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LOCALIZATION INDUSTRY AND INTERPRETERS' TRAINING

The market of translation services is characterized by a dynamic growth. Based on the data of the Globalization and Localization Association (GALA) [2], a global nonprofit association for the promotion of translation, localization services, language technology and language management solutions, the global language-service market grows by 5,52 % yearly. According to the Statista, a German on-line portal for statistics, more than half of the language services market is located in Europe. North America is the second largest market, it accounts for 34.82% of the total. Based on Statista data, this market reached \$ 17.4 billion in 2019 and by 2022, more than 93,000 experts will be engaged in interpretation and translation services in the USA [3].

Since more companies seek to expand their distribution networks by entering international markets adapting their products to the needs of consumers, localization as a service in the language industry market has been in high demand now. It is a comparatively new service in the language industry which is gaining its popularity.

In ISO/TS 11669 [1], the term *localization* is defined as a «process of adapting products and services for distinct *locales* (2.1.10).» In Note one (ISO/TS 11669:2012) to this entry the ISO/TS compilers explain that localization consists «of 1) the translation of textual materials according to the target locale, and 2) adaptation of non-textual materials to the same locale. It includes input, output and delivery mechanisms.»

Translation being an integral part of the localization of foreign products is often performed with the help of specialized programs and tools. These speed up the translation process and make it more efficient.

Consequently, interpreters engaged in localization service are required to be fluent in translation, have knowledge of computer programmes and experience in using automated translation systems, basic knowledge of terminology database management, skills to use localization tools (e.g.: Alchemy Catalyst, SDLPassolo, and RC-WinTrans.)

Many translation schools and universities are currently reviewing their programmes to meet industry requirements, and are introducing basic IT and localization courses.

As there is a growing tendency for language providers to use localization tools, there is a need to include localization as a subject in translators/interpreters training

programmes. When it come to training localization experts in Ukraine, the universities began to introduce the localization component into the educational programs of the translation departments. Indeed, there is an urgent need to introduce Localization as a Maste training programme in translation departments.

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STRATEGIES FOR LOGISTICS SERVICE ENTERPRISES TO COPE WITH THE OUTBREAK OF CORONA VIRUS DISEASE

Since the outbreak of the Corona Virus Disease, the Chinese government and all sectors of society have made unprecedented efforts to fight against the epidemic situation, made every effort to improve the efficiency of distribution of relief materials, and to ensure the supply of production and life. The outbreak poses a huge challenge to the logistics service system. How to make full use of logistics service enterprises' capacity to ensure the emergency supply of large-scale outbreak is a huge challenge that must be dealt with in production and life. One more question is how to make logistics enterprises effectively deal with the epidemic situation, not overnight, and not in a day. We hope that the whole society logistics and supply chain managers can take advantage of socialized logistics and supply chain capabilities to fully participate in supporting this large-scale war between humans and viruses. It is necessary and valuable to discuss it.

The outbreak of Corona Virus Disease at the end of 2019 made a serious impact on China's economy and people's lives. Chinese logistics companies rushed to the front line and responded to the national call through various channels to join in the fight against the epidemics. But at the same time, we should also note that because of the national isolation and other measures caused by the supply chain upstream and downstream of the overall obstruction, not only the enterprise's operation and employee safety were brought a major risk, but also to the supply chain logistics enterprise's operation suffered serious difficulties [1].