




## The Position of Localization Literature (1998-2024) in Türkiye Türkiye’de Yerelleştirme Literatürünün Konumu (1998-2024)

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### ABSTRACT

Localization is a (sub-)field within Translation Studies via the efforts of agents of localization who invest their capital and time in specializing within localization. This study aims to evaluate the development, position and significance of localization as a (sub-)field within Translation Studies in Türkiye. The research encompasses academic contributions from translation scholars, students, and other related disciplines, focusing on the evolution of localization literature since the 1990s. Methodologically, authors employ both quantitative and qualitative approaches, grounded in socio-cultural approaches and its notions like Bourdieusian translation sociology (agency) and Even-Zohar’s framework (culture planning) analyze the role of localization agents in enhancing cultural production and establishing a Turkish localization academic repertoire, namely, Turkish localization literature. Key findings indicate that Turkish localization literature has grown significantly since 2010s, with 125 studies identified, across various academic levels, with a notable emphasis on the interdisciplinary nature of localization, linking it to other interdisciplinary fields like Media Studies and Marketing. A significant portion of the literature focuses on various localization types and modes, including Video Game Localization, Website Localization, and Software Localization, showcasing diverse applications of localization practices in an academic discourse. Authors conclude that localization also serves as a critical tool for cultural planning and cultural advancement in Türkiye.

**Keywords:** Agency in Localization, Culture Planning, Localization, Localization Literature, Localization Repertoire

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## ÖZ

Yerelleştirme, yerelleştirme alanında uzmanlaşmak için sermaye ve zaman harcayan yerelleştirme eyleyenlerinin çabalarıyla Çeviribilim içinde güncelliğini koruyan bir (alt-)alandır. Bu çalışma, Türkiye’de yerelleştirmenin Çeviribilim içinde bir alt alan olarak gelişimini, konumunu ve önemini değerlendirmeyi amaçlamaktadır. Araştırma, Çeviribilim akademisyenleri, öğrencileri ve diğer ilgili disiplinlerden akademik katkıları kapsamakta ve 1990’lardan bu yana yerelleştirme literatürünün gelişimine odaklanmaktadır. Yazarlar, yönetsel olarak, Bourdieucu çeviri sosyolojisi (eyleyenlik) ve Even-Zohar’ın kültürel çerçevesi (kültür planlaması) gibi sosyo-kültürel yaklaşımlara dayanan nicel ve nitel odaklı yaklaşımları harmanlayarak yerelleştirme eyleyenlerinin kültürel üretim faaliyetlerini geliştirmedeki ve Türk yerelleştirme akademik repertuarını, yani Türk yerelleştirme literatürünü oluşturmadaki rolünü eyleyen odaklı bir perspektiften analiz etmektedir. Temel bulgular, 2010’lardan bu yana Türk yerelleştirme literatürünün önemli ölçüde büyüdüğünü, çeşitli akademik düzeyde yürütülen 125 çalışmanın tespit edildiğini, yerelleştirmenin disiplinler arası doğasına dikkat çekildiğini ve Medya Çalışmaları ve Pazarlama gibi diğer disiplinler arası alanlarla ilişkilendirildiğini göstermektedir. Literatürün önemli bir kısmı, Video Oyunu Yerelleştirmesi, Web Sitesi Yerelleştirmesi ve Yazılım Yerelleştirmesi gibi çeşitli yerelleştirme türlerine ve modlarına odaklanmakta ve yerelleştirme uygulamalarının akademik söylemdeki çeşitli uygulamalarının ortaya konduğunu göstermektedir. Yazarlar, yerelleştirmenin Türkiye’de kültürel planlama ve kültürel ilerleme için kritik bir araç olarak hizmet ettiği sonucuna varmaktadır.

**Anahtar Kelimeler:** Yerelleştirmede Eyleyenlik, Kültür Planlaması, Yerelleştirme, Yerelleştirme Literatürü, Yerelleştirme Repertuarı

## 1. Introduction

### 1.1. Socio-Economic Position of Localization and Localization Practices: Global Level

In 2003, the value of the *GILT*<sup>1</sup> industry (esp. localization industry) was between 3.7 billion and 5 billion USD (Fry 2003, cited in Pym 2004: XV). In 2020, the value of the localization industry was 39.37 billion USD (Verified Market Research, 2020). Comparatively, in 2022, the revenue of the glocalization<sup>2</sup> industry was estimated to accelerate by 5 billion USD, reaching approximately 56.18 billion USD (OneSky), since it was thought that from 2021 to 2026, glocalization industry will accelerate at a compound annual growth rate (CAGR) of 5.3% (OneSky). Similarly, El Turco’s statistic also indicated that the market value of the global localization industry was 43.62 billion USD (El Turco Jan 2023) in 2023, and by 2025, it will likely reach 48.96 billion USD at 4.2% CAGR (El Turco Jan 2023)<sup>3</sup>. Likewise, Allied Market Research Report demonstrates that solely market size of software localization was 5.9 billion USD, expecting it will reach 15.6 billion USD with 10.6% CAGR by 2032 (PR Newswire, Jul 10, 2023). According to a report entitled *The Post-Localization Era* (Lommel and DePalma, Sep 25, 2023; CSA Research Oct 11 2023), 2023 was the “peak year” (Figure 2- Service Boundaries Blur; Lommel and DePalma, Sep 25 2023) in terms of localization practices growing at a CAGR of 2.07% from 2021 to 2028 (Verified Market Research, 2020).

Contrasting with the data of CSA Research’s industry analysis (CSA Research, Oct 11 2023), the revenues of GILT actions has declined from 52.01 billion USD to 51.85 billion USD in the period of 2022-2023 (Lommel and DePalma, Sep 25 2023) due to the increasing amounts of Machine Translation (MT) services and other automation services such as Artificial Intelligence (AI) integrations with the 45% to meet the rising demand for digitalization to process multimodal volumes of data for multiple device types, calling for *post-localization era* (Figure 1- Service Boundaries Blur in the Post-Localization Era). The Post-Localization Era illustrates that 2022-2023 recession caused slowdowns, layoffs to apply digitalized strategies besides improved NLP Quality in neural MT<sup>4</sup>, and advances in Neural Information Processing Systems regarding the evolution of language models into a transformer structure as it describes the transformer architecture in LLMs which shape MT ecosystem (Vaswani et al., 2017), creating “Price competition is listed as a major challenge by 52% of Language Service Providers (LSPs)” (CSA Research, Oct 11 2023) in localization practices starting at 2023. Thus, markets failed to expand their borders due to the shifts in unit prices, and the competitive prices of automation-related actions reduced revenues critically. Still, it is expected that by

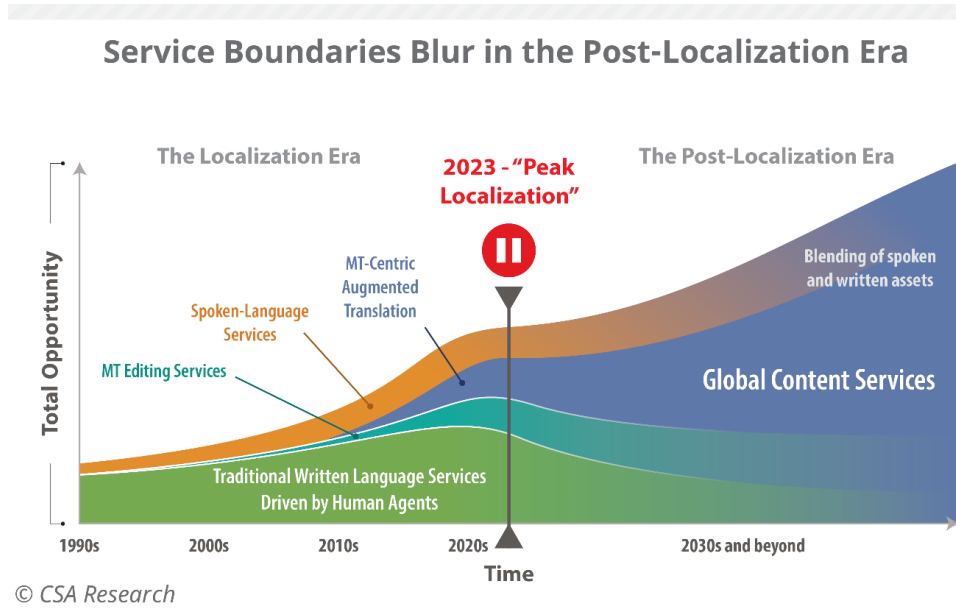
<sup>1</sup> Globalization, Internationalization, Localization, Translation.

<sup>2</sup> An acronym that defines and prioritizes the simultaneous execution of globalization and localization activities, giving equal weight and equal proportion to both types of action. Likewise, Glocal is a qualifier used for subjects and situations that exhibit both global and local characteristics. For example, multinational companies such as Nike and Apple aim to accomplish their internationalization and globalization objectives through capturing local markets by recognizing the locality and taking appropriate actions (the cumulative of actions taken by paying attention to criteria such as pricing, marketing, branding, socio-cultural and socio-economic levels in accordance with local market conditions etc.). Therefore, it is aimed to achieve this without giving up the intended outcomes of globalization and their own brand identities, brand values and policies, but without making the local feel these mentioned points at all/too much, and to create “narratives” in a way that the local will find a piece of itself and attract the local to itself.

<sup>3</sup> For further data and statistics regarding localization industry revenue at the global level, see also Market Growth Reports’ Market Research Report named *2022-2029 Global Localization Software Professional Market Research Report, Analysis from Perspective of Segmentation (Competitor Landscape, Type, Application, and Geography)* at <https://www.marketgrowthreports.com/2022-2029-global-localization-software-professional-market-19719436>; and *Global Marketing Localization Service Industry Research Report, Growth Trends and Competitive Analysis 2022-2028* at <https://www.marketgrowthreports.com/global-market-22159333>. Access date: 11 Mar 2024.

<sup>4</sup> “Machine translation market, a significant part of localization, reached 1.5 billion USD by 2024.”

2027, the localization industry will reach an astounding value of USD 72.72 billion if enterprises can manage to follow burgeoning opportunities, impressive growth trajectories and pronounced shifts in the glocal business environment dynamics.



**Figure 1.** *Service Boundaries Blur in the Post-Localization Era (CSA Research; September, 25, 2023)*

## 1.2. Socio-Economic and Socio-Cultural Representation of Localization and Localization Practices: The Türkiye Level (Local Level)

For Türkiye, the first representation and the first environment in which localization was recognized quantitatively and qualitatively by a state/public body, and which pointed to taking action at the socio-economic level for the localization phenomenon, started with the definition of localization and the amount of investment it could receive in the articles of “Market Entry Support<sup>5</sup> (*Pazara Giriş Desteği*)” and “Supporting Market Entry - Software, Digital Game, Mobile Application and Digital Brokerage Platform Support (*Pazara Girişin Desteklenmesi – Yazılım, Dijital Oyun, Mobil Uygulama ve Dijital Aracılık Platformu Desteği*)” in the State Aids Guide (*Devlet Yardımları Rehberi*) prepared by the Ministry of Trade in 2017. In the State Aids Guides, which are updated and published every year, the amount of grants that localization activities can receive has also been updated according to the socio-economic conjuncture and global economic conjuncture to conduct service commerce activities (Global İlişkiler Forumu Çalışma Grubu Raporu, 2018: 97).

The fact that the State Aid Guides emphasize items such as offering a niche product category, accurate pricing, reliable and versatile logistics solutions, sustainable supply chain, innovative digital marketing, localization in sales channels, an e-commerce infrastructure that will adapt to new technologies in a short time, and the establishment of an expert staff as a condition for receiving investment proves that the field and practices of localization have gained visibility Venuti, 1995) and momentum in Türkiye since 2017. In this regard, while it was possible to benefit from this support for a maximum of 3 years, with an annual limit of USD 200,000 and a 50% support rate between 2017 and 2022 (Orta Anadolu Kalkınma Ajansı- ORAN Teşvik ve Destekler Rehberi, November 2017: 47; Türkiye Cumhuriyeti Ticaret Bakanlığı Devlet Yardımları Rehberi, May 2019: 66-70; Türkiye Cumhuriyeti Ticaret Bakanlığı Devlet Yardımları Rehberi, January 2022: 83-87; TÜBİSAD, 2022: 60), the guides prepared for 2023 and 2024 states that this period can be extended to 5 years with an annual limit of USD 250,000 and a 60% support rate (Türkiye Cumhuriyeti Ticaret Bakanlığı Devlet Yardımları Rehberi, July 2023: 128-132; Türkiye Cumhuriyeti Ticaret Bakanlığı Devlet Yardımları Rehberi, February 2024: 93, 97), which is a very important indicator in terms of the representation of localization in Türkiye. While the term “yerelleştirme (lokalizasyon)” was used in the guides until 2023, the use of

<sup>5</sup> All translations are our own unless otherwise stated.

only the term "yerelleştirme" from 2023 onwards is significant in terms of linguistic and socio-cultural representation. Aligning with this, another indicator that should not be overlooked in terms of the representation of localization at the institutional and public level is the allocation of an entire section to “Localization” in the Translator Application Book for Communication and Media (*İletişim ve Medya Bağlamında Çevirmen Başvuru Kitabı*), which was prepared by the Republic of Türkiye Presidency of Communications in 2021.

From the above arguments, the GILT industry and localization field continue to gain *economic capital* (Bourdieu 2018:17, 24-25) besides Bourdieu’s other forms of capital- *social* (Bourdieu 2018:17-22), *cultural* (Bourdieu 2018:17-20), and *symbolic capitals* (Bourdieu 2018: 18-19) to create market value and market share in the glocalized arena at the glocal level. Furthermore, it can be inferred that the GILT, especially the localization industry, is one of the few industries that envisions unprecedented growth throughout recessions (Wordbank, 2022) yet requires that localization agents invest in forms of capital (in terms of technological factors, socio-economic factors and socio-cultural & socio-political factors) and micro-specializations to obtain market share locally and globally.

## 2. Agency in Localization; Limitations of the Study

Another point worth mentioning is the role of the agency in localization. According to Bourdieu and the Bourdieusian sociology of translation, agents are regarded as “source of actions directly or indirectly contribute to the field by acquiring (and utilizing) their accumulated capitals, regardless of agents’ level of agency formality like institutional and individual agents through the circulation occurring within the field thanks to their habitus” (Bourdieu 1977; 1983; 1984; 1990; 1993; 1999; Bourdieu and Wacquant, 2021). Different types of agents in the localization field can be examined under two main groups: individual or institutional agents of localization. These agents may be directly positioned in the localization field or indirectly contribute to it even though they are not directly positioned in the localization. However, regardless of whether they contribute directly or indirectly, it is essential to emphasize that each actor contributes to the literature on the study of localization with their works/studies.

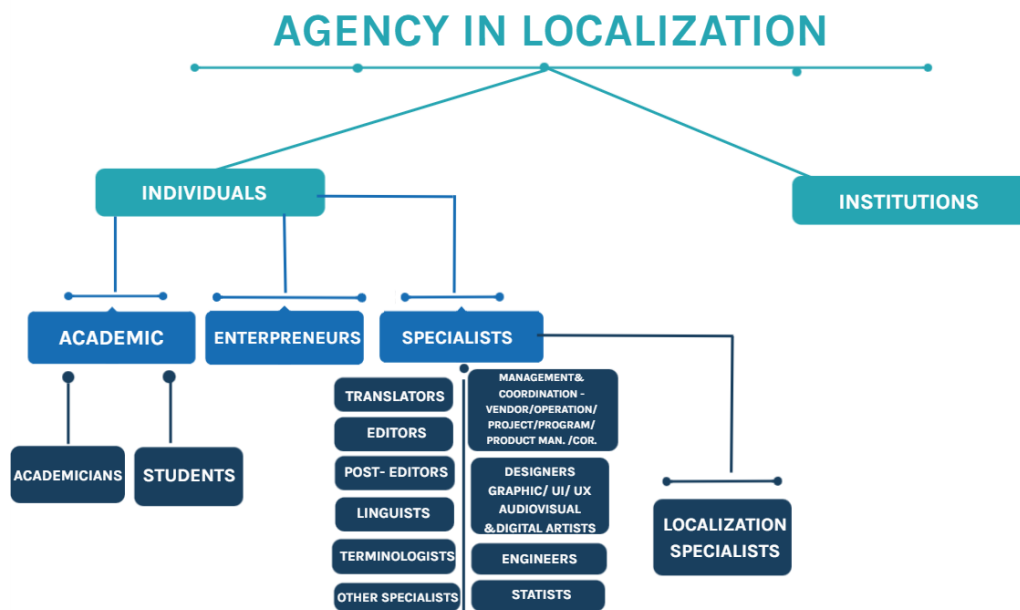
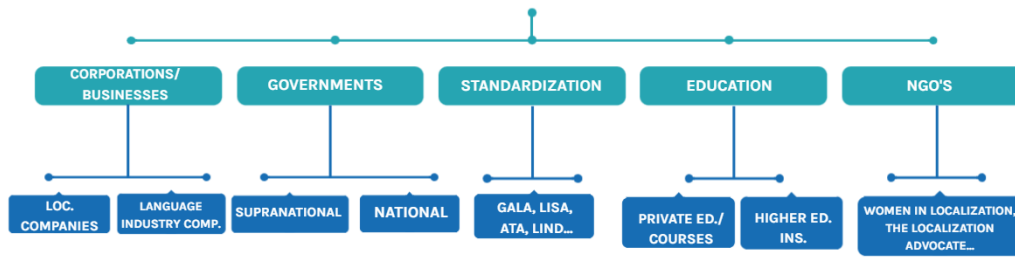


Figure 2. Agency in Localization: Individuals<sup>6</sup>

<sup>6</sup> “All figures, tables and charts in the article are produced by the authors, unless stated otherwise”

## AGENCY IN LOCALIZATION- INSTITUTIONS



**Figure 3.** Agency in Localization- Institutions

In Türkiye, localization literature has started to form with the efforts of individual and institutional level agents. This study evaluates the works/studies of translation scholars, translation students at undergraduate and graduate levels, and other researchers within Translation Studies (TS) or similar disciplines. In this regard, dissertations, papers, proceedings, books, and book chapters on the localization field<sup>7</sup> are included in the scope of this study. The dissertations section is structured under two sub-headings (Dissertations Formed Within TS Departments; Dissertations Formed Within Other Disciplines); nevertheless, such a structure is not applied in other sections. The objectives of the limitation made here are as follows: It has been observed that the data belonging to other sections are not used in the sense that the localization concept is used in TS or close to that sense. Instead, it favors industrial usage while disregarding the cultural aspect. Second, since the presentations are primarily delivered orally, it is challenging to determine whether the concept of localization employed in the abstracts/titles is used in the same or similar sense in TS. Therefore, the scope of all sections except the dissertation section is limited to TS. Another limitation of the study is the space limitation of the paper.

Consequently, non-academic localization *repertoire-making*<sup>8</sup> (Even-Zohar 2000; 2002) initiatives are excluded. Nevertheless, the authors are aware of appreciative of the efforts of non-academic agents in making and *maintaining* (Even-Zohar 2002) the Turkish localization literature besides the localization repertoire. For the analysis and evaluation method, quantitative and qualitative methods were utilized. Aligning with these abovementioned points, the conceptual framework comprises the Bourdieusian sociology of translation concepts and an agent-oriented approach that is supported by Even-Zohar's methodology of culture planning.

### 3. Aim and Methodology

#### 3.1. Aim

The primary aim of this study is to evaluate the position and development of the localization literature in Türkiye from 1998 to 2024, focusing on its significance within Translation Studies. This research seeks to explore how localization has evolved as a (sub-)field, examining the contributions of translation scholars, students, and researchers from related disciplines. By investigating the role of localization agents in establishing culture-specific foundations for the Turkish localization repertoire, this study aims to highlight the interdisciplinary nature of localization and its potential for cultural production and advancement within Türkiye.

#### 3.2. Methodology

This study employs a mixed-methods approach since it investigates various variables, integrating both quantitative and qualitative methodologies. The conceptual framework is grounded in the notion of “agency” in Bourdieusian sociology (Bourdieu, 1977; 1983; 1984; 1990; 1993; Bourdieu and Wacquant, 2021) and Even-Zohar's approaches of “culture planning” and “repertoire making” (1990a; 1990b; 1997; 2000; 2002; 2008), which provides insights into the

<sup>7</sup> A distinction appears between the localization repertoire and the localization literature: the localization repertoire contains academic, non-academic, and industrial studies that are produced in localization, whereas the localization literature contains studies that are conducted at the academic level. In this regard, the localization literature is positioned under the wider umbrella of the localization repertoire. Therefore, from now on, the concepts of localization literature and localization bibliography will be used interchangeably.

<sup>8</sup> Even-Zohar uses the terms “*repertoire-making*” and “*culture planning*” in large-scale cases like radical reforms and the creation of new units as in the cases of “Germany (by unification of various other units, 1870), Italy (same, 1860), Norway (by secession, 1905), Yugoslavia (same, 1918), Israel (by partition, 1948). (Even-Zohar 2002, 46). As the conjunctures of their times forced these lands to change and adapt to new conditions, the digital revolution also pushes many different fields to change and adapt themselves to these new conditions and demands. If we take the Translation Studies field as a micro-community, what Even-Zohar observes at a large scale also applies at a smaller scale. Hence, this study applies Even-Zohar's theory at a much smaller scale to the field of Translation Studies.

dynamics of agency within localization practices. Data collection involves a comprehensive review of academic works, including dissertations, papers, conference proceedings, books, book chapters, book reviews, and other digital works related to localization. The analysis categorizes these works into various types and modes of localization, focusing on their contributions to Translation Studies and other relevant fields. Dissertations are specifically examined under two categories: those formed within Translation Studies departments and those from other disciplines. This structured approach allows for an in-depth understanding of how the localization literature has developed and the essential role played by localization agents in advancing this field.

The majority of the corpus of the study was drawn from the addresses of Higher Education Academic Search (YÖKAKADEMİK (<https://akademik.yok.gov.tr/AkademikArama/>), Google Scholar (<https://scholar.google.com/?oi=gsb00&lookup=0&hl=en>), Research Rabbit (<https://www.researchrabbit.ai/>); Connected Papers (<https://www.connectedpapers.com/>); and National Thesis Center (YÖKTEZ <https://tez.yok.gov.tr/UlusalTezMerkezi/>) where academic studies such as books, articles, papers, projects, etc. were included.

The following sets of concepts and phrases were used during the corpus construction period: “yerelleştirme”, “yerlileştirme”, “yerelleşme”, “lokalizasyon”, “localization”, “localisation”, “globalization”, “globalisation”, “internationalization”, “internationalisation”, “localization theory”, “localisation theory”, “localization paradigm”, “localisation paradigm”, “game localization”, “game localisation”, “video game localization”, “video game localisation”, “media localization”, “media localisation”, “multimedia localization”, “multimedia localisation”, “web localization”, “web localisation”, “website localization”, “website localisation”, “app localization”, “app localisation”, “mobile app localization”, “mobile app localisation”, “small device localization”, “small device localisation”.

For dissertations and articles/papers, after reading the abstracts containing these concepts, the theses themselves were also read and added to this list after it was concluded that these concepts had the meaning used in translation studies and referred to the same phenomenon. In the last stage, especially in studies with more than one author, the same removing the papers that are identical to each other due to the multiple addition of the study to the platform. As a result of the elimination of the papers in the fields of science and engineering that are not related to the field of translation, the remaining 125 studies constituted the corpus.

Regarding data reliability, considerable bibliometric data regarding the papers in the corpus is available online. The incorrect ones have been corrected and the missing ones were included. During this procedure, conference/congress/symposium programs, abstract booklets, and full-text proceedings books, if available, were reviewed first, followed by the pages / resumes of other authors who attended the congresses in question to see if they included the activities in issue on their pages. When all of these procedures failed to provide enough information, the authors’ data entered into the system served as the foundation. taken. However, if the data are ambiguous, inconsistent, or imprecise, the relevant statement(s) are excluded in the evaluation, analysis, and data collection processes. Moreover, some of the corpus was created by taking notes of localization-related sessions/panels at conferences where the authors directly participated as speakers and/or listeners, as in the case of the BAIBU-ICASTIS Congress.

## 4. Studies Regarding the Localization Field in Türkiye

### 4.1. Localization Dissertations Formed in TS Departments<sup>9</sup>

**Table 1.** Localization Dissertations Formed in Translation Studies Departments

Author	Dissertation Year	Name of the Dissertation (Original/ Translation)	Dissertation Type	Department	Higher Education Institution	Category
Dilruba Temuçin	2024	An analysis of capitals, investments, and conversions in localisation from the perspective of the Sociology of Translation	Masters	English Translation and Interpretation	Dokuz Eylül University	Localization (Loc.) Sociology; Position of Loc.; Agency in Loc.
Ömer Faruk Şahin	2024	A comparative analysis of video game localization: The Last of Us series	Masters	English Translation and Interpretation	Hacettepe University	Video Game Localization (VGL); Linguistic issues/translation strategies in Loc.;
Mert Erda	2023	Context and genre in video game localization	Masters	English Translation and Interpretation	Dokuz Eylül University	VGL; Loc. Typology
Mehmet Eren Sönmez <sup>10</sup>	2023	The rise of multimodality: Applying translation criticism to video games	Masters	Translation and Interpretation Studies	Bogaziçi University	Multimodality; Loc. Concept; Loc. Phenomena; VGL; Translation Criticism
Çağla Gurbet Erol	2023	Game types and differences in the context of game localization in translation studies <sup>[1]</sup>	Masters	Translation Studies	Sakarya University	VGL; Loc. Typology; Position of Loc.
Hulusi Alp Sirkintı	2022	Machine translation post-editing in video game localization <sup>[2]</sup>	Masters	Translation and Interpreting Studies (English)	Istanbul 29 Mayıs University	Technologies in Localization; VGL; Linguistic issues/translation strategies in Loc.;
Nur Şadan Soyuyğit	2021	Game Localization in Video Game Industry	Undergraduate	Translation and Interpreting Studies (English)	Istanbul 29 Mayıs University	VGL; Position of Loc.
Semih Sarıgül	2020	Turkish translation in the Steam translation server: Two case studies on video game localisation	PhD	Translation Studies	Bogazici University	VGL
Gamzenur Cangül	2020	The Place of Video Game Localization in Translation Studies	Undergraduate	Translation Studies	Istanbul 29 Mayıs University	Istanbul 29 Mayıs University
Deniz Gök-türk	2019	Analysis of the Game "Crysis 2" in the Context of Game Localization <sup>[3]</sup>	Undergraduate	Translation Studies/German Translation and Interpreting	Sakarya University <sup>[11]</sup>	VGL; Linguistic issues/translation strategies in Loc.
Selahattin Karagöz	2019	Amateurs, experts, explorers: Video game localization practices in Turkey <sup>[4]</sup>	PhD	Interlingual and Intercultural Translation Studies	Yildiz Technical University	VGL; Agency in Loc.; Position of Loc.; Loc. Sociology
Bekir Diri	2019	Turkish issues in video game, web and mobile application localizations <sup>[5]</sup>	Masters	Translation and Interpreting Studies (English)	Istanbul 29 Mayıs University	Linguistic issues/translation issues/ translation strategies in Loc.; VGL; Web Loc.; App Loc.
Seçkin İlke Önen	2018	Approaches and strategies to cope with the specific challenges of video game localization <sup>[6]</sup>	Masters	English Translation and Interpretation	Hacettepe University	Linguistic issues/translation issues/ translation strategies in Loc.; VGL

<sup>9</sup> Several dissertations formed in Translation Studies departments and disciplines other than Translation Studies were written in Turkish. The English title employed in the works written in Turkish is presented in the table. The Turkish title of the work is given as [number] dissertation title in Appendix 1.

<sup>10</sup> This thesis indirectly refers to localization phenomena, localization concepts, and localization practices from the lens of translation criticism, rather than illuminating the field of localization via its case or argument.

<sup>11</sup> Retrieved on 16 Dec 2022, at [https://www.academia.edu/39772532/Oyun\\_Yerelle%C5%9Ftirilmesi\\_Ba%C4%9Flam%C4%B1nda\\_Crysis\\_2\\_Adl%C4%B1\\_Oyunun\\_%C4%B0ncelenmesi](https://www.academia.edu/39772532/Oyun_Yerelle%C5%9Ftirilmesi_Ba%C4%9Flam%C4%B1nda_Crysis_2_Adl%C4%B1_Oyunun_%C4%B0ncelenmesi)

**Table 1.** Continued

Ümit Koray Başcan	2018	Areas of Localization in Turkey <sup>[7]</sup>	Undergraduate	Undergraduate	Sakarya University <sup>12</sup>	Loc. Phenomena; Loc. Concept; Position of Loc.
Ulvisan Yazar	2017	Translation technologies used in the context of localization (In samples of department of translation studies students and translation sector) <sup>[8]</sup>	PhD	Translation Studies	Sakarya University	Technologies in Localization
Oğuzhan Duman	2016	The Place of Game Localization in Turkey and Examination of the League of Legends Game <sup>[9]</sup>	Undergraduate	Translation Studies/English Translation and Interpreting	Sakarya University <sup>13</sup>	VGL; Position of the Loc.; Linguistic issues/translation issues/translation strategies in the Loc.;
Mehmet Cem Odacıoğlu	2016	Towards a localization paradigm in translation studies <sup>[10], 14</sup>	PhD	Translation Studies	Sakarya University	Loc. Paradigm/Phenomena; Loc. Concept; Loc. Typology
Sinem Canım Alkan	2014	The position of the translator as an agent in website localization: The case of Turkey <sup>[11]</sup>	PhD	Translation	Istanbul University <sup>15</sup>	Agency in Loc.; Position of Loc.; Web Loc.; Loc. Sociology
Emine Öztürk	2013	Localization and translation: The status of localization in translation studies and translator training <sup>[12]</sup>	Masters	Translation Studies	Sakarya University	Loc. in education; Position of Loc.
Gizem Refika Bayır	2012	Software localization and translation <sup>[13]</sup>	Masters	Translation Studies	Sakarya University	Software Loc.
Sinem Canım	2008	The process of web site localization in translation bureaus in Turkey and the use of information technologies <sup>[14]</sup>	Masters	Translation	Istanbul University	Agency in Loc.; Position of Loc.; Web Loc.; Technologies in Loc ; Loc. Sociology
Yeliz Yalın	2005	A Model Proposal for Localization Practices of Web Sites within the Scope of Technical Translation Training <sup>[15]</sup>	Masters	Western Linguistics and Literature	Yıldız Teknik University	Loc. in education; Web. Loc.

**Table 1** demonstrates that 22 dissertations regarding localization were written in the departments of Translation and Interpreting Studies/Translation and Interpretation. The following data emerged: 80% of the localization dissertations were conducted at state universities and 20% at private universities. Dissertations were composed at the three levels of higher education, i.e., Undergraduate, master, and Ph.D., with the following ratio: Master's level with 54.54% (12 out of 22), Ph.D. level with 22.72% (5 out of 22), Undergraduate level with 22.72% (5 out of 22). Universities' contribution rates to localization literature may be categorized as follows: Sakarya University (State Uni.) with 36.36%, (8 out of 22), Istanbul 29 Mayıs University (Private Uni.) with %18.18 (4 out of 22), Dokuz Eylül, Bogazici, Hacettepe, Istanbul and Yıldız Technical (State Uni.) Universities share the same ratio each with 9.10% (2 dissertations from each university, as shown in the pie charts provided below.

<sup>12</sup> Retrieved on 16 Dec 2022, at [https://academia.edu/36655049/Yerelleştirilmenin\\_Türkiyede\\_Kullanıldığı\\_Alanlar](https://academia.edu/36655049/Yerelleştirilmenin_Türkiyede_Kullanıldığı_Alanlar)

<sup>13</sup> Retrieved on 16 Dec 2022, at [https://academia.edu/25507431/OYUN\\_YERELLE%C5%9ET%C4%B0RMES%C4%B0N%C4%B0N\\_T%C3%9CRK%C4%B0YEDEK%C4%B0\\_YER%C4%B0\\_VE\\_LEAGUE\\_OF\\_LEGENDS\\_OYUNUNUN\\_%C4%B0NCELENMES%C4%B0](https://academia.edu/25507431/OYUN_YERELLE%C5%9ET%C4%B0RMES%C4%B0N%C4%B0N_T%C3%9CRK%C4%B0YEDEK%C4%B0_YER%C4%B0_VE_LEAGUE_OF_LEGENDS_OYUNUNUN_%C4%B0NCELENMES%C4%B0)

<sup>14</sup> Odacıoğlu's dissertation was later published as a book sharing the same name.

<sup>15</sup> Canım's Ph. D. dissertation has also been turned into a project at TÜBİTAK (The Scientific and Technological Research Council of Turkey).



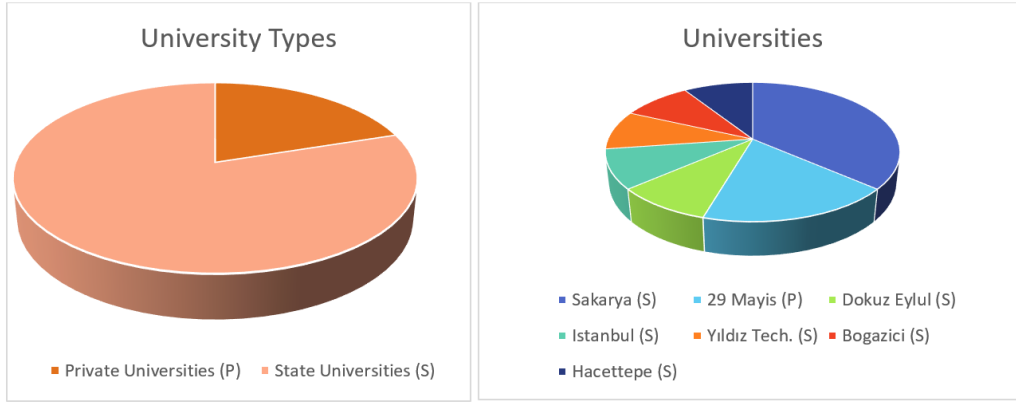


Chart 1. University Types

Chart 2. Universities

Figure 4.

When the charts are evaluated, the distinction of localization types and modes<sup>16</sup> appears. Dissertations can be classified into four types, i.e., ‘Game/ Video Game Localization (VGL)’, ‘Website (Web) Localization’, ‘Software Localization’, ‘Mobile Application (App) Localization’; and into seven modes, i.e., ‘Technologies in Localization’ (regarding the utilization of technologies in localization), ‘Localization Paradigm’, ‘Localization Phenomenon/Concept’, ‘Localization in Translation Education’, ‘Linguistic issues/Translation strategies in localization practices’, ‘Localization Typology’, and ‘Localization Sociology or Agency in Localization Practices’<sup>17</sup>. To demonstrate the numeric data, the following table emerges in **Figure 5**:

Rank	Phenomenon	Percentage
1	VGL	59%
2	Position of Localization	45%
3	Linguistic issues/translation strategies in localization	27%
4	Localization Sociology	18%
4	Agency in Localization	18%
4	Web Localization	18%
5	Technologies in Localization	13.6%
5	Localization Phenomena/Paradigm	13.6%
5	Localization Concept	13.6%
6	Localization in education	9%
7	Software Localization	4.5%
7	App Localization	4.5%

Figure 5. Localization Dissertations within TS departments- Tendencies

<sup>16</sup> Positioning localization practices and localization phenomena are also included in this mode.

<sup>17</sup> Positioning localization practices and localization phenomena are also included in this mode.

## 4.2. Localization Dissertations of Non-TS Departments

As mentioned, localization has interdisciplinary, multifaceted, and layered aspects. Consequently, a multidisciplinary approach will enrich the nature of localization. Utilizing data from other disciplines, such as Media Studies, Communication Sciences, Reception Studies, Visual Arts, Fine Arts, Graphic/ Visual Design, and Advertising, may enhance interactivity besides having the potential to increase the success of the repertoire (Even- Zohar 2002: 47). In Türkiye, a similar situation may be noticed: some of the localization dissertations were formed in departments other than Translation Studies, —especially, the departments of Advertising, Marketing, and Communication Sciences. The dissertations in the table below are quantitatively constrained by adopting the same or a similar sense as the concept of localization used in Translation Studies. Thus, in this section, twenty dissertations are given in the table below.

**Table 2.** Localization Dissertations Formed in Translation Studies Departments

Author	Dissertation Year	Name of the Dissertation (Original/ Translation)	Dissertation Type	Department	Higher Education Institution	Category
İlteriş Kağan Yıldırım	2024	Global digital platforms and localization: Netflix's marketing strategies on social media courses <sup>[16]</sup>	Masters	Communication Sciences	Firat University	Multimedia/ Media Loc.; Advertisement/Marketing Loc.
Anıl Berk Aktuna	2023	Game modding and its implications for game localization in the framework of co-creation theory	Masters	Foreign Trade	Dokuz Eylül University	VVGL; Loc. Typology
Doğan Aydın	2023	Global automotive brands using localization in their advertisements in the Turkish market <sup>[17]</sup>	Masters	Advertising and Brand Communication	Istanbul Ticaret University	Multimedia/Media Loc.; Advertisement/Marketing Loc.
Merve Aktürk	2022	Exploring translation strategies in the witcher 3: Wild hunt	Masters	Cultural Studies	Istanbul Bilgi University	VGL; Linguistic issues/ translation strategies in Loc.;
Musa Acar	2022	An assessment of localization policies in Turkey: The case of mobile telecommunication sector	Masters	Science and Technology Policy Studies	Middle East Technical University (METU)	Loc. Phenomena; Loc. Concept; Loc. Policies
Elif Yaman	2022	The place of global brand value creation in marketing communication strategy: The example of Godiva Chocolate <sup>[18]</sup>	Masters	Communication Studies	Galatasaray University	Multimedia/Media Loc.; Advertisement/Marketing Loc.
Begüm Ceren Onar	2021	Translation strategies in game localization: A comparative analysis of Uncharted 4	Masters	Game Design	Bahcesehir University	Bahcesehir University
Özgür Hünel	2019	Reflections of brand localization on advertising graphic design: The case of Coca-Cola Turkey <sup>[19]</sup>	Masters	Public Relations and Advertising	Anadolu University	Advertisement/Marketing Loc.
Rifat Doğu İmir	2019	Analysis of the video game industry in turkey within the context of the global and the local: The cases of Sony and Microsoft	Masters	Media and Communication Studies	Izmir University of Economics	VGL; Position of Loc.
Betül Yüncüoğlu	2019	Digital platforms and social media marketing strategies: Netflix Turkey example <sup>[20]</sup>	Masters	Radio and Television	Istanbul University	Multimedia/Media Loc.;
Mert Erbil	2017	Localization factors of video games and their impacts on digital purchasing behavior	Masters	Marketing Communication	Istanbul Bilgi University	VGL; Multimedia/Media Loc.; Advertisement/Marketing Loc.
Gülşah Akbaytürk	2016	Standardization vs. adaptation determinants in marketing strategy of multinational company subsidiaries of consumer electronics	Masters	Business Administration	Bahcesehir University	Advertisement/Marketing Loc.; Linguistic issues/ translation strategies in Loc.
Ramazan Alper İskender	2016	Localization of global brands in host countries: An analysis of apple and Huawei in Turkey	Masters	International Finance	Shanghai Jiaotong University	Advertisement/Marketing Loc.

**Table 2.** Continued

Pınar Mutlu Turan	2015	Effectiveness of Website localization practices from different cultures in ready-to-wear sector: A comprehensive approach to determine cultural differences	PhD	Business Administration (English)	Dokuz Eylül University	Web Loc.; Advertisement/Marketing Loc.
Aysel Tapan	2014	Localization strategies in advertising for multinational corporations: A sample of personal pension advertising in Turkey <sup>[21]</sup>	Masters	Public Relations and Publicity	Gazi University	Advertisement/Marketing Loc.; Linguistic issues/translation strategies in Loc.
Derya Çakmak	2014	An analysis of the websites of global brands in the axis of globalization – localization <sup>[22]</sup>	Masters	Public Relations and Publicity	Ataturk University	Web Loc.; Advertisement/Marketing Loc.
Ömer Çakın	2013	Localization of international advertisement in Kyrgyzstan during the globalization process <sup>[23]</sup>	PhD	Communication Sciences	Kyrgyz- Turkish Manas University	Web Loc. Advertisement/Marketing Loc.
Zeynep Özer	2010	The cultural diversifications in the global advertisement campaigns <sup>[24]</sup>	Masters	Graphics	Marmara University	Advertisement/Marketing Loc.; Multimedia/Media Loc.
Gonca Yıldırım Akyol	2009	Standardization and localization as marketing tactics to be applied in coffee shops in Turkey <sup>[25]</sup>	Masters	Communication Sciences	Kadir Has University	Advertisement/Marketing Loc.
Nazlı Kara	1998	Global Advertising and Localization Movements <sup>[26]</sup>	Masters	Advertising And Publicity	Marmara University	Advertisement/Marketing Loc.

From **Table 2**, it can be deduced that there is a correlation between localization and industry. Therefore, new localization types such as ‘Marketing/Advertising Localization’, ‘Audiovisual Localization’, ‘Multimedia/Media Localization’ and ‘Graphics Localization’ and the localization sub-mode of ‘Localization Policies’ that can be investigated under ‘Localization Sociology’, may be incorporated into Translation Studies by employing an interdisciplinary and multi-disciplinary approach to advance localization and industry correlation. Quantitatively, when localization dissertations written in non-Translation and Interpreting Studies departments are considered as a whole, and localization types and modes addressed in dissertations as the micro-elements that make up this whole, the following table emerges as demonstrated in **Figure 6**:

Rank	Phenomenon	Percentage
1	Advertisement/Marketing Localization	70%
2	Multimedia/Media Localization	25%
2	VGL	25%
3	Linguistic Issues/ Translation Strategies in Localization	20%
4	Web Localization	15%
5	Localization Typology	5%
5	Localization Phenomena	5%
5	Localization Concept	5%
5	Localization Policies	5%
5	Position Of Localization	5%

**Figure 6.** Non TIS localization dissertations- Tendencies

**Figure 6** stresses that twenty dissertations regarding localization were written in the departments that are different from Translation and Interpretation/Translation and Interpreting Studies departments. The following data emerged: 61,11% of localization dissertations were conducted at state universities and 38.88% at private universities. Dissertations were

composed of the two levels of higher education, i.e., master’s and Ph.D., with the following ratio: Master’s level with 90%, Ph. D. level with 10%, as shown in the pie charts provided below.

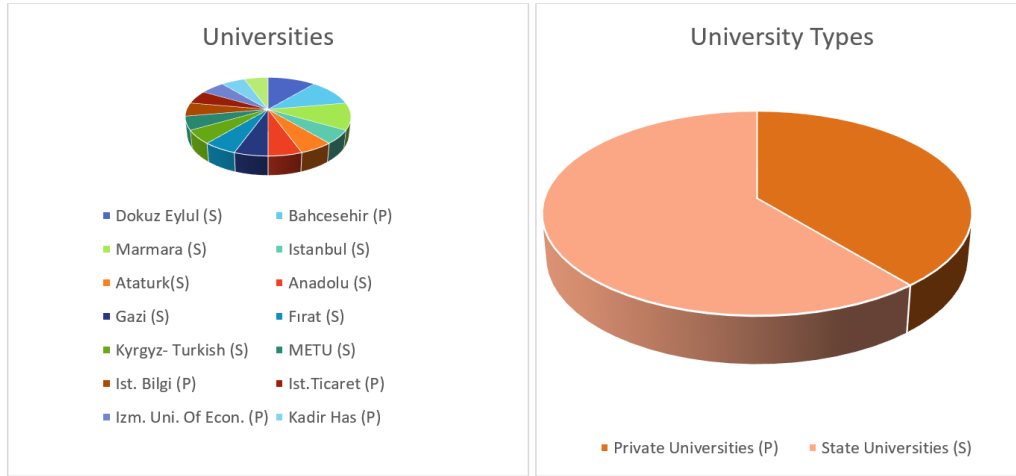


Chart 3. Universities

Chart 4. University Types

Figure 7.

### 4.3. Localization Papers- as the localization concept used in the same sense in TS<sup>18</sup>

Table 3. Localization Papers I

Author(s)	Publication Date (dd/mm/yy)	Name of the Paper (Original/ Translation)	Journal	Category
Emre Canbaz	21.02.2024	A (descriptive) research on video game localization education in Türkiye <sup>[a]</sup>	RumeliDE Journal of Language and Literature Studies	VGL; Position of Loc.; Loc. in Education
Seyfullah Koçak	30.12.2023	Translation of Mobile Game Titles: Trends and Implications	Journal of Translation Studies	VGL, App Loc.
Aysun Kıran	30.06.2023	Between global and local: translation and localization in Netflix Turkey’s media paratexts	Translation Studies	Multimedia/Media Loc.; Position of Loc.
Oliver Carreira and Núria Molines Galarza <sup>19</sup>	29.12.2022	Internationalization & Localization Strategies: A Case Study on Vogue	Istanbul University Journal of Translation Studies	Advertisement/Marketing Loc.; Linguistic issues/ translation strategies in loc.
Sevda Pekçoşkun Güner	21.07.2022	Crowdsourced translation in software localization <sup>[b]</sup>	RumeliDE Journal of Language and Literature Studies	Software Loc.; Agency in Loc.
Begüm Ceren Onar & Çatak Güven	30.06.2022	Translation and Localization of Video Games: An Analysis of Uncharted 4 in Turkish <sup>[c]</sup>	Connectist: Istanbul University Journal of Communication Sciences	VGL; Linguistic issues/ translation strategies in loc.

<sup>18</sup> Papers focusing on localization are provided in sections C and D. Several papers are written in Turkish. The English title employed in the works written in Turkish is presented in the table. The Turkish title of the work is given as [letter] paper title in Appendix 2. Moreover, we regard these Türkiye-based journals as institutional (Turkish) agents.

<sup>19</sup> Even though the authors do not have a Turkish origin, the journal was founded within the borders of Türkiye. As stressed previously, institutions and their related structures can be regarded as localization agents. In this example, the journal itself was positioned as a Turkish localization agent.

Table 3. Continued

Büşra Çelik, Çağla Konuk and Sinem Canım	02.06.2022	Evaluating the Concept of Localization in Terms of Academics and the Translation Sector <sup>[d]</sup>	Istanbul University Journal of Translation Studies	Loc. Concept; Position of Loc.
Madihasawat	31.12.2021	Translation and Localization: Frequent Arguments through Asymmetric Binoculars	TransLogos Translation Studies Journal	Loc. Concept; Loc. Phenomena/Paradigm
Selahattin Karagöz	21.08.2021	Indie game localization communities as spheres of interaction	RumeliDE Journal of Language and Literature Studies	VGL; Agency in Loc.; Loc. Sociology
Başak Pırıl Gökayaz and Faruk Yücel	30.06.2021	Functioning and place of translation in localization phenomenon and process from Anthony Pym's point of view <sup>[e]</sup>	Diyalog	Loc. Concept; Loc. Phenomena/Paradigm; Position of Loc.
Sinem Canım Alkan	21.06.2021	Localization and interdisciplinarity <sup>[f]</sup>	RumeliDE Journal of Language and Literature Studies	Loc. Concept; Loc. Phenomena/Paradigm
Semih Sarıgül and Jonathan Maurice Ross	2020	Volunteer vs. Professional Community Translation in Video Game Localization: The Case of the Steam Translation Server in Turkish	TransLogos	VGL; Agency in Loc.
Nurel Cengiz	13.12.2020	Evaluation of the Advertising Strategies of Automobile Companies within the Scope of Localization During the COVID-19 Pandemic <sup>[g]</sup>	Hacettepe University Journal of Translation Studies	Advertisement/Marketing Loc.; Linguistic issues/translation issues/translation strategies in Loc.
Sinem Alev Yalım	21.09.2020	Introduce the concept "Localitainment" into the translation studies <sup>[h]</sup>	RumeliDE Journal of Language and Literature Studies	Loc. Concept; Loc. Phenomena/Paradigm
Ceylan Yıldırım	30.03.2020	Evaluation of Graduate Theses on Translation Technologies and Localization within the Context of Turkish Translation Studies Literature <sup>[i]</sup>	Turkish Studies- Language and Literature	Loc. Concept; Loc. Phenomena/Paradigm; Position of Loc.; Loc. in education
Selahattin Karagöz and Emine Zemişan Demirel Bogenç	September-October 2019	Oyun Yerelleştirmesi Alanında Oyuncu Müdahillliği: Türkiye'de Oyun Yerelleştirme Alanı Örneğinde Netnografik Bir İnceleme	Frankofoni (35)	VGL; Agency in Loc.
Tutku Öncü Yılmaz and Emre Canbaz	31.07.2019	The Role of Translation in Story Driven Video Games: An Evaluation of The Last of Us <sup>[j]</sup>	Hacettepe University Journal of Translation Studies	Hacettepe University Journal of Translation Studies
Mehmet Cem Odacıoğlu & Fadime Çoban Odacıoğlu	07.12.2018	Mobile Application Localization: The Case of WhatsApp Messenger <sup>[k]</sup>	International Journal of Language Academy	App Loc.
Mehmet Cem Odacıoğlu	31.10.2017	Integrated Localization Theory of Translation Studies	International Journal of Comparative Literature & Translation Studies	Loc. Concept; Loc. Phenomena/Paradigm

**Table 3.** Continued

İlyas Öztürk and Ulvican Yazar	October 2017	The Place of the Localization Course in Translation and Interpreting and Department of Translation Studies' Curriculum <sup>[l]</sup>	The Journal of International Social Research	Loc. Concept; Loc. Phenomena/Paradigm; Loc. in education; Technologies in loc.
Mehmet Cem Odacıoğlu, Şaban Köktürk et al.	August 2017	The Position of Game Localization as a New Specialized Field of Translation in Turkey and Suggestions <sup>[m]</sup>	The Journal of International Social Research	VGL; Loc. Concept; Loc. Phenomena/Paradigm; Position of Loc.
Sinem Canım Alkan	17.07.2017	Position of the translator as an agent in website localization: The case of Turkey	Journal of Language and Linguistic Studies	Web Loc.; Agency in Loc.; Loc. Sociology
Mehmet Cem Odacıoğlu, Chek Kim Loi et al.	July 2016	The Position of Game Localization Training within Academic Translation Teaching	Journal of Language Teaching and Research	VGL; Loc. Concept; Loc. Phenomena/Paradigm; Position of Loc.; Loc. in education
Mehmet Cem Odacıoğlu and Şaban Köktürk	November 2015	A Paradigm Shift in Academic Translation Teaching and Its Reflections on the Localization Industry in the Digital Age	Journal of Language Teaching and Research	Loc. Concept; Loc. Phenomena/Paradigm; Position of Loc.; Loc. in education;
Mehmet Cem Odacıoğlu and Şaban Köktürk	September 2015	The Adopted Translation Approaches in the Turkish Localized Version of The Wolfenstein: Old Blood and Its Contribution to the Game Play Level <sup>[n]</sup>	Journal of History School (JOHS)	VGL; Loc. Concept; Loc. Phenomena/Paradigm; Linguistic issues/ translation strategies in loc.;
Mehmet Cem Odacıoğlu and Şaban Köktürk	July-August 2015	Re-interpreting Translation Theories: The Effect of Localization Industry on Skopos and Translational Action Theories <sup>[o]</sup>	Akademik Bakış Uluslararası Hakemli Sosyal Bilimler Dergisi	Loc. Concept; Loc. Phenomena/Paradigm;
Mehmet Cem Odacıoğlu and Şaban Köktürk	31.07.2015	From Interdisciplinarity to Transdisciplinarity in Translation Studies in the Context of Technological Tools & Localization Industry	International Journal of Comparative Literature & Translation Studies	Loc. Concept; Loc. Phenomena/Paradigm; Technologies in Loc.
Füsun Bilir Ataseven, Emine Bogenç Demirel and Yeliz Yalın	2006	Reklam Çevirilerinde Yerelleştirme	Dilbilim (XV)-Journal of Linguistics	Advertisement/Marketing Loc.; Linguistic issues/ translation strategies in Loc.

Rank	Phenomenon	Percentage
1	Localization Concept	42.86% (12/28)
2	VGL	35.71% (10/28)
2	Localization Phenomenon/Paradigm	35.71% (10/28)
3	Position of Localization	32.14% (9/28)
4	Linguistic Issues/ Translation Strategies in Localization	21.43% (6/28)
5	Agency in Localization	14.29% (4/28)
6	Localization in Education	17.86% (5/28)
7	Advertisement/Marketing Localization	10.71% (3/28)
8	Technologies in Localization	7.14% (2/28)
8	Localization Sociology	7.14% (2/28)
8	Software Localization	7.14% (2/28)
10	Web Localization	3.57% (1/28)
10	Multimedia/Media Localization	3.57% (1/28)

**Figure 8.** Localization Papers of TS Scholars

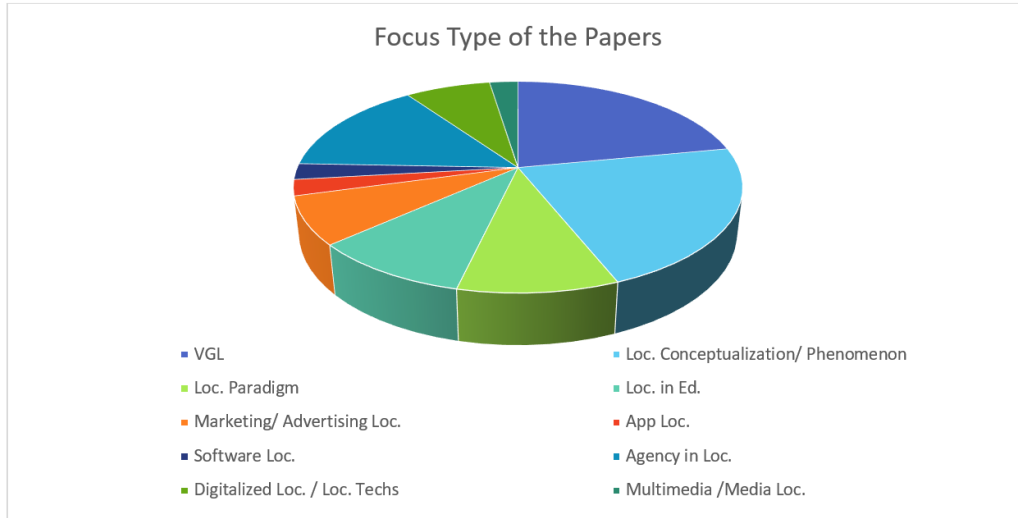


Chart 5. Focus Type of the Papers

Figure 9.<sup>20</sup>

#### 4.4. Localization Proceedings

Table 4. Localization Proceedings

Presenter(s)	Presentation Date (dd/mm/yy)	Name of the Presentation (Original/ Translation)	Name of the Conference/Symposium/Congress
Erdiñ Aslan	10-11 Oct. 2024	Yerelleřtirme Teknolojileri Üzerine Genel Bir Deęerlendirme	Türkiye’de Çeviribilim Arařtırmaları Sempozyumu- TÜÇEVAS 2024
İnönü Korkmaz	10-11 Oct. 2024	E-Ticarette Karřılařılan Çeviri ve Yerelleřtirme Sorunları: Popüler Alıřveriř Sitelerinden Örnekle	Türkiye’de Çeviribilim Arařtırmaları Sempozyumu- TÜÇEVAS 2024
Dilruba Temuçin	30 September-2 October 2024	(Multimodal) Retranslations in the digital era: Revisiting the use of iconography in localisation practices as digital retranslations	2nd International Congress on Academic Studies in Translation and Interpreting Studies
řaban Köktürk, Özge Çetin, Halil İbrahim Balkul, Selçuk Eryatmaz ve Mehmet řahin	30 September-2 October 2024	(Panel Session Proceeding) Çeviri eęitiminde çeviri teknolojileri ve yerelleřtirme	2nd International Congress on Academic Studies in Translation and Interpreting Studies
Semih Sarıgöl	30 September-2 October 2024	Amatörlükten profesyonellięe: Türkiye’de video oyunu yerelleřtirme yolculuęu üzerine bir inceleme	2nd International Congress on Academic Studies in Translation and Interpreting Studies

<sup>20</sup> While the localization conceptualization/phenomenon focuses on defining and describing the phenomenon that emerges in a more conceptual dimension, that is, studies relating to the conceptualization process, the localization paradigm also includes studies on the theorizing of the concept of localization. Due to the subtle distinction between the Localization Paradigm and the Localization Conceptualization/Phenomenon, they are given under two separate headings.

**Table 4.** Continued

Erdem Celal Gören	30 September-2 October 2024	The work is in another castle: Volatility of jobs and quality in video game localization in Türkiye	2nd International Congress on Academic Studies in Translation and Interpreting Studies
Erdiñ Aslan	12-13 September 2024	(Session Proceeding) HTML Editörleri ve Web Sitesi Yerelleştirme	Tübitak 2237-A Çeviri Teknolojileri Eğitimi: Türkiye'deki Çeviri Bölümlerinde Çeviri Teknolojilerine Yönelik Eğitimin Zenginleştirilmesi
Tuğçe Elif Taşdan Doğan	19-20 Oct. 2023	Çeviribilimde Sosyolojik Metinlerarasılık Perspektifinden Yerelleştirme (Lokalizasyon) Analizi	3rd International Congress on Academic Studies in Philology
Selahattin Karagöz	19-23 Jun. 2023	Translating Witcher: Investigating Conflict and Cooperation Between Localization Industry and Gaming Communities	DIGRA 2023: Limits and Margins of Games
Nur İncetahtacı Günel	24.04.2023	Accelerating Localization Connecting with and Leveraging locally-led Networks and Platforms: Moving from Commitment to Action	Humanitarian Network and Partnership Week
Sevda Pekçoşkun Güner	30-31 Mar. 2023	Creative Translation in Crowdsourced Software Localization	3rd International Conference on Professional Communication and Translation Studies - PCTS 13
Arman Zan and Arsun Uras	11.11.2022	The Literary Aspect of Video Game Localization: The Importance Of Diegesis	International Social Sciences Congress in the Age Of Digital Transformation
Selahattin Karagöz	12.10.2022	Narrating the Localization Cycle: Localization Diaries on Disco Elysium	Network I: International Conference on the Circulation of Ideas, Concepts, Works and Other Things
Selahattin Karagöz	25.05.2022	Fan Paratexts: Redefining the Roles of Game Localization Community Members	Ege University 18th International Cultural Studies Symposium
Sevda Pekçoşkun Güner	14.05.2022	<u>Kitle kaynaklı yerelleştirme sürecinde çeviri etkinliği</u>	IV. Rumeli [Language, Literature and Translation Studies] Symposium
Halise Gülmüş Sırkıntı	10-11 Dec. 2021	Battlefield I Başlıklı Video Oyununun Türkçe	International Marmara Social Sciences Congress - IMASCON



**Table 4.** Continued

		Yerelleştirmesinde Çevirmenin Sesi	
Ayşe Işık Akdağ	22-23 Aug. 2020	Slogan Çevirileri ve Yerelleştirme	8. Uluslararası Bilimsel Araştırmalar Kongresi (UBAK)
Sevinç Koçak	12-13.Dec. 2019	Google's Localization Strategy in Marketing Communication Techniques by Using Doodle: Doodle Examples in Turkey	ICOBM' 2019 4th International Conference on Business Management
Selahattin Karagöz	13-14 Dec. 2018	<u>Sanal Geçit: Türkiye'de Dijital Oyun Yerelleştirme İşletmeleri ve Oyuncu Etkileşimi</u>	V. Yıldız International Social Sciences Congress
Mehmet Cem Odacıoğlu and Fadime Çoban Odacıoğlu	5-6 Oct. 2018	<u>Disiplinler Arası ve Disiplinler Ötesi Bir Bilim Dalı Olarak Çeviribilim</u>	3rd International Multidisciplinary Studies Congress
Selahattin Karagöz	7-8 Jun. 2018	<u>Fan Localisation Practices in Turkey</u>	Fun for All V: International Conference on Video Game Translation
İlyas Öztürk and Ulvican Yazar	8-10.10.2017	Yerelleştirme ve Bu Süreçte Kullanılan Çeviri Teknolojileri Dersinin Mütercim Tercümanlık ve Çeviribilim Bölümlerindeki Genel Müfredat İçerisindeki Ağırlığının Belirlenmesi	Scofolo' xx17 Fostering 21st Century Skills in Language Studies
Selahattin Karagöz	5-6 May 2016	<u>Unit Analysis Model Revisited Assessment of Video Game Localization</u>	Creativity in Translation/Interpretation and Interpreter/Translator Training
Mehmet Cem Odacıoğlu, Şaban Köktürk et al.	18-19 Apr. 2016	Yeni Bir Uzmanlık Çeviri Alanı Olarak Oyun Yerelleştirmesinin Türkiyedeki Konumu ve Öneriler	3rd International Conference at Aydın University: Challenges in Literary Translation
Selahattin Karagöz	11.03.2016	Türkiye'de Dijital Oyun Yerelleştirme Süreci ve Süreç Bileşenleri	Okan University Department of Translation Studies VII. Graduate Studies Colloquium in memoriam of Elif Daldeniz Baysan
Mehmet Cem Odacıoğlu, Chek Kim Loi and Şaban Köktürk	4-7 Feb. 2016	The Position of Game Localization Training Within Academic Translation Teaching	8th World Conference on Educational Sciences
Işın Bengi Öner	21.05.2014	Yerelleştirme Üzerine	Okan University
Alper Kumcu	26-28 Apr. 2012	Glocalization with translation technology: Computer-assisted	The Asian Conference on Language Learning (ACLL)

**Table 4.** Continued

		translation (CAT) tools today and tomorrow	
Sinem Canım	20-21 Oct. 2011	Yerelleştirmenin Tanımı	I. International Translation Studies and Terminology Conference, Kırıkkale University
Huriye Şebnem Burnaz and Ramazan Nacar	20-21.06.2010	A Cultural Content Analysis of Multinational Companies' Web Sites: Localization of Global Communication Channels of Brands	Global Brand Management Conference
Huriye Şebnem Burnaz and Ramazan Nacar	14-17.10.2009	Web Sitelerinde Bilgi İçeriğinin Yerelleşmesi: Türk Çok Uluslu Şirketleri	14. Ulusal Pazarlama Kongresi
Işın Bengi Öner	10-12.12.2007	Integrating a localization module to translation curricula exemplified with a case in point at the Translation Studies Department, Boğazici University, Istanbul, Turkey	Teaching Localization for Global Business Readiness- LISA Lessius University College
Belma Akşit	15-16 Sep. 2006	Media Globalization and Localization	Internationalizing Media Studies: Imperatives and Impediments. Westminster Üniversitesi
Fusün Bilir Ataseven	04-06 June 2006	Travaux de localisation et creation d'un centre terminologique YıldızTERM	Colloque international, Traduction Spécialisée
Işın Bengi Öner	5 Jan. 2006	Çeviribilimde Bir Konu Olarak Yerelleştirme. Yerelleştirmede Bir Konu Olarak Çeviri	Okan University Translation Studies
Fusün Bilir Ataseven, Emine Demirel Bogenç and Yeliz Yalın	3-5 Apr. 2005	Reklam Çevirilerinde Yerelleştirme	Dilbilim Günleri

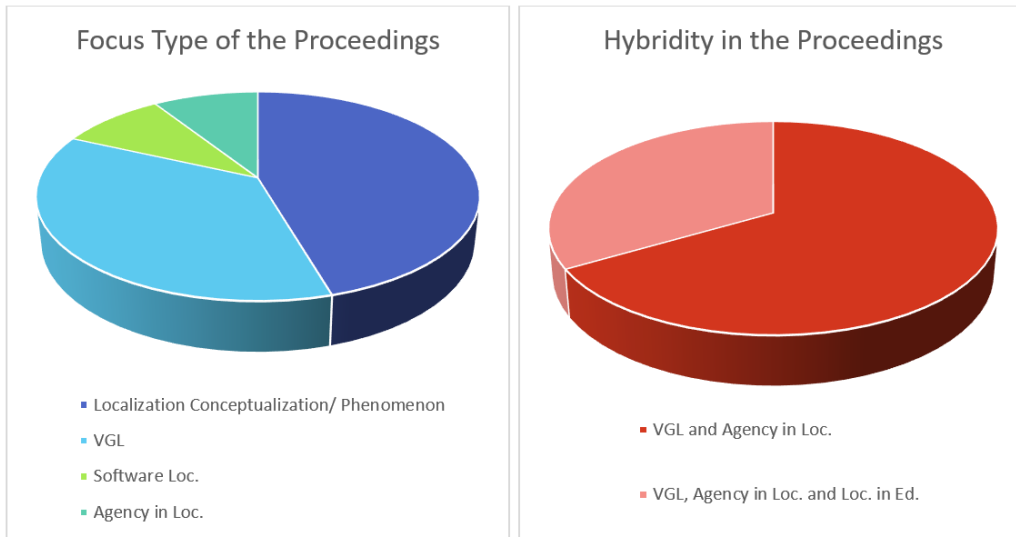


Chart 6. Focus Type of the Proceedings

Chart 7. Hybridity in the Proceedings

Figure 10.

#### 4.5 Localization Books, Book Chapters, and Book Reviews

Table 5. Localization Books, Book Chapters, and Book Reviews

Author(s)	Publication Date (dd/mm/yy)	The type of Publication	Name of the Chapter	Name of the Book	Publisher
Dilruba Temuçin	2024	Book Chapter	Artificial Intelligence (AI) and Localization: Friends or Foes?: Some Insights Regarding AI Utilization in Localization Practices	Revolutionizing Translation Studies: Synthesizing Translation with AI and IT Innovation	Aktif Yayınevi
Semih Sarıgül	2023	Book Chapter	Online Translaboration in Video Game Localisation: The Case of the Steam Translation Server in Turkey	Translaboration in Analogue and Digital Practice: Labour, Power, Ethics	Frank and Timme
Selahattin Karagöz	2023	Book Chapter	Chapter 6. Recirculated, recontextualized, reworked: Community-driven video game fan translation practices in Turkey	Translation Flows: Exploring networks of people, processes and products	John Benjamins
Selahattin Karagöz	2022	Book Chapter	Fan-translating the Past: User Empowerment, Community Force and Total War's Survey in Turkish	Translation and Interdisciplinarity. Diverse Contacts, Relationships and Effects	Logos Verlag Berlin
Füsun Bilir Ataseven	2021	Book Chapter	Yerelleştirme (pp. 275- 282)	İletişim ve Medya Bağlamında Çevirmen Başvuru Kitabı	Presidency of the Republic of Türkiye, Directorate of Communications

**Table 5. Continued**

Mehmet Cem Odacıoğlu	2020	Book Chapter	Yerelleştirme Üzerine Literatür Yeni bir Çeviri Kuramı Önerisi: Entegre Yerelleştirme Kuramı (pp.	Çevirilopedi	Dijital Tercüme
Ümmügülüm Albiz	2020	Book Review	“Çeviribilimde Yerelleştirme Paradigmasına Doğru” (pp. 126-135)		Karamanoglu Mehmetbey University International Journal of Philology and Translation Studies
Halil İbrahim Balkul	2020	Book Chapter	Yerelleştiremediklerimiz: Bir Vaka İncelemesi (pp. 278-299)	Prof. Dr. Arif Ünal’a Armağan	Hiperlink Yayınları
Ceylan Yıldırım	2020	Book Chapter	Çeviri Teknolojileri, Yerelleştirmeyle İlgili Türkiye ve Fransa’daki Kaynakların Konu Yönelimleri Bakımından Karşılaştırmalı İncelenmesi	Çeviride Teknoloji: Süreç ve Uygulamalar 1	Grafiker Yayınları
Mehmet Cem Odacıoğlu	2017	Book		Çeviribilimde Yerelleştirme Paradigmasına Doğru	Gece Kitaplığı
Sinem Canım	2011	Book Chapter	Yerelleştirme’nin Tanımı (pp. 57-66)	I. International translation studies and terminology conference: Proceedings, 20-21 October 2011	Kırıkkale University

#### 4.6. Other Works and Studies Regarding the Localization Field

Michael Cronin’s “Globalization and translation” and Reinhard Schaler’s “Localization and translation” articles have been translated into Turkish by two translation students and published as a web blog article (Öden, *ceviribilim.com*, 2013; Güler, *ceviribilim.com*, 2013), a web blog article prepared<sup>21</sup> (Öner, *ceviribilim.com*, 2006) by Işın Bengi-Öner based on her conference presentation “Çeviribilimde Bir Konu Olarak Yerelleştirme. Yerelleştirmede Bir Konu Olarak Çeviri,” all of whom were positioned within the TS academic circle. Moreover, Anthony Pym’s “Website Localization” article was also translated to Turkish by Tür in 2024. Besides the TS academic circle, some studies from other academic circles may be highlighted. Edip Serdar Güner’s conference presentation<sup>22</sup> “Yerelleştirme biçim kılavuzlarına çeviri odaklı bir bakış” (*akademik.yok.gov.tr*), later published as an article with the same title (Güner 2022), and his recent study published as a book chapter entitled “Turizm Sektöründe Web Yerelleştirme Bileşenleri” may be given as an example.

#### 5. Findings

It was revealed that 125 studies were conducted in the localization field in Türkiye. In these studies: thirty-six conference proceeding papers are presented, 42 dissertations are written (twenty-two of them were written in TIS departments, twenty dissertations were written in non-TIS departments), nine book chapters are written, four web blog entries (three of them were translation), one book, one book review and one project produced during the period of 1998 to 2024.

<sup>21</sup> Also published in *Varlık*. “Yerelleştirmenin Tanımı”, *Varlık* (ed. Enver Ercan), *Varlık Yayınları*, İstanbul, pp. 33-35.

<sup>22</sup> Presented on 14 May 2022 at *IV. Rumeli [Language, Literature and Translation Studies] Symposium*, published on Jul 21, 2022, at *RumeliDE Journal of Language and Literature Studies*.

The localization field emerged in the 1990s to meet the need for multilingualism and multiculturalism in the industry (Canım 2021: 1120), while the theoretical literature of the field was established in the 2000s by Esselink (2000; 2006), Fry (2001; 2003), Pym (2004a; 2004b), O’Hagan & Ashworth (2002), and Dunne (2006). In the 2010s, it started to be perceived from the standpoint of Translation Studies, and the localization literature was developed by names such as Jiménez-Crespo (2013) and Bernal-Merino (2015). However, not only the localization repertoire but also the localization literature belongs not only to Translation Studies; it was created by using the data of many fields/disciplines. In this respect, it can be argued that localization functions as a *culture planning*<sup>23</sup> tool.

List of Levels - Types and Modes Encountered in Turkish Localization Literature

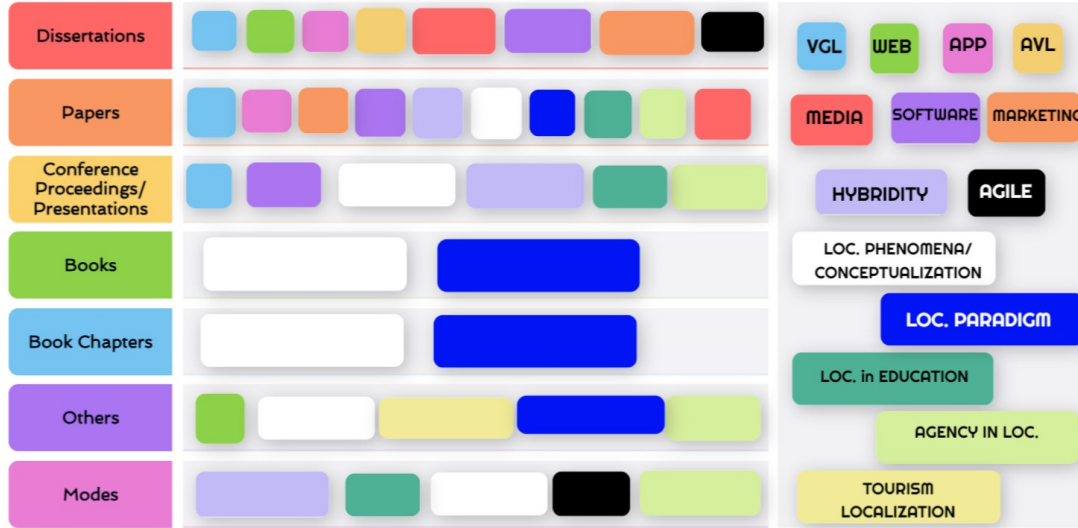


Figure 11. List of Levels: Types and Modes Encountered in Turkish Localization Literature

The localization field that emerged abroad in the early 1990s can be divided into three periods in Türkiye:

1. The *Import* (Even-Zohar 1997) Period”- Import of the field: 1998
2. “The Transition Period”—from Import to Transfer: 1998-2012,
3. “The *Transfer*<sup>24</sup> (Even-Zohar 1997) Period”’: from 2012 to the present.

The Transition Period may be deemed a period wherein localization begins to develop in fields/disciplines other than Translation Studies. However, if evaluated from the standpoint of Translation Studies, the mentioned period can be regarded as the Import Period since the first studies conducted in the years of 2005-2006 were attempts to define the concept of localization and increase the visibility<sup>25</sup> of localization. There are enterprises and companies in the Turkish sample that focus directly on the localization field, such as Locpick, Atlas Localization, and Es Localization, which enhance the visibility of localization, but no association in the localization field (like TKTD<sup>26</sup>) can be affiliated with the emergence of localization as a new phenomenon at the global and local level (Temuçin, 2024). The making of the localization repertoire has stemmed from the necessity to define and describe this burgeoning modern and current phenomenon by using the dataset of the localization industry and Turkish academia.

As for localization sociology and agency in localization, although it is seen that the literature on this field and subfield started for the first time with Canım (Alkan)’s dissertations in 2008 and 2014, it is observed that there was a transition period in 2018-2019, the transition period gained momentum quantitatively and qualitatively between 2020-2021, and the period between 2022-2024 was the peak period for the sociology of localization and agency in localization. Even though there is an overwhelming majority of VGL and Localization Phenomenon/Concept studies in the entire localization literature, we find these studies very valuable in terms of emphasizing that localization has a sociocultural

<sup>23</sup> Culture planning in Even-Zohar 2002 and 2008

<sup>24</sup> Import and transfer in Even-Zohar 1997

<sup>25</sup> Venuti 1995

<sup>26</sup> Türkiye Konferans Tercümanları Derneği- The Conference Interpreters Association of Turkey. Retrieved at <https://www.tkttd.org/about-tkttd/> on 31 Jan 2023

aspect as well as linguistic and technological aspects, with the quantitative and qualitative increase in the sociology of localization and localization agency studies.

While the very first initiatives of the making of the localization repertoire abroad dates to the 1990s thanks to the global companies like Microsoft (Temuçin, 2024: 29-31) and localization practitioners like Esselink, it would be possible to claim that the localization literature in Türkiye has newly begun to form in the middle of the 2000s, with the efforts of graduate students of defining and describing localization phenomena. Since 2005, studies have been conducted in Türkiye to define and describe the localization field at the conceptual level within the field of Translation Studies. Nevertheless, the conceptual complexity resulting from the use of the concept of localization (“Yerelleştirme”) as equivalent to the concept of domestication (“Yerlileştirme”) in some sources still exists, albeit at a reduced scale than in the 2005s. Even today, since the localization field is not widely studied in Türkiye, the number of Turkish resources in the localization literature is indeed limited quantitatively. Qualitatively, most localization studies highly focus on VGL, mostly neglecting other localization types and modes. Therefore, there is a massive demand for localization *repertoire makers*<sup>27</sup> as culture planners in Türkiye.

Furthermore, it is feasible to claim that graduate students mostly initiate the attempt to make the localization repertoire; consequently, they may be regarded as agents of transfers within Türkiye. Agents of transfer can be classified into four types: individuals who make literature through their academic studies, agents<sup>28</sup> that reach the world through the label they have established<sup>29</sup>, indirect contributions<sup>30</sup> from academia and industry, and institutions<sup>31</sup> positioned as agents in the localization field. Agents of transfer need to be active for three reasons: To elevate academic and social insight and understanding of the localization field, to establish culture-specific foundations of Turkish localization literature, and to contribute to the cultural production process; thereby, they may advance and strengthen the localization repertoire quantitatively and qualitatively.

## 6. Conclusion

The interdisciplinary nature of localization significantly contributes to cultural production in Türkiye by integrating various fields such as Media Studies, Marketing, and Communication Sciences. This integration allows for a more nuanced understanding of localization as not just a technical process but as a cultural phenomenon that shapes and reflects societal values and practices. The study highlights that localization agents—individuals or institutions, academic or sectoral involved in the localization process—play a crucial role in establishing a Turkish localization repertoire, which is essential for cultural representation and identity. Moreover, localization agents (including non-human agents) act as both facilitators and contributors to the field’s literature and practices. Their involvement is essential for establishing culture-specific foundations for the Turkish localization literature and introducing the field-specific dynamics. As for academic localization agents, they enrich the theoretical and conceptual frameworks of localization via the produced literature, eventually making the localization phenomenon more grounded. In this regard, the participation of agents in research and academic discourse by producing dissertations, papers, and other scholarly works reflects the evolving nature of localization.

This study indicates that adaptability may ultimately contribute to a more robust cultural production landscape in Türkiye. As for the localization literature itself, which is a structured structure as well as a structuring structure, it also bridges the gap between translation studies and other disciplines by fostering an interdisciplinary approach that enhances the overall quality of localization efforts and the application of localization in cultural contexts.

The perception of localization in Türkiye has evolved significantly from the 1990s to 2024, transitioning through distinct phases that reflect its growing importance within Translation Studies and broader cultural contexts. In Türkiye, initially in the 1990s, foundational theoretical literature was introduced, largely influenced by international scholars. From 1998 to 2012, localization phenomena entered the Transition Period, characterized by an increase in localization studies beyond Translation Studies. This era saw the establishment of localization as a recognized sub-field, with academic contributions beginning to flourish. Notably, localization dissertations began to appear, with 80% produced at state universities, indicating institutional support. The current phase, termed the Transfer Period (2012-present),

<sup>27</sup> Repertoire makers in Even-Zohar 2002

<sup>28</sup> Gökhan Doğru and the Localization School initiative within the Translation Technology Academy are examples of the second type of individual agent of transfer from Türkiye.

<sup>29</sup> Efforts of the agent to distribute the new repertoire, see Even-Zohar 2000:45.

<sup>30</sup> E.g., Businesses and individuals in the industry indirectly contribute to the localization field by producing web/social media content, participating in face-to-face /online conferences, and educating students.

<sup>31</sup> Universities, academic departments, regulatory bodies such as the Council of Higher Education (YÖK), curriculum/policy makers, journals, and conferences may be regarded as institutionalized agents of transfer in our context. Likewise, since institutions such as TUBITAK possess economic, social, and cultural capital, it grants scholarship/project support to researchers such as Canım and Karagöz, demonstrating that institutions indirectly contribute to the creation and development of repertoire as well as the academic literature of localization in Türkiye.

has witnessed a substantial increase in both academic and practical engagement with localization. By 2024, 125 studies have been documented in the field, including dissertations, conference papers, and publications across various disciplines. The fact that the field of localization and localization practices began to be represented socio-economically, economically, linguistically, culturally, and socio-culturally in documents prepared by state/public institutions and organizations since 2017, coupled with the quantitative and qualitative increase in academic studies conducted in this field since 2012, clearly demonstrates that a transition to the “transfer phase” has occurred and a paradigm shift has taken place in Türkiye.

Lastly, it should be emphasized that regardless of their level of formality in terms of agency (institutions, individuals or collective/cumulative agents like groups), both localization agents and localization literature function as culture planning and culture advancement agents in terms of making, maintaining and (re-)shaping the dynamics of localization practices in Türkiye.

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## **Appendix 1- Turkish entitled dissertations**

- [1] Çeviribilimde oyun yerelleştirme bağlamında oyun türleri ve farklılıkları
- [2] Bilgisayar oyunlarının yerleştirilmesinde makine çevirisi sonrası düzeltme
- [3] Oyun Yerelleştirme Bağlamında “Crysis 2” Adlı Oyunun İncelenmesi
- [4] Amatörler, uzmanlar, kâşifler: Türkiye’de video oyun çevirileri ve yerelleştirme süreci
- [5] Oyun, web ve mobil uygulama yerelleştirmelerindeki türkçe sorunları
- [6] Video oyunu yerelleştirmesine özgü zorlukların üstesinden gelmek için kullanılan yaklaşımlar ve stratejiler
- [7] Yerelleştirmenin Türkiye’de Kullanıldığı Alanlar
- [8] Yerelleştirme bağlamında kullanılan çeviri teknolojileri (çeviribilim öğrencileri ve çeviri sektörü örneklerinde)
- [9] Oyun Yerelleştirmesinin Türkiye’deki Yeri ve League of Legends Oyununun İncelenmesi
- [10] Çeviribilimde yerelleştirme paradigmasına doğru
- [11] Web sitesi yerelleştirmelerinde bir eyleyen olarak çevirmenin konumu
- [12] Yerelleştirme ve çeviri: çeviribilimde ve çeviri eğitiminde yerelleştirmenin konumu
- [13] Yazılımda yerelleştirme ve çeviri
- [14] Türkiye’de çeviri bürolarında web sitesi yerelleştirmeleri ve bu süreçte bilgi teknolojilerinin kullanımı
- [15] Teknik Çeviri Eğitimi Kapsamında WEB Sitelerinin Yerleştirilmesi Uygulamaları İçin Bir Model Önerisi
- [16] Küresel dijital platformlar ve yerelleşme: Netflix’in sosyal medya mecralarındaki pazarlama stratejileri
- [17] Küresel otomotiv markalarının Türkiye pazarındaki reklamlarında yerelleştirmeyi kullanması
- [18] Global marka değeri yaratmanın pazarlama iletişimi stratejilerindeki yeri: Godiva Çikolata örneği
- [19] Marka yerelleşmesinin reklam grafik tasarımlarına yansımaları: Coca-Cola Türkiye örneği
- [20] Dijital platformların pazarlanmasında sosyal medya stratejileri: Netflix Türkiye örneği
- [21] Çokuluslu şirketlerin reklamlarını yerelleştirme stratejileri: Türkiye’deki bireysel emeklilik reklamları örneği
- [22] Küreselleşme-yerelleşme ekseninde küresel markaların web sitelerine yönelik bir analiz
- [23] Küreselleşme sürecinde uluslararası reklamın Kırgızistan’da yerelleşmesi
- [24] Global reklam kampanyalarında kültürel farklılaşmalar
- [25] Türkiye’de kahve mağazalarında standardizasyon ve lokalizasyonun pazarlama taktiği olarak uygulanması
- [26] Global Reklamcılık ve Yerelleştirme Akımları

## **Appendix 2- Turkish entitled papers**

- [a] Türkiye’de video oyun yerelleştirilmesi eğitime ilişkin (betimleyici) bir araştırma
- [b] Yazılım yerelleştirmede kitle kaynaklı çeviri etkinliği
- [c] Video Oyunlarının Çevirisi ve Yerelleştirilmesi: Uncharted 4’ün Türkçesinin Bir Analizi
- [d] Yerelleştirme Kavramının Akademi ve Sektör Açısından Değerlendirilmesi
- [e] Yerelleştirme Olgusu ve Sürecinde Çevirinin Anthony Pym Açısından İşleyişi ve Yeri
- [f] Yerelleştirme ve disiplinlerarasılık
- [g] Covid-19 Pandemi Döneminde Otomobil Markalarının Reklam Stratejilerinin Yerelleştirme Kapsamında Değerlendirilmesi
- [h] “Yezahlaştırma” kavramının çeviribilime kazandırılması
- [i] Çeviri Teknolojileri, Yerelleştirme Konulu Lisansüstü Tezlerin Türkçe Çeviribilim Literatürü Bağlamında Değerlendirilmesi
- [j] Hikaye Odaklı Video Oyunlarda Çevirinin Rolü: The Last of Us Video Oyunu Üzerine Bir Değerlendirme
- [k] Mobil Uygulama Yerelleştirme: Whatsapp Messenger Örneği
- [l] Mütercim Tercümanlık ve Çeviribilim Bölümlerindeki Yerelleştirme Dersinin Genel Müfredat İçerisindeki Konumu
- [m] Yeni Bir Uzmanlık Çeviri Alanı Olarak Oyun Yerelleştirmesinin Türkiye’deki Konumu ve Öneriler
- [n] Wolfenstein: The Old Blood Oyununun Türkçe Yerelleştirilmiş Versiyonunda Benimsenen Çeviri Yaklaşımları ve Bunun Oynanabilirlik Düzeyine Katkısı
- [o] Çeviri Kuramlarını Yeniden Yorumlamak: Yerelleştirme Endüstrisinin Skopos ve Çeviriye İlişkin Eylem Kuramı Üzerindeki Etkisi
- [p] Çevirmen yetkinlikleri bağlamında kozmetik ürünleri çevirisi
- [q] Hazır Gıda İçerikli Reklamlar Üzerine Göstergibilimsel Bir Analiz: Knorr Ürünleri Örneği
- [r] Kültürlerarası Teknik İletişimin Görsel Yönleri: Bilişsel Bilimsel ve Göstergesel Bakış Açısı
- [s] A Review on Adaptation (Localization) of International Advertisements
- [t] Glokal Pazarlama: Netflix Türkiye’nin Sosyal Medyada Yer Alan Yerelleştirme Stratejileri
- [u] Türk Televizyon Kanallarında Yabancı Formatların Glokalizasyonu: Bir Saha Araştırması
- [v] Çeviribilimde “çeviriyaratım”ı (transcreation) konumlandırmak
- [w] “Kitle kaynaklı çeviri” [“crowdsourced translation”] ile çeviriye ilişkin kavramların ve rollerin yeniden tanımlanması
- [x] Disiplinler Arası ve Disiplinler Ötesi Bir Bilim Dalı Olarak Çeviribilim
- [y] Çeviribilim Alanındaki Lisansüstü Tezler Üzerine Betimleyici Bir Çalışma
- [z] Küresellik ve Yerellik Arasında Reklam Adaptasyonları: Snickers Örneği
- [wb] Teknolojik Gelişmelerin Çevirmen ve Çeviri Mesleği Açısından Ohumlu ve Ohumsuz Etkileri: Çeviri Alanında Yeni Yaklaşımlar