

Localisation and AT

Code: 43776
ECTS Credits: 15

Degree	Type	Year	Semester
4315970 Automatic Translation: Technologies of Translation	OB	0	1

Contact

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Other comments on languages

See in Contents the language for each subject.

Use of Languages

Principal working language: catalan (cat)

Teachers

Xenia Amoros Soldevila

Itziar Andujar Garcia

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Eduardo Simon Jimenez

Manuel Mata Pastor

Carme Mangiron

Pilar Sánchez Gijón

Antoni Oliver Gonzalez

Oscar Nogueras Bastardo

Estel·la Oncins Noguer

External teachers

Anna Civil

Felipe Sánchez

Prerequisites

Having taken, or taking, the previous MA modules.

Objectives and Contextualisation

- Learn the principles of localization.
- Learn the principles of machine translation.
- Learn the principles of localization engineering.

- Learn how to use translation management and editing systems for localization and machine translation.
- Learn to use translation management and editing systems for the localization of websites, software and apps.
- Learn the specificities of video game localization.
- Learn about the different types of automatic translation and the associated profiles and processes.

Competences

- Analyse the structure of digital products based on markup languages and their overall coherence for translation.
- Continue the learning process, to a large extent autonomously.
- Define, evaluate and solve problems related to translation technologies.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Know the professional translation and post-editing market: its profiles, requirements and socio-economic role.
- Make efficient use of assisted translation and correction software.
- Make informed, well-reasoned decisions in the field of translation technologies.
- Manage one's own knowledge consistently and systematically, in coordination with other persons and independently, with the emphasis on quality.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Learning Outcomes

1. Continue the learning process, to a large extent autonomously.
2. Create and manage localisation databases.
3. Define strategies for translating projects.
4. Define the fundamental principles of localisation.
5. Detect the implicit intertexts in the product.
6. Identify the code and the translatable text in digital products.
7. Identify the problems associated with machine translation and define strategies for machine translation of high quality.
8. Identify the problems associated with the translation of digital products and offer solutions in terms of both localisation and basic programming.
9. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
10. Integrate machine translation into assisted translation software.
11. Make informed, well-reasoned decisions in the field of translation technologies.
12. Manage one's own knowledge consistently and systematically, in coordination with other persons and independently, with the emphasis on quality.
13. Provide a translation of digital products that meets the requirements of the client and the translation situation.
14. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Content

This module focuses on localization in its many variants (web, software, apps and video games) and machine translation (MT):

- Principles of Localization and MT (Machine Translation).
- Corpus.
- SEO (Search Engine Optimization). How do SEO techniques improve the localization of a project. How to translate taking into account SEO criteria.
- Localization engineering. Technical processes for extracting translatable texts from localization formats.

- Localization of applications. Description of the localization of apps for mobile devices in the iOS and Android operating systems.
- Localization case studies seminar. Description of professional localization processes, from the reception of a project to its delivery.
- Localization of videogames: description of the localization of videogames and their specificities.
- Machine Translation.
- Automatic translation post-editing.
- Tools: MemoQ, OmegaT, Memsources.

Methodology

- Theoretical lectures
- Seminars
- Task-based classes for solving problems / cases / exercises
- Practical exercises in the classroom
- Reading: books / articles / reports
- Self-study
- Writing reports / coursework

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Training activities carried out in the classroom	94	3.76	2, 4, 3, 5, 12, 6, 7, 8, 10, 13, 11, 9, 14, 1
Type: Supervised			
Training activities supervised by the teaching staff	47	1.88	2, 4, 3, 5, 12, 6, 7, 8, 10, 13, 11, 9, 14, 1
Type: Autonomous			
Training activities carried out by the student on a self-study basis outside the classroom.	234	9.36	2, 4, 3, 5, 12, 6, 7, 8, 10, 13, 11, 9, 14, 1

Assessment

- Localization of videogames: 10%
- Localization engineering: 10%
- Localization of apps: 10%
- Localization case study seminar: 20%
- Machine Translation I: 5%
- Machine translation II: 5%
- Search Engine Optimization (SEO): 15%
- Basics of localization and machine translation: 5%
- Memsources: 5%
- MemoQ: 5%
- OmegaT: 5%
- Automatic translation post-editing (TAPE): 5%

Evaluation system

Assessment is continuous. Students must provide evidence of their progress by completing some tasks. Tasks deadlines will be indicated in the course schedule on the first day of class. The lecturer(s) teaching this course will provide a detailed description and breakdown at beginning of the course.

Review

When publishing final marks prior to recording them on students' transcripts, the lecturer will provide written notification of a date and time for reviewing assessment activities. Students must arrange reviews in agreement with the lecturer.

Missed/failed assessment activities

Students may retake assessment activities they have failed or compensate for any they have missed, provided that those they have actually performed account for a minimum of 66.6% (two thirds) of the subject's final mark and that they have a weighted average mark of at least 3.5.

The lecturer will inform students of the procedure involved, in writing, when publishing final marks prior to recording them on transcripts. The lecturer may set one assignment per failed or missed assessment activity or a single assignment to cover a number of such activities. Under no circumstances may an assessment activity worth 100% of the final mark be retaken or compensated for.

Classification as "not assessable"

In the event of the assessment activities a student has performed accounting for just 25% or less of the subject's final mark, their work will be classified as "not assessable" on their transcript.

Misconduct in assessment activities

Students who engage in misconduct (plagiarism, copying, personation, etc.) in an assessment activity will receive a mark of "0" for the activity in question. In the case of misconduct in more than one assessment activity, the student involved will be given a final mark of "0" for the subject. Assessment activities in which irregularities have occurred (e.g. plagiarism, copying, impersonation) are excluded from recovery.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Classroom practices	10%	0	0	2, 4, 3, 5, 12, 6, 7, 8, 10, 13, 11, 9, 14, 1
Control of practical knowledge	60%	0	0	2, 4, 3, 5, 12, 6, 7, 8, 10, 13, 11, 9, 14, 1
Submission of reports and assignments	30%	0	0	2, 4, 3, 5, 12, 6, 7, 8, 10, 13, 11, 9, 14, 1

Bibliography

The teacher of each content will provide the corresponding bibliography.

Díaz Fouces, O., García González, M. (eds.) (2008). *Traducir (con) software libre*. Granada: Comares.

Esselink, B. (2000). *A practical guide to localization*. Amsterdam/Philadelphia: John Benjamins.

Jiménez-Crespo, M. A. (2013). *Translation and Web Localization*. Milton Park, Abingdon, Oxon: Routledge.

Kenny, D. (2009). *Corpora*. En: Mona Baker y Gabriela Saldanha (eds.), *Routledge encyclopedia of translation studies* (p. 59-62). Londres: Routledge.

Martín-Mor, A.; Piqué, R.; Sánchez-Gijón, P. (2016). *Tradumàtica: Tecnologies de la traducció*. Vic: Eumo Editorial.

O'Hagan, M. (2009). "Computer-aided translation (CAT)". En: Mona Baker y Gabriela Saldanha (eds.), *Routledge encyclopedia of translation studies* (p. 48-51). Londres: Routledge.

Oliver, A. (2016). *Herramientas tecnológicas para traductores*. Barcelona: UOC.

Oliver, A.; Moré, Q. (2007). *Les tecnologies de la traducció*. Barcelona: UOC.

Ping, K. (2009). "Machine translation". En: Mona Baker y Gabriela Saldanha (eds.), *Routledge encyclopedia of translation studies* (p. 162-168). Londres: Routledge.

Somers, H. (ed.) (2003). *Computers and translation: A translator's guide*. Amsterdam-Philadelphia: John Benjamins.

Software

-Assisted-translation tools.

-Localizacion engineering tools.

-Apps localization tools.

-Videogame localization tools.

-Localization tools.

-Machine translation tools.

-Machine translation post-editing tools.

-Free software and commercial software.