

## SYLLABUS

### Faculty of Arts and Sciences

Course Code	Course Title	Credits	ECTS Value	
TRN 414	Translation and Localization	(2-2-3)	7	
<b>Prerequisite Courses:</b>	None			
<b>Course Language:</b>	English	<b>Course Delivery Mode:</b>	Face to Face	
<b>Course Type and Level:</b>	Compulsory / Undergraduate / 4th Year / Spring Semester			
<b>Instructor's Title, Name, and Surname</b>		<b>Course Hours</b>	<b>Office Hours</b>	
Asst. Prof. Dr. Mustafa Kartal Çelikay		3	Wednesday: 10:00 – 11:00 & 13:30 – 14:30	
<b>Contact</b>	kartalcelikay@cag.edu.tr			
<b>Course Coordinator:</b>	Asst. Prof. Dr. Mustafa Kartal Çelikay			
<b>Course Objectives</b>				
<b>Course Learning Outcomes</b>	The purpose of this course is to enable students to understand the concept of localization as an integral component of the contemporary translation industry. Students learn strategies, technological tools, and workflows used in the translation of digital content such as websites, software, video games, and multimedia products. They analyze the cultural, ethical, and technical dimensions of localization, apply terminology management and quality assessment processes, and gain professional competence to work effectively in the global translation market.		<b>Relations</b>	
			Program Outcomes	Net Contribution
	1	Defines the concept of localization and distinguishes it from translation.	3, 5, 6, 7	5, 4, 4, 4
	2	Applies localization strategies to different content types such as web, game, and multimedia.	5, 6, 7	5, 5, 5
	3	Uses CAT tools, translation memories, and terminology databases effectively.	3, 5, 7	5, 4, 5
	4	Explains collaboration among different roles in localization (translator, editor, project manager, etc.).	5, 6, 7	4, 5, 4
	5	Analyzes cultural and ethical issues arising in localization and develops solutions.	9, 10	4, 5
	6	Carries out localization practices involving various file formats.	6, 7	5, 5
7	Evaluates personal localization performance and develops improvement strategies.	8, 9	5, 5	
<b>Course Content:</b>	This course covers both theoretical and practical aspects of translation and localization in the digital age. Students learn to use tools for website, game, software, and multimedia translation, plan workflows, and manage localization projects in various file formats. Topics include terminology management, quality control, cultural adaptation, and ethical principles in localization.			
<b>Course Schedule (Weekly Plan)</b>				
<b>Week</b>	<b>Topic</b>	<b>Preparation</b>	<b>Teaching Methods and Techniques</b>	
1	Introduction to the course – The concept of localization and its relation to translation	Instructor presentation (Course overview and expectations)	Instructor presentation, Q&A, discussion	

2	Key Concepts: Globalization, Internationalization, Localization, Translation (GILT)	Reading: Jiménez-Crespo (2024)	Discussion with students, Practice, Question and Answer
3	Digital Textuality: Features of Digital Texts (Web and Software)	Research: sample software	Example analysis
4	Localization Technologies: CAT Tools, Machine Translation and Management Systems (Theoretical Overview)	Lecturer's material, software examples	Discussion, case analysis
5	Web Localization: Cultural Adaptation Strategies	Sample Web Localizations	Presentation, practical examples
6	Video Game Localization: Transcreation and Genres	Sample Game Localizations	Demonstration, practical examples
7	Workflow and project management in localization	Project execution methods	Sample project workflows
8	Midterm Exam	Previous lecture notes	Theoretical
9	Midterm Exam	Previous lecture notes	Theoretical
10	Software and App Localization: User Interface (UI) Constraints and Technical Limitations	Selected videos	Practice, discussion
11	Quality Management (QA) and Crowdsourcing in Localization	Case studies	Discussion, analysis
12	Group Simulation I: Student-Selected Localization Cases (Free Topic)	Groups preparing according to their own task distribution	Workshop, joint project discussion
13	Group Simulation II: Student-Selected Localization Cases (Free Topic)	Groups preparing according to their own task distribution	Workshop, joint project discussion
14	Group Simulation III: Student-Selected Localization Cases (Free Topic)	Groups preparing according to their own task distribution	Workshop, joint project discussion
15	Group Simulation IV: Student-Selected Localization Cases (Free Topic)	Groups preparing according to their own task distribution	Workshop, joint project discussion
16	Group Simulation V: Student-Selected Localization Cases (Free Topic)	Groups preparing according to their own task distribution	Workshop, joint project discussion
17	Final Exam	All course topics	Theory and analysis of the localization process in the exam
18	Final Exam	All course topics	Theory and analysis of the localization process in the exam

### Course Resources

<b>Textbook:</b>	Jiménez-Crespo, M. A. (2024). Localization in Translation. Taylor & Francis.
	Jiménez-Crespo, M. A. & Ramírez-Polo, L. (2021). Translation and the World Wide Web. Routledge.
	O'Hagan, M. & Ashworth, D. (2002). Translation-Mediated Communication in a Digital World. Multilingual Matters.
<b>Recommended References:</b>	Odacıoğlu, M. C. & Köktürk, Ş. (2015). The Impact of the Localization Industry on Translation Theories. Akademik Bakış Journal.
	Williams, J. (2004). The Guide to Translation and Localization. Lingo Systems.

Temuçin, D., Odacıoğlu, M. C., & Gündüz, A. (2024). The Position of Localization Literature (1998–2024) in Türkiye.

<https://lokalise.com/>

<https://weglot.com/>

<https://redokun.com/blog/localization-process>

<https://latitudeprime.com/website-localization-the-complete-guide/>

[https://youtu.be/Swhen8XCI\\_4](https://youtu.be/Swhen8XCI_4)  
 (Anthony Pym Lecture – Localization)

### Course Assessment and Evaluation

Activities	Number	Percentile	Notes
Midterm Exam	1	30%	Theoretical comprehension
Participation in Localization Simulation	5	20%	Active participation in simulation sessions
Final Exam	1	50%	Theoretical comprehension and ability to analyze projects

### ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Study	14	6	84
Preparation for Simulations	5	6	30
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	20	20
Final Exam (Final Exam Duration + Final Exam Preparation)	1	30	30
<b>Total:</b>			206
<b>Total / 30:</b>			206 / 30 ≈ 6,8 ≈ 7
<b>ECTS Credit:</b>			7