will translate the following sentences and paragraphs in the first place and then compare with the reference translations, grade your own translation according to the grading standards. Take the self-assessment, you can discover strengths and weaknesses in your translation, and the areas that you may want to continue strengthening to improve your translation in the future.

A.

1. Other dbmmonitor stored procedures enable a system administrator to set up monitoring, change monitoring parameters, view the current update period, and drop monitoring on the server instance.

2. Variables let objects in a package communicate with each other, and can be used in expressions and in scripts.

3. If you attempt to make changes when using an account without sufficient privileges to make changes to tables, then an error message appears.

4. Data mining is part of a larger process that includes collecting and cleaning data, defining the basic questions that data mining will answer, and repeating the analytical process as new patterns and problems emerge.

5. If the connection timeout period expires before the connection

succeeds or the failover partner is unavailable, the connection attempt fails.

6. "OPK master kit" means the OEM preinstallation kit that includes installation instructions, utilities, and software media made available by Microsoft or a Microsoft affiliate for installing the software on fully assembled computer systems.

7. Because the initial partner is unavailable, for the data access provider to attempt to connect to the failover partner, the client must have supplied the failover partner name in the connection string.

8. Learn how existing Flash licensees are building best in class products that are leading the industry and generating critical acclaim.

9. For AutoCAD Mechanical drawing files, one of the most important items to configure and set current is the mechanical standard.

10. Encryption and decryption by using a symmetric key is fast, and suitable for routine use with sensitive data in the database.

B. Microsoft Digital Advertising Solutions

TA groundbreaking new advertising service allows advertisers to tap the full breadth of Microsoft's global audience for the first time. Microsoft Digital Advertising Solutions uses the company's unbeatable range of trusted digital brands to reach consumers at every point of their day and across every element of their digital lifestyle. Discover how you can harness the power of MSN, Windows Live, Office Online, Xbox, Microsoft TV and Windows Mobile.

Hong Kong-based Liu Chong Hing Bank (LCHB) was keen to tap into the affluent, online youth market but was not sure how. In a bold and innovative move, it teamed up with MSN to launch a co-branded credit card backed by Microsoft Windows Live Messenger, an online portal, MSN banner advertisements, and a direct e-mail campaign. The resulting increase in Internet traffic is transforming the bank's brand image — and giving valuable customer feedback.

The Grading Standards:

Grade	Your Score	Description
10 - 9		<p>Excellent Translation The translation faithfully reflects all the original passage with no error in the accuracy of content and only 1 or 2 minor errors in other error subcategories. The translation exceeds the expectations of localization translation. The style is suitable.</p>
8 - 7		<p>Good Translation with Few Inaccuracies The translation reflects almost all the original passage with only 1 or 2 minor errors in the accuracy of content and relatively few significant errors in other error subcategories. The translation meets the expectations of localization translation. The style is correct.</p>
6 - 5		<p>Passable Translation with Some Inaccuracies The translation adequately reflects most of the original passage with relatively few significant errors in the accuracy of content and occasional errors in other error subcategories. The translation follows the basic requirements of localization translation. The style is almost IT-styled technical translation.</p>
4 - 3		<p>Inadequate Translation with Frequent Inaccuracies The translation only reflects about half of the original passage with occasional errors in the accuracy of content and frequent errors in other error subcategories. The translation follows most of the basic requirements of localization translation. The style is a bit far from IT-styled technical translation.</p>
2 - 1		<p>Poor Translation The translation reflects less than half of the original passage with frequent errors in the accuracy of content. Almost all sentences contain errors in other error subcategories. The translation hardly follows the basic requirements of localization translation. The style is too far from IT-styled technical translation.</p>

Error Details — Subcategories:

Accuracy	Cross-references
	Incorrect translation
	Omissions
	Additions
	Unlocalized Text

(续表)

Functional Error	Format
	Hidden Texts
	Tags/Links
	Technical Procedures Error
	Spacing
Style	Client Style guide
	General style
	Language variants/slang
	Register/Tone
	Unnecessary Additions
Country	Company standards
	Country standards
	Local suitability
Language	Punctuation
	Spelling/typo
	Grammar
	Syntax
Terminology	Industry-Standard Terminology
	Glossary
	Inconsistency

Reference Translation for Self-Assessment:

A.

1. 系统管理员还可以使用其他dbmmonitor存储过程在服务器实例上设置监视、更改监视参数、查看当前更新持续时间以及删除监视。
2. 包中的对象可以通过变量进行相互通信，变量也可用于表达式和脚本中。
3. 如果所使用的账户没有足够的特权，无法更改表，则在尝试更改表时会出现错误消息。

4. 收集和清除数据、定义数据挖掘要回答的基本问题以及在新模式和问题出现时重复分析过程等是一个大型的处理过程，而数据挖掘仅是此过程的一部分。

5. 如果连接超时期限过期而未成功连接或者故障转移伙伴不可用，则连接尝试会失败。

6. “OPK主要工具箱”指OEM预装工具箱，其中包括Microsoft或Microsoft关联公司提供的安装说明、实用程序和软件介质，用于在完全组装的计算机系统上安装软件。

7. 由于初始伙伴不可用，因此要让数据访问接口尝试连接到故障转移伙伴，客户端必须在连接字符串中提供故障转移伙伴的名称。

8. 了解现有Flash许可用户是如何构建那些行业领先且广受赞誉的业界最佳产品的。

9. 对于AutoCAD Mechanical工程图文件而言，要配置和设为当前标准的设置中最重要的一项是机械标准。

10. 使用对称密钥进行加密和解密非常快，适用于对数据库中敏感数据的日常使用。

B. Microsoft Digital Advertising Solutions

Microsoft Digital Advertising Solutions，让广告客户首度全面触及微软的全球万千受众，开辟广告服务新视野！该技术依托微软众多备受赞誉的数字品牌所带来的绝对优势，可时刻连通用户，全方位深入用户数字生活的方方面面。快快了解如何充分发掘MSN、Windows Live、Office Online、Xbox、Microsoft TV和Windows Mobile的巨大潜力吧。

香港廖创兴银行(LCHB)对这一由年轻消费者主导的、潜力可观的互联网市场属意已久。奈何重门深锁，一度无计可施。该银行后来大胆出击，与MSN建立战略同盟，借助包括Microsoft Windows Live Messenger、在线门户网站、MSN横幅广告以及电子直邮计划在内的强大广告宣传攻势推出了联名信用卡。随之而来的是网络访问量一路飙升，不仅重新树立了该银行的品牌形象，还带来了颇具价值的客户反馈。