

ABSTRACT

Title: Localization as a Translation Problem

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The research interest in some mechanisms of localization processes from the point of view of translation studies makes the work extremely relevant nowadays. However, the insufficiency of the topic's research in the academic literature challenges the study area. The rapid industry development and the emergence of new factors that change the localization processes and the localizer's work paradigm set a new vector of development and require a more in-depth study of the topic. These new factors contribute to the formation of fundamentally different translation strategies which shall be studied. Therefore, **the purpose of the research** is to study the localization process as a translation problem.

The research objectives:

1. To analyze the theoretical research background of the localization phenomenon;
2. To identify and describe the main stages of the localization process;
3. To define the "localization" concept;
4. To consider the classification and structure of products which can be localized;
5. To identify the main difficulties which a translator faces in the localization process;
6. To identify the correspondence between "localization" and "translation" concepts;

7. To identify translation transformations used in localization.

The **theoretical significance** of the thesis is to deepen understanding of the concept of localization processes and translation strategies. The developed classification, selection and description of the main localization processes contribute to a deeper understanding of the mechanisms of the localization process.

The **practical significance** is to use the results in theoretical and practical courses on localization. Students, graduate students and postgraduates can use the results to write their term and graduation theses on the related topics.

The results contribute to a better understanding of localization processes in terms of translation studies, their features, difficulties experienced in the process, and how such processes affect the translator's work paradigm. The theoretical and practical results of this study are implemented into the educational process of the Institute of Translatology and Multilanguage Studies in the course “Information Technologies in Translation”.

Recommendations: The theoretical and practical results of this study can be used by students, graduate students and postgraduates of translation faculties, as well as by linguists interested in this topic.