

Machine Translation and Technicalities of Website Localization

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Abstract

Machine translation tools are widely used by companies. The tools are on an increasing demand. Translators need to equip themselves with the knowledge and the mastering of these tools. This study explores two machine translation tools involved in website localization. These tools are Alchemy Catalyst and Trados Tageditor. The study adopts an evaluative methodology to shed light on the intricacies and technicalities of these two localization tools. It discusses some of the cultural issues that localizers come across in the process of localization. In addition, it delves into the technical issues, mainly focusing on localizing into Arabic with a special focus on string, text, lexis, and orthography. The study concludes that the process of localization requires teamwork and involvement of computer engineers, and both localization tools are valuable in achieving a localization task.

Keywords: Alchemy Catalyst, Arabic, localization, machine translation, Trados

Cites as: Ethelb, H. (2019). Machine Translation and Technicalities of Website Localization. *Arab World English Journal for Translation & Literary Studies*, 3 (3) 107- 112.
DOI: <http://dx.doi.org/10.24093/awejtls/vol3no3.7>