

# Commercially Minor Languages and Localization

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## 1. Bulgarian as a commercially minor language

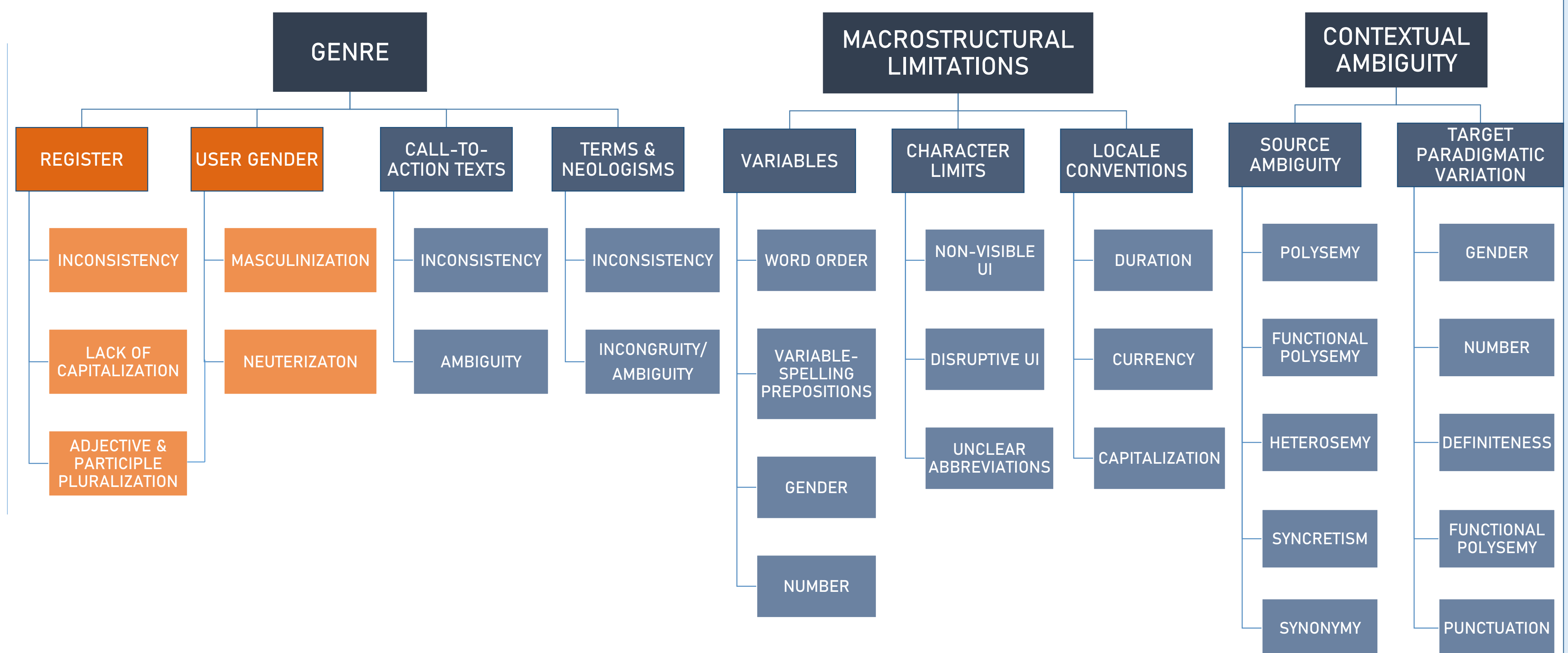
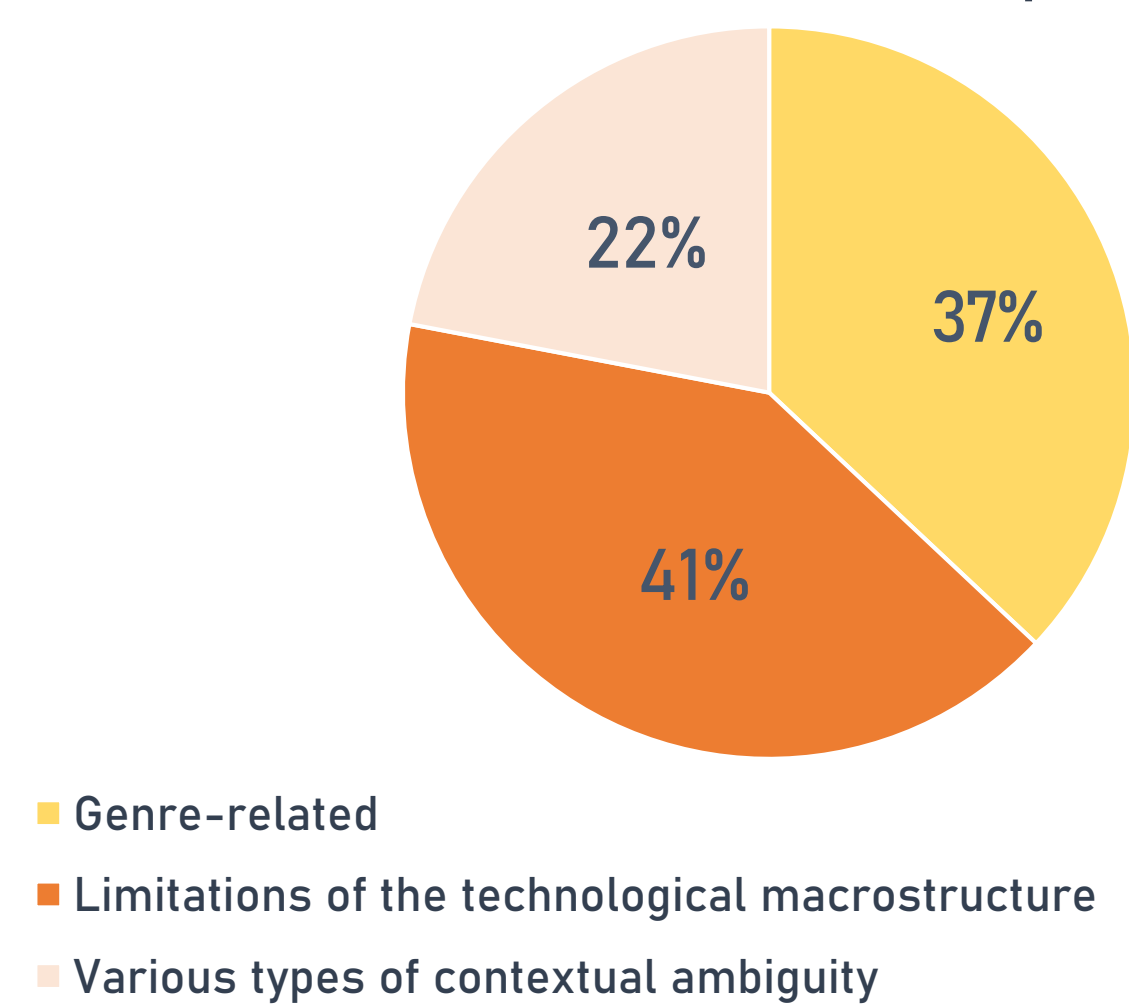
- ~5,000,000 monthly internet users in Bulgaria = ~0.8% of European and ~0.1% of world users
- Yet, 12 of 22 most visited English-source websites are localized
- Moreover, 6 out of 7 most visited English-source websites with over 1 million monthly users have been localized into Bulgarian
- Incentives: accessibility, digital market dominance

## 2. Risks & consequences

- Lesser commercial status > smaller investment > weaker quality control
- Hegemony of English in digital products > weak or non-existent genre conventions in minor languages – they are often borrowed, half-localized, or applied inconsistently
- Corporate style guides that deviate from codified norms
- Translators are the sole owners of the target language and often become “creators of language”
- Fewer resources lead to higher use of MT & AI

## 3. Translation errors found in products localized from English into Bulgarian

150 errors found in 42 localized products



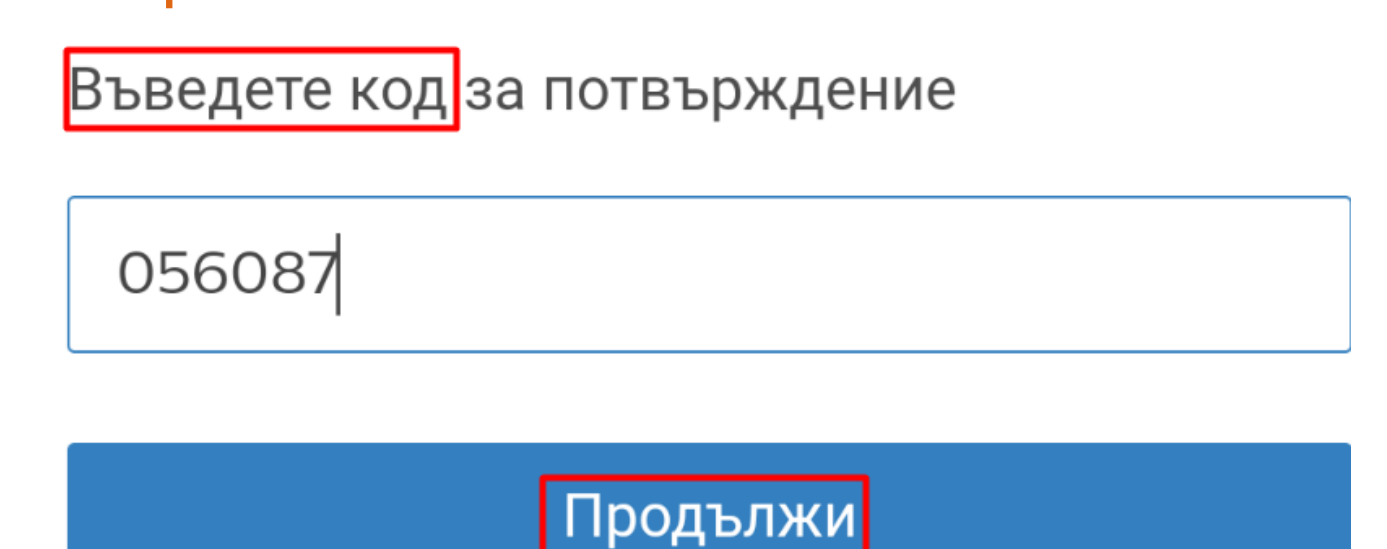
### Examples from the gender- and register-related categories

No.	ENGLISH SOURCE	BULGARIAN TARGET	PRODUCT
1.	Thanks for reviewing your stay, Maria!	Благодарим ви, че оценихте престоя си, Maria!	Booking
2.	Log in as Maria... Not you?	Влизане като Maria... Не сте вие?	Facebook
3.	Manage your Google Account	Управление на профила ви в Google	Google Chrome
4.	Maria your photo book draft is about to expire	Maria, черновата на албума ви е на път да изтече	Google Photos
5.	This app is an internal test version that has been shared with you. If you install it, your email address will be shared with the developer.	Това приложение е вътрешна версия, която е споделена с вас. Ако го инсталирате, имейл адресът ви ще бъде споделен с програмиста.	Google Play
6.	{username} liked your post	{username} хареса публикацията ви	Instagram
7.	Autofill your card details at checkout	Автоматично попълване на данните на картата ви за плащане	Revolut
8.	An activation email was sent to your email address.	Имейл за активация беше изпратен до вашия имейл адрес.	Xiaomi Home
9.	Every night when you are on Wi-Fi, we'll automatically download your favourite music...	Всяка вечер при наличие на връзка с Wi-Fi ще изтегляме любимата ви музика...	YouTube Music
10.	You will be forwarded back to the home screen	Ще бъдете пренасочени към началния екран.	BigBlueButton
11.	Are you sure you want to follow this link?	Сигурни ли сте, че искате да последвате тази връзка?	Facebook
12.	Are you sure you want to log out?	Сигурни ли сте, че искате да излезете?	Facebook
13.	{user} commented on a photo that you're tagged in	{user} коментира снимка, в която сте отбелязани	Facebook
14.	Have an account already?	Вече сте регистрирани?	Glovo
15.	Are you hungry?	Гладни ли сте?	Glovo
16.	Unstoppable!	Неудържими сте!	Google Fit
17.	{user}, are you ready to print your photo book?	{user}, готови ли сте да отпечатате фотоалбума си?	Google Photos
18.	{user} commented on a post you are tagged in	{user} коментира публикация, в която сте отбелязани	Instagram
19.	Do you know and trust {female user}? If you are unsure, don't pay them...	Познавате ли и имате ли доверие на {female user}? Ако не сте сигурни, не му плащайте...	Revolut
20.	Maria, are you ready to...	Maria, готов ли си да се впуснеш...	Takeaway
21.	Followed by {user}	Последвано от {user}	Instagram

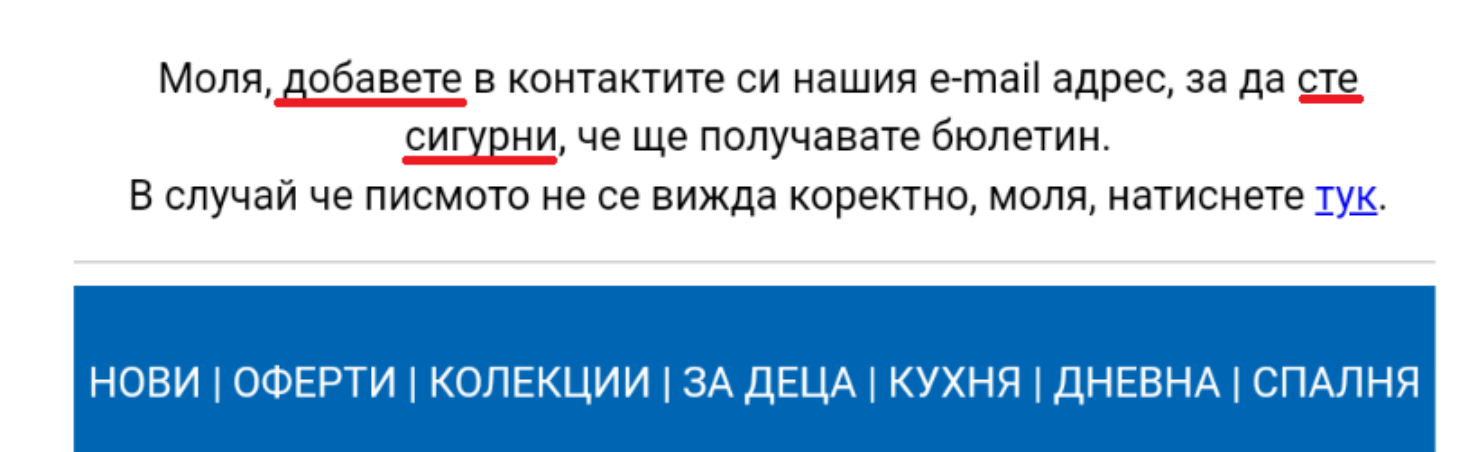
Glovo:



Philips:



ИКЕА:



Здравей, Мария!

Какво си хареса от ИКЕА?

## 4. User reception

- For users with stronger language skills: such errors erode the professional status of translators or instill the idea that MT is preferred regardless of its shortcomings
- For users with weaker language skills: previously adopted incorrect paradigms are solidified
- For users with high English proficiency: the incentive to use products in their native locale is decreased

## 5. Solutions offered

- Identifying the translation problems common for the particular language pair and offering practical solutions that can be implemented on the translation level
- Integrating these in translator training with a focus on the particular commercially minor target language of the trainee
- Seeking resources for increasing the user awareness and critical reception of these issues, as well as for establishing processes and regulations in support of key minor-language stakeholders