

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF TRANSLATION AND
INTERPRETING COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
IMT430	Localization	Elective	5	-	17.09.2025
Instructor of the Course & E-Mail Address	Asst. Prof. Dr. Burcu TÜRKMEN & burcuturkmen@aybu.edu.tr				
Office Hours & Office Room	Monday, 16.00-18.00 / Tuesday, 16.00-18.00 & A137				
Course Content and Objectives	The aim of this course is to teach the basic principles of localization, the relationship between translation and localization, the various file formats used in localization, and the translation tools employed in the process.				
Textbook(s)	<p>Jiménez-Crespo, M. A. (2013). <i>Translation and web localization</i>. Routledge.</p> <p>O'Hagan, M., & Ashworth, D. (2002). <i>Translation-mediated communication in a digital world: Facing the challenges of globalization and localization</i>. Multilingual Matters.</p> <p>Williams, J. (2004). <i>The guide to translation and localization: Preparing for the global marketplace</i>. Lingo Systems.</p>				
Teaching Methods and Techniques	<ol style="list-style-type: none"> 1. Lecture 2. Role Play 3. Case Study and Practice 4. Problem Solving 				
Course Learning Outcomes	1	To be able to classify localization			
	2	To be able to classify and use translation tools employed in localization			
	3	To be able to define the active roles in the localization process (linguist, editor, proofreader, etc.)			
	4	To be able to carry out practices in different types of localization			
	5	To be able to explain the concept of localization and perform localization			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	PO1	To build competence in translation fields related to the source and target languages and to transfer this competence to the translation process.			
	PO2	To acquire and enhance general knowledge, knowledge of subject areas and other disciplines and transfer them to the translation process			
	PO3	To build competence in translation fields related to source and target language and to transfer this competence to the translation process.			
	PO4	To access and use research resources and information technologies in an economical way to make decisions appropriate to the text type and context; and to plan and implement pre-editing and post-editing processes effectively in machine translation applications.			
PO6	To be able to critically and analytically examine the relations between source and target texts in the field of translation.				
Contribution of the Course to Field Instruction	The aim of this course is to provide students with both theoretical and practical training in the field of localization, which is highly demanded in the translation market, thereby equipping them with the necessary knowledge and skills to meet sectoral needs.				

Topics Covered in the Course	1. Week	Introduction to localization	
	2. Week	What is localization? What are the fundamentals of localization?	
	3. Week	What are the components of localization?	
	4. Week	What are the differences between localization and translation?	
	5. Week	What are the types of localization?	
	6. Week	How is the localization workflow carried out? (Exams are conducted with examples)	
	7. Week	What are the technological tools and software used in localization?	
	8. Week	What are the different roles undertaken in localization projects?	
	9. Week	Midterm Week	
	10. Week	Working on and practicing with examples of commercial film localization	
	11. Week	Working on and practicing with examples of commercial film localization (continued)	
	12. Week	Working on and practicing with examples of cinema and video film localization	
	13. Week	Working on and practicing with examples of game localization	
	14. Week	Working on and practicing with examples of mobile application localization	
	15. Week	Working on and practicing with examples of mobile application localization (continued)	
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	%40
	Quizzes		%
	Assignments		%
	Attendance		%
	Practice		%
	Project		%
	Final examination	1	%60
	Total	2	100%
Disability Policy	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>		