

Course Syllabus/Outline Development Form

1. NAME OF COURSE:

Introduction to World Languages and Culture

2. NUMBER OF CLOCK HOURS:

8 hrs

3. COURSE DESCRIPTION:

This course is an overview of world languages that are the target for localization of software and documentation. Includes discussion of issues and characteristics that must be understood for successful localization.

4. COURSE OBJECTIVES:

- a) Identifying the languages for localization
- b) Defining characteristics of scripts or glyphs
- c) Defining characteristics of word order and grammar
- d) Defining characteristics of punctuation
- e) Defining cultural aspects of language, such as humor
- f) Defining regional aspects of language, such as "American" English vs. "British" English

5. RATIONALE:

Successful localization project managers, engineers and documentation developers may not be linguists in the languages that their products are localized into, but they understand the language issues that they must watch out for during the localization project.

6. REQUIRED MATERIALS:

Materials provided as needed.

7. EVALUATION:

- a) Class participation
- b) Final exam

8. COURSE OUTLINE:

Topic	Sub-topics	# of hours
Introduction to Languages for Localization	a) Languages before the Computer b) Languages and the Computer c) Languages and the Internet	1
Written Languages	a) Scripts b) Alphabets c) Language groups	2
Grammatical Language	a) Word order b) Gender c) Plurality d) Punctuation	2

Culture and Language	a) Acronyms b) Humor c) Tone d) Distance e) Politics f) Region g) Color h) Images i) Icons	2
Languages and the future	a) Homogenization b) Nationalism c) Language growth	1