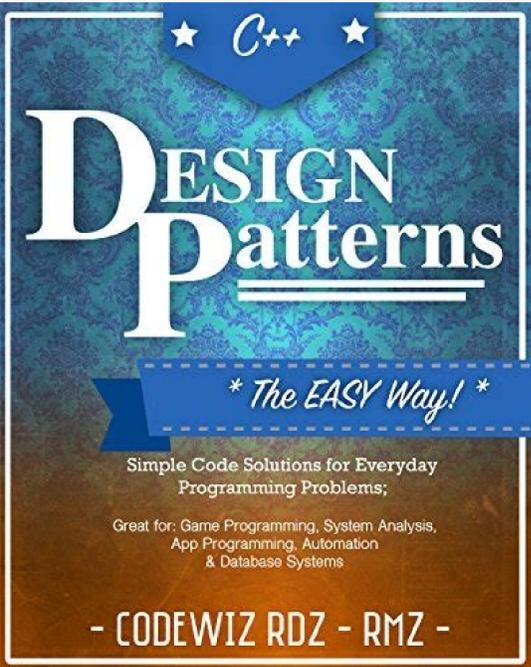
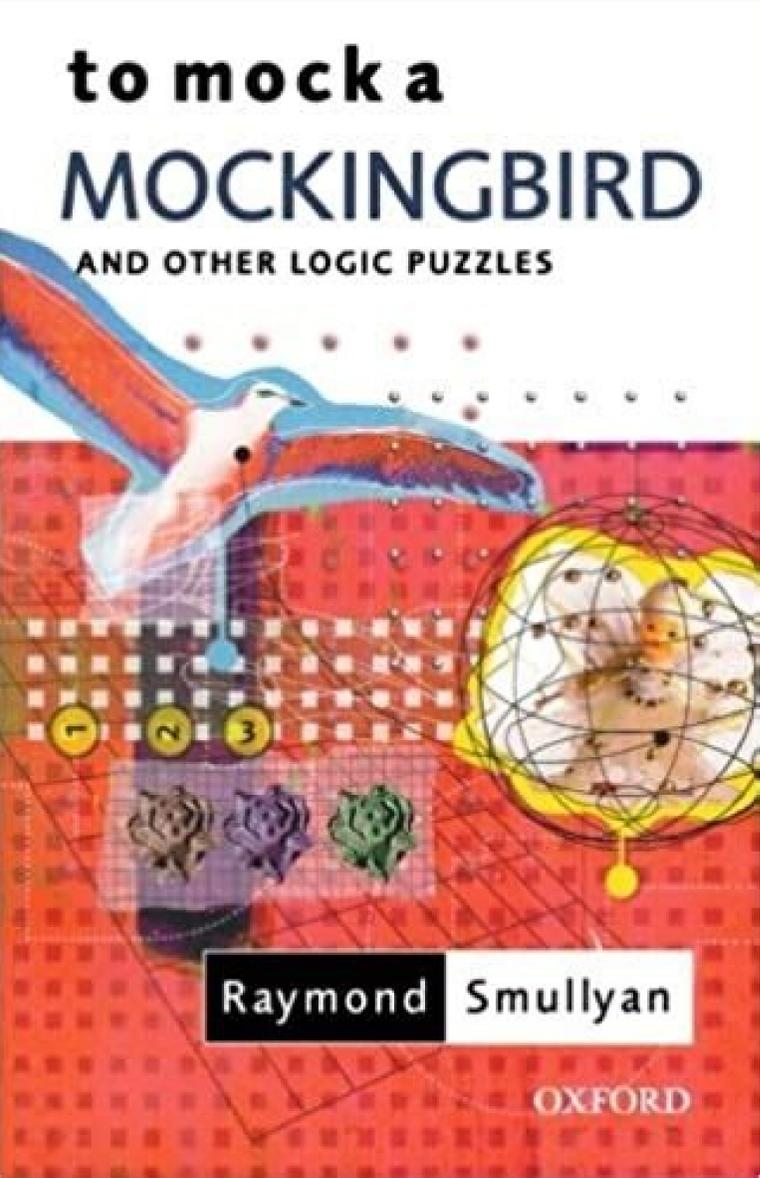
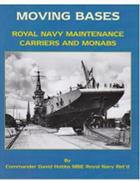


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JASON SCOTTS

I do not like to read novels that have a lot of non-American colloquial phrases unless I knew in advance to expect that (e.g., a novel about royalty). I realized immediately what he was trying to do. MORE FROM QUESTIONSANSWERED.NET Heidi Thorne is a self-publishing advocate and author of nonfiction books, eBooks, and audiobooks. Glad you understand its value. These "YouTubers" select a book, present information about it, provide insights, highlight reviews about it, and summarize its plot. The purpose of these websites and blogs is to present an informal setting for people to enjoy books without feeling the pressure of making a purchase. Some of these services provide audio, PDF, and infographics of the books. Some of the key issues addressed include word usage, unique spellings, idioms, colloquialisms, clichés, and syntax that are unique to the audience. With more businesses doing business globally thanks to the Internet, this can be a critical function. Ideally, localization edits should be done by a native speaker from the target region or audience. Localization and Cultural Awareness When I interviewed for a teaching job to provide computer training to students for whom English was a second language, I was asked to do a classroom demo. My "students" in the demo were school administrators. However, the investment in this effort needs to be weighed against potential sales. What Is Localization? Localization is reviewing and editing communications (text, audio, video) to make sure they follow the language standards and idiosyncrasies of the intended audience. Thanks for stopping by and have a great day! Heidi Thorne (author) from Chicago Area on February 01, 2018: Bill, true, even within our own melting pot type neighborhoods it's a challenge to be understood! But as long as we have an open mind, we'll get along. But the selection of words and the way they were conveyed makes it awkward and laughable, though it is technically correct in English. To avoid being misunderstood, authors wishing to reach foreign audiences should consider hiring an editor for what's called localization. Thanks for chiming in and have a great day! Linda Crampton from British Columbia, Canada on January 30, 2018: This is good information to think about. That's not very nice but I don't want to always work hard to understand what the heck people are trying to say. Louise Powles from Norfolk, England on January 30, 2018: That's interesting to know. If that's not enough, some of these book apps and subscription services also offer links to videos, reports and TED talks for the books, as well. One day you'll have time to turn your ideas into reality. I appreciate you stopping by in spite of your schedule. :) I think for communications that will stay within the area (such as news shows), it's probably not that much of an issue. Some of the bloggers and website owners also provide video and audio summaries, as well. Subscription Services and Book Apps It's possible to find chapter summaries of books available through subscription services, as well as book apps. I have a hard enough time understanding my neighbor when he talks. So even though it's all English, there could still be occasions for misunderstanding. When publishing on Amazon's Kindle Direct Publishing (KDP), authors automatically, and usually unintentionally, expand their reach to a global audience. So much is lost in translation. Anyone with a Kindle device can read any book offered in the Kindle store. While this offers more opportunities for Kindle authors to earn more royalties and build an international fan base, it does present the dilemma of what language and/or variant of it to use in the eBook. Though I do get some international sales, what I've found is that most of my Kindle sales come from Amazon.com to buyers in my home country of the United States. Some of these channels follow a specific niche topic while others are about books in general. Research or Special Interest Book Summary Websites For those who need a summary of a book that covers a research or special interest topic, there are dozens of book summary websites focusing specifically on this. Let us know when you do publish some eBooks! Thanks for stopping by and have a great day! Heidi Thorne (author) from Chicago Area on February 01, 2018: Flourish, I have a few other examples of how this can go so wrong, but they were a little too risqué for public posting. :) Mary Norton from Ontario, Canada on January 30, 2018: We do experience this in spoken language when we work in other countries. Content is for informational or entertainment purposes only and does not substitute for personal counsel or professional advice in business, financial, legal, or technical matters. © 2018 Heidi Thorne Heidi Thorne (author) from Chicago Area on February 05, 2018: Larry, thanks for the kind comment. He was testing me to see how I could interpret an idiom in a culturally appropriate way for my audience. In some cases, localization may include de-culturing what you say so that you are understood and so that you don't offend your audience. It's All English? I've reviewed book manuscripts from the United Kingdom and Australia. One student blurted out that, in his country, monkeys are sacred and asked what I meant by monkey around? Because everyone is pressed for time, the need to look up the summary of this book or that one is sometimes a priority. For example, they may need a summary of Robert's rules or a simple summary of Macbeth to help them write a research paper, and a book summary website will help them achieve that goal. Many of them would include statements similar to the one noted above, which would always cause me to chuckle. I knew that they were trying to tell me that they wanted to help me serve my clients' promotional needs. Might not even need any edits! But you'd probably want to look at it more closely if you were looking for more of a UK or AUS following. In one part of the lesson, I told the students not to "monkey around" with certain functions until they were more experienced with the program. These book summary sites contain information about the author, release date, characters, plot, and then move on to the summaries, like a short summary of Othello, for example. Follow these guidelines to learn where to find book summaries online. Websites and Blogs Many websites and blogs offer summaries of chapters in books for free to their readers. One day... Though I haven't created any eBooks yet, I may do so, so I appreciate all your advice. Flourish Anyway from USA on January 30, 2018: What an outstanding article and topic. If that's not enough, some of these book apps and subscription services also provide links to videos, reports and TED talks for the books, as well. YouTube Channels Offering Book Summaries If you would rather not read a summary of books, there are many YouTube channels offering book summaries online. When I was in the promotional products business, I would be contacted via email by a lot of foreign manufacturers. Regardless of whether Amazon's algorithms or my promotions are drawing more American readers to my Kindle books, I encourage authors to initially concentrate on localization for their home country and primary fan base. However, if strong sales are being anticipated or desired from outside one's home audience, an investment in a localization edit should be considered. For example, because I write nonfiction books on business and self-publishing that are geared for American audiences, I really don't worry about localizing my books for the stray international Kindle sales I get. It completely changed what the author was trying to convey. Like the monkey example, there also are idioms and colloquialisms that can be unique to each region. There's not enough income from these foreign markets to justify the expense or effort. That being said, increasing your awareness of cultural differences can be valuable. She is a former trade newspaper editor. Learn more about localization and its benefits for authors. Heidi Thorne (author) via Canva "We can make you happy products for your client's pleasure." Huh? But it can also be done for variants of the same base language, e.g., British English to American English. Nuances are often lost when you make your sentences as simple as a noun and verb. I've never heard of localization before, but I understand this is a very necessary role when editing communications. Bill Holland from Olympia, WA on January 30, 2018: I had no idea what this was about when I saw the title. Thank you for your support and have a great week! Larry Rankin from Oklahoma on February 05, 2018: Always helpful. Just wish I had more time to put your good ideas to work for me. Heidi Thorne (author) from Chicago Area on February 01, 2018: Linda, being in Canada, localizing your eBooks would probably not be that big of a deal for US audiences. I have to admit that sometimes I had to look up word usages to understand what the author was trying to convey. Thanks for chiming in and have a great day! Heidi Thorne (author) from Chicago Area on February 01, 2018: Louise, I think as we become more of a global society, we will see more emphasis on these issues in the future. Therefore, a wide variety of sites are available containing them. But for novels and other works that could have a wider audience, it's much more critical as you note. While you may not find a short summary of Hamlet, you will see religious book summaries, book summaries for health-related topics, or topics for business-related books. Students Searching for Book Summaries Students are constantly on the lookout for book summaries for research purposes, as well as for books they need to read for classes. The monkeying around example and alternate spellings are good examples. It makes me feel tricked. I don't know whether this is due to an Amazon search algorithm for placement of my books, or because I primarily promote to my American audience. Thanks for stopping by and have a great day! Heidi Thorne (author) from Chicago Area on February 01, 2018: Mary, indeed, so much can be lost in translation! And sometimes it's so subtle, we barely recognize it. You have enough going on in your world. Understanding an English-speaking editor from Dubai would be a challenge. It is very difficult when reporting in English and English is not the first or even the second language of the people you are communicating with. Makes perfect sense now, and I completely agree. It will help you avoid relying on your own local language quirks when writing and create a more culturally neutral work. This article is accurate and true to the best of the author's knowledge. An English manuscript from outside the U.S. that I reviewed included references to metric measurements but didn't indicate it was in metric. It's irritating to be surprised in this way (bloody this and bloody that) and have to figure out what they're saying. Some present notes, reflections, and reviews that their readers can comment on, discuss, or reflect on. The purpose of this review is to make sure the communication will not offend or be misunderstood. Localization is primarily done for communications going to an audience that speaks a different language, e.g., a brochure translated from Mandarin Chinese into English that will be distributed to people who speak American English. While it is all English, there are differences among the written and spoken versions of it in the United States, United Kingdom, Australia, and Canada. Spelling is one of the more visible differences among the regional versions of English, e.g., color in the USA versus colour in the UK. One other thing that varies is numbering systems: Metric (meters, centimeters, liters, etc.) versus imperial (feet, inches, quarts, etc.).

Media and Society is an established textbook, popular worldwide for its insightful and accessible essays from leading international academics on the most pertinent issues in the media field today. With this updated edition, David Hesmondhalgh joins ESILM 602(II): Objective Upon successful completion of the course, students should be able to: acquire general leadership knowledge and adopt different research practices in exploring a specific body of knowledge; measure and evaluate self and other leadership attributes and critically reflect on these; apply leadership theory to practical real-world projects in places of ... 27/10/2017 · The quality of communication in interactions between nurses and patients has a major influence on patient outcomes. This influence can play a very important role in areas such as patient health, education and adherence. Good communication plays an important role in the organization's effective functioning [7, 8, 9]. A nurse must therefore ... In the eleventh book in the multimillion-selling Killing series, Bill O'Reilly and Martin Dugard reveal the startling, dramatic story of the global war against terrorists. In Killing The Killers, #1 bestselling authors Bill O'Reilly and Martin Dugard take readers deep inside the global war on terror, which began more than twenty years ago on September 11, 2001.

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