



Website Translation Strategies: From a Comparative Approach

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Advances in information technology have changed the nature and practice of communication and thus, translation, because they allow information to be analyzed, stored and transmitted in digital codes and shown on multimedia displays. Website translation is perhaps the one that receives the most direct impact, because it is generated and supported by information technology.

Website translation is different from other types of translation practice mainly due to its multimodal resources, virtual environment and glocal concerns. This paper will consider what is new about website translation, and what the strategies are to deal with new issues of website translation. In other words, this paper will look into how the translator interprets and make meanings via multimodal resources in a virtual environment to accommodate glocal purposes.

Translation versions cross Taiwan Strait of the website of the same global company provides useful examples for analyzing translation strategies, because these versions uses the same linguistic resource but with different glocal concerns. This means, we can exclude the factors that caused by linguistic gaps in website translation as in other types of translation and concentrate on the new resources that are available in website translation and the strategies to deal with them. By comparing the Taiwan, Hong Kong and China websites of the same international company, this paper thus attempts to show the differences of these websites and the different translation strategies. This paper aims at identifying features in the strategies and exploring both the potential and limitations of website translation.