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Linguistically and extralinguistically determined transformations in the localization of multimedia products

The linguistic and extralinguistic aspects of the localization process of multimedia products, including audiovisual materials and web content, are investigated. The localization process is considered as complex, requiring consideration of not only linguistic, but also cultural, technical and visual peculiarities of the target audience. A classification of translation transformations is proposed, dividing them into linguistically and extralinguistically conditioned ones. Using the example of localization of the series "Sherlock" and websites "Booking.com" and "GetYourGuide" show key types of transformations, such as grammatical and lexical adaptation, temporal and phonetic synchronization, as well as linguistic and cultural adaptation. The results of the study demonstrate that linguistic transformations, especially the adaptation of the lexical apparatus, play a leading role in localization, whereas the degree of influence of extralinguistically conditioned transformations depends on the type of localized product.

Key words: translation, localization, translation transformations, multimedia products, multimodal text, audiovisual text, web content.

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