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SECTION IV. APPLIED LINGUISTICS

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LENOVO

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Experience in localizing official websites of Chinese companies
on the example of the brand LENOVO (

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Abstract: The article examines the definition of localization from the point of view of the intersection of various disciplines, and also draws a parallel with the concept of translation, highlights the distinctive features of these concepts. The object of the research is the linguocultural aspect of localization, and the subject is the tactics used by the brand in the process of localization. The research material is the official websites of Lenovo () in Russian, English and Chinese. On the basis of the comparative-descriptive method, strategies for brand promotion are identified and analyzed, and the features of the localization process are revealed. Based on the available research results, the key trends in brand promotion are highlighted, and the differences in the choice of localization strategies are explained. The research results will be useful for entrepreneurs whose activities are tied to work with the Chinese linguistic culture.

Keywords: Localization; Translation; Adaptation; Brand promotion; Marketing translation; Promotion strategies

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(Introduction)

« », - » (GALA, 2019). . . « » - - - , , - - - , - - - (Collins , 2002: 74). . . « » - - « » , - « », - (, 2019: 963). - « » - « - » (Wills, 1977: 72).

«Lenovo» «Legend» (Legend) «Le-» «Le-» (Todd Crowell).
 (Main part) «Transform» «COVID-19» «Smarter» «Transform») «COVID-19» «



1. lenovo (^)
 Fig.1. Content of the Lenovo websites (®)



2. Lenovo ()
 Fig. 2. Slider-images of the Russian and American versions of the Lenovo website (



3. - - Lenovo

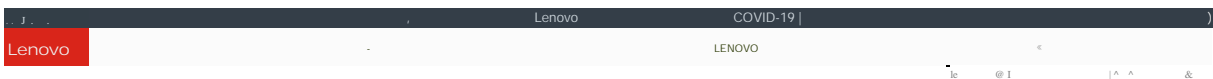
Fig. 3. Image slider of the Chinese version of the Lenovo website

9 - , : - , , - COVID-19, COVID-19. : - :



Lenovo's response to COVID-19 | Learn more

What are you looking for?



4. - - Lenovo

Fig: 4. Comparison of top bars of Lenovo websites (

: - ; - : « LENOVO» «ABOUT LENOVO» Lenovo



or^ will ^ dD [i

. 5. - Lenovo
Fig. 5. Lenovo Web Site Menu



. 6. -
Lenovo

Fig. 6. Social Responsibility Information Block on the American version of the Lenovo website

« Our Leaders» -
() -
Eco-friendly - «»
«ours» « ^ -
»;
»;
(, 2019: 965).

2. Lenovo

Table 2. The mission of the Lenovo company (

	English
	We are dedicated to transforming our customers' experience with technology - and how it, and they, interact with the world around us. We call this Intelligent Transformation.
± ^ ^	We are setting the stage for what's possible with technology shaped by Augmented Intelligence, (AI), capable of enhancing and elevating human capability^
# , ^	
(Lenovo; Lenovo Official US site;
:	
«Made in China»,	«
)	(
- «	» (; . :
	, 2004),
	: «
	» , « '» «
	» -
«	» -
	: « - (AI)»,
,	«^ ^
	- « ed Intelligence)
	,
	» -

3. Huawei (^)

Table 3. Huawei corporate information (^)

English	
A company where all add value, and where all belong.	
Our unique:	
Lenovo culture underpins everything we do. While we were born in the East, we are now a truly global workforce.	We Are Lenovo.
Our diversity helps us re-think, reimagine, and reinvent faster. And our culture builds on our similarities and flourishes in the way difference makes us better.	Lenovo
! (Lenovo; Lenovo Official US site;	
:	«
: « »	».
- « »	: «A company where all add value, and where all belong» - «
: « i M	- «
».	: «Our unique» - « », «Our diversity» - « »,
(: « ^	«And our culture builds on our similarities and flourishes in the way difference makes us better» - «
» , « - », « - »;	» -
« - ») ,	:
:	«We Are Lenovo»

, : « , ».

4. Huawei

Table 4. Information about the Huawei team (^)

English	Lenovo
At Lenovo, our people share a common aspiration to be the very best. Whether serving our customers, working together as a team, or contributing to the community, we are working to build a unique company - one that delivers unparalleled products created and supported by people who represent a wealth of cultures and experiences.	-
Our strength lies in this diversity. And every day, on every project, we are creating a new language for inclusion and respect for others. We are dedicated to fostering an environment that encourages entrepreneurship and ownership - a workplace where people's talents can be challenged, and their efforts recognized and rewarded.	-

(Lenovo; Lenovo Official US site;

:	-
: « » - « »	-
(: « , »)	-
« , »	-
« common aspiration to be the very best»	-
« »	-
: «to be the very best » - « ».	-

: « **wealth of cultures** and experiences» - «
», «our strength lies in this **diversity**» - «
».

«efforts recognized and rewarded» - «
».

: «Our strength lies in this diversity» - «
», «Whether serving our customers, working together as a team, or contributing to the community» - «

» «And every day, on every project, we are creating a new language for inclusion and respect for others» -
«

» (Lenovo Official US site, 2020).

(Materials and Methods)

Lenovo (^),

(Results and Discussion)

Lenovo (^)

«We Are Lenovo»

1.

«We Are Lenovo»

2.

«We Are Lenovo»

Intelligence), (AI) (Augmented Intelligence),

3.

«We Are Lenovo»

4.

«We Are Lenovo» friendly» («Eco-friendly»

«We Are Lenovo»

(Conclusion)

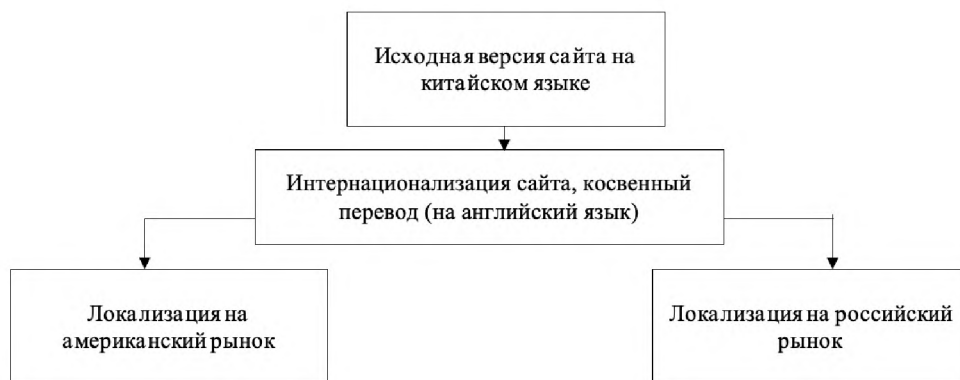


Fig. 7. Derived localization scheme of the original version of the Lenovo website (

2003. 57 .(

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± ^, ^, . 57 (Wang Weiwei (2000), "Language and Intercultural Communication").

Conflicts of Interest: the author has no conflict of interest to declare.

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