

## Writing for a Global Audience (Tier 1)

0.5 Days

### Description

You are a content developer with a project to localize content into other languages. You have already written the text, or you are planning to write it, and you want to have the content localized as cost effectively as possible. You need to identify and eliminate cultural language patterns from your source content, so that you can effectively and efficiently localize the content. In this course, you will prepare content for localization.

### Prerequisites

- None

### Objectives

- ✓ Create a localization strategy, analyze content to identify problem areas, and write content suitable to be localized.

### Preparing Content for Localization

#### ***Prepare to Localize Content***

Localization  
Translation  
Translation Memory  
Scope Localization  
CAT Localization Factors  
How to Prepare for Localization

#### ***Identify Cultural Language Patterns***

Idioms  
Figurative Language  
Slang  
Jargon  
Sayings and Proverbs  
How to Identify Cultural Language Patterns

### ***Write for Localization***

Collaboration with Localization Vendors  
Procedural-Based Writing  
Consistency of Terminology  
Decision-Based and Conceptual Writing  
Scenario-Based Writing  
Problems with Ambiguity  
Problems with Complex Syntax  
Graphic Issues in Localization  
Common Grammar Issues  
How to Write for Localization