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## **SOFTWARE LOCALISATION AS A TYPE OF TECHNICAL TRANSLATION: INTERCULTURAL ASPECTS**

Software localization is a special type of technical translation that adapts digital products to different languages and cultures. It is not just a translation of words: the process takes into account interface design, usability, and legal requirements to make the product understandable and natural for a new audience. In today's world, where automation and machine translation are increasingly used, the question arises: How can cultural sensitivity be maintained in such projects? In this article, we look at localization from three angles: the impact of digital Taylorism, marketing adaptation strategies, and the role of machine translation, drawing on research by Moorkens, J. (2020), Torresi, I. (2020), and O'Brien, S. (2022).

Software localization is often organized on the principle of assembly-line production, with an emphasis on speed and mass production. As Moorkens notes, this resembles 'digital Taylorism': translation is broken down into standardized operations, narrowing the role of the translator to performing template tasks (Moorkens, 2020, 18). This system ensures the predictability of results and reduces costs but leaves little room for creative adaptation to cultural specifics. When automation comes to the fore, subtle social nuances are often lost - and the finished product may look 'technically correct' but lack real empathy with the audience. Localization professionals must find ways to balance automation with the need for culturally sensitive adaptation.

Today, machine translation (MT) has become an integral part of software localization, but its use is a double-edged sword. On the one hand, it speeds up the work with technical texts, but on the other hand, it often stumbles over cultural nuances and subtexts. According to O'Brien, post-editing becomes the 'lifeline' that brings machine translations up to the proper level (O'Brien, 2022, 106). Specialists have to not only correct mistakes but also strike a delicate balance between accuracy and naturalness. However, the central challenge lies in adapting content swiftly while preserving its cultural authenticity.

Localization is not just about linguistic accuracy; it also involves making software appealing to different cultural audiences. Torresi highlights that translating promotional and advertising texts requires adaptation rather than a word-for-word translation (Torresi, 2020, 52). This principle applies to software localization, where branding, tone, and visual elements must align with the expectations of different user groups. For example, humor, color symbolism, and design preferences vary significantly across cultures. A successful localization strategy integrates marketing translation techniques to maintain brand identity while ensuring cultural relevance.

**Conclusion.** Software localization is a complex process that goes far beyond the scope of conventional translation. It requires a deep understanding of cultural sensitivities and a thoughtful approach to user experience. Modern technologies, such as automation and machine translation, significantly speed up the process but are often unable to convey subtle cultural nuances. This is where the human factor comes in - specialists who can strike a balance between technical accuracy and natural language. It is important to understand that successful localization is not just a translation of a text but the adaptation of a product to a specific audience. It should take into account local traditions, peculiarities of perception, and even the emotional responses of users. As technology advances and global competition grows, the quality of localization becomes increasingly important. Consumers expect not just a functional product but one that is truly understandable and close to them. Therefore, localization professionals have to constantly improve their approaches, combining technical innovation with creative thinking and a deep understanding of cultural differences. It is worth emphasizing that good localization is something that remains invisible to the user. When everything is done well, a person simply receives a convenient and understandable product, as if it were created specifically for them.

#### REFERENCES:

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