

Practical Assignment: Content Localization

Objective of the Assignment:

To familiarize students with the process of content localization for various platforms and products, including websites, mobile applications, and advertising. The assignment is aimed at developing skills in adapting materials for different cultural audiences.

Task 1: Website Localization

1. **Choose a Website:**

Select a website in English (for example, a news site, company site, e-commerce site, or blog).

Example: the website of a large international company, a news site, or a blog.

2. **Content Analysis:**

Analyze the website from the perspective of localization for a Russian-speaking audience. Answer the following questions:

- Which elements on the site need to be adapted? (e.g., images, graphics, symbolism, colors, dates, and times)
- Which text blocks should be changed to ensure they are understandable and relevant for a Russian-speaking audience?
- How would you adapt the information (e.g., product descriptions, headlines, data entry forms) for better perception in Russian?
- What cultural aspects should be considered when localizing content for a Russian-speaking audience? (e.g., local holidays, traditions, language preferences, and communication style)

3. **Expected Outcome:**

Write a brief report (no more than 1 page) with examples of adaptations and explanations of which elements need to be changed for better reception in the Russian market.

Task 2: Mobile App Localization

1. **Choose an App:**

Select a mobile application available in English. This can be a social media app, online banking app, fitness app, etc.

Example: a messaging app, shopping app, or banking service.

2. **Interface Analysis:**

Analyze the app and imagine it needs to be localized for Russian-speaking users.

Answer the following questions:

- Which interface elements need to be changed? (e.g., fonts, buttons, menus)
- How would you adapt notification texts, tips, and instructions in the app for better perception by Russian-speaking users?
- Do any graphics or images in the app need to be changed to align with Russian cultural norms?

3. **Expected Outcome:**

Write a brief report (no more than 1 page) suggesting changes and explaining how you would adapt the interface and content for a Russian-speaking audience.

Task 3: Advertising Localization

1. **Choose an Advertising Material:**

Select an advertisement (video or banner) in English for a global product, such as a car, engineering or electronics.

Example: an advertising banner for an international fast-food chain or an ad for a new smartphone.

2. **Advertising Analysis:**

Analyze the chosen advertisement and imagine this product needs to be marketed in the Russian market. Answer the following questions:

- Which elements of the advertisement (words, images, sounds) need to be adapted for a Russian-speaking audience? (e.g., language usage, symbols, emotions)
- How would you adapt slogans so they sound natural for Russian-speaking consumers?
- Are there any elements in the advertisement that could lead to misunderstandings or negative perception among Russian-speaking consumers? (e.g., phrases, symbols, or images that could be perceived differently in various cultures)

3. **Expected Outcome:**

Write a brief report (no more than 1 page) suggesting changes in the advertisement and justifying why these changes are important for effective localization in the Russian market.

Submission Format:

A written report (no more than 3 pages). Include analysis, recommendations, and examples for each task. Your conclusions should be clear and based on real examples and cultural differences.

Evaluation Criteria:

- Accuracy of the analysis.
- Justification for the chosen changes and adaptations.
- Consideration of cultural aspects.
- Clarity and logical structure of the writing.