RELEVANCE AND LINGUISTIC ACCURACY OF THE INFORMATION PROVIDED ON WEBSITES

Neringa Lekandrė, Gemma Navickienė

Kaunas University of Applied Sciences

Abstract. The number of individuals or organisations providing textual information on their websites (both in native and foreign languages) is continuously increasing, which raises the issue of its quality. The research aims to investigate the relevance and linguistic accuracy of the information provided on business websites. The objectives are to theoretically define the notions of the relevance and linguistic accuracy of the information provided within the scope of Internet linguistics; identify the relevance and linguistic accuracy of the information found on the websites of translation agencies, and submit recommendations for corrections.

The methods applied include a review of the theoretical sources on the relevance and linguistic accuracy of the information provided online, the descriptive analysis of the relevance and linguistic accuracy of the information found on business websites and modelling the improved versions of the content provided on the websites under investigation.

The study revealed that the relevance of the website content depends on the target audience, market share, size of the company, the available layout options, and the scope of information. The information and description of services vary in quality. Even though most of the information provided on the websites selected is relevant and linguistically correct, the semantic, grammatical, and stylistic errors found on the homepages make an unfavourable impression. Some texts seem to have been machine-translated. Therefore, an assumption can be made that companies are reluctant to pay language service providers to create the content of their websites, and the internal human resources managing the websites are not aware of the requirements to be followed to maintain the relevance and linguistic accuracy of the information to be provided in several languages in case the company operates internationally. To avoid the most common pitfalls, more effort should be invested in delivering relevant and linguistically accurate information online; automated translation tools should not be used if there are no human resources available to check for errors; spelling and grammar checking applications and writing assistants should be applied.

Keywords: information, relevance, linguistic accuracy, company website, errors.

Introduction

In today's multilingual world of global communication, the Internet is an integral part of modern everyday life and a compulsory element in business activities. It is often maintained that the Internet is the largest world language database, and English remains the most prevalent language on the Internet, representing up to 26 per cent of the worldwide user share (Clement 2019, Clement 2020, Crystal 2011, Paolillo 2005). According to Crystal (2011), online linguistic issues affect people daily. Whenever or wherever the language is used, linguistic problems are encountered. In any business, checking and editing the texts provided on the website are vital to the professional image. This is a significant part of the process to avoid reputation losses and, potentially, injury or litigation (Linguistico 2017). This similarly concerns the translated information provided online. However, the ways the information is prepared, submitted and used significantly differ.

Malmkjær (2010) states that the World Wide Web is the most extensive electronic collection of written texts with samples of various language use, both correct or incorrect, relevant or irrelevant, which can be used for research.

Thus, the problem question arises whether the information provided on the websites of business companies is relevant and correct in the linguistic sense.

The paper aims to discuss the relevance and linguistic accuracy of the information provided on 5 websites of translation agencies.

The objectives are to theoretically define the relevance and linguistic accuracy of the website content within the scope of Internet linguistics; identify the relevance and linguistic accuracy of the information on business websites, and submit substantiated recommendations for linguistic corrections.

The methods applied include a review of the theoretical sources on the relevance and linguistic accuracy of the information provided online for building a theoretical rationale; a descriptive analysis of the relevance and linguistic accuracy of the information found on business websites, and modelling the improved versions of the content provided on the websites under the investigation.

The research is highly relevant as the number of individuals or organisations having their websites and providing textual information in English (both as source and target texts) is continuously increasing, raising the issue of the quality of the information provided online. Companies seem to be reluctant to pay language service providers to create the content of company websites, and the internal human resources managing the websites are not aware of the requirements or rules to be followed to

maintain the relevance and linguistic accuracy of the information to be provided, especially in several languages, in case the company operates internationally. Therefore, it is vital to investigate the characteristics of online texts and define pitfalls.

Relevance and specific characteristics of the website content

According to Hariyanto (2014), website information is an inseparable part of globalisation and, also, localisation. This can entail fulfilling commercial, informative, technical, etc. functions and goals. The success of both globalisation and localisation of online texts depends on the input of the company (investing in human resources, technologies, etc.) and (or) skills of a person creating/translating texts.

There are various substantiations in scholarly sources that explain why/how website texts should be made relevant and linguistically accurate. The established **requirements** are summarised below (Allott 2020, Fernández 2000, Hariyanto 2014, Marcus 2015, Wilson, Sperber 2002):

1. The information provided should be relevant to the persons it is intended to.
2. The messages communicated should be explicit.
3. To reach a more prominent (target) audience, more extensive content in several languages should be employed to bring more visitors to the website.
4. Good customer experience should be provided and made available in various languages.
5. The specifics of the business field (i.e., translation business, export) might suggest the need for translation.
6. The information should be adapted to customers' needs.
7. The content should be chosen to improve and build company image, brand and (or) trust.
8. The information provided should be oriented towards overcoming the competition and increasing market potential.
9. The website should have an international presence.
10. Selling and supporting services provided should be emphasised.
11. The information provided should comply with legal requirements.

The requirements discussed suggest that the potential **target audience** must be considered (Bustamante 2011, Fernández 2000, etc.). Fernández (2000) maintains that it is essential, although not easy, to define the target audience since it is a critical factor for determining a website content and (or) designing and selecting specific

textual information to be translated into target languages. The following target audiences are identified (Navickienė 2019, Pažūsis 2014, Yenkimaleki 2016):

1. Source language audience exclusively, i.e., the mother tongue is the language of the information/website content. Here belong specific legal acts, local press, and advertisement for local markets. Such information is relevant only to the source language audience and is not translated.
2. Target language audience exclusively, e.g., various articles, brochures, newspapers, and other publications intended for foreign readers. When translating these texts, the aspects that are clear to source text users may be incomprehensible to target text readers. Such information may be related to geographical designations and other culture-specific items that should be explained or simply omitted.
3. Both target and source language audience, e.g., works of fiction, intended for both mother tongue and foreign language readers, although more particularly for mother-tongue readers.
4. A specific target audience, e.g., readers of scientific texts, research data, scientists worldwide.

In the late 20th century, the first websites were developed almost exclusively using text and a few images. With gradual and relatively fast improvements in internet technologies, globalisation of the trade and commercialisation of the Internet, websites have become more sophisticated and complex and offer extensive textual and visual information and live interaction. However, due to the increasing mobile use of the Internet, a trend for simplifying website design is also noted.

According to Kissane (2011), good website content must be appropriate for the business advertised, targeted at current and potential customers, and suitable within the context, e.g., provided services.

On multilingual websites, the written information needs to be translated so that its content (target text) is, as compared to the source text, relevant and correct, and easily accessed and navigated using the same structure as applied to the source-language text.

To sum up, the relevance of the website content is attributed to its target audience. Therefore, the managers of company websites and the creators of the texts provided on them should be aware that the information should be adapted to customers' needs.

Definition of linguistic accuracy

It is maintained that the written language on the Internet is space-bound, structured, static, and formal (Abusa'aleek 2015, Crystal 2011, Leonavičienė, Jasiukėnaitė 2011).

The linguistic inconsistency of written texts online can be prescribed to lack of linguistic accuracy (grammar: morphology, syntax, spelling errors) and linguistic compatibility (lexis: meaning, form, style errors or misuse) (Al-Kadi, Ahmed 2018, Crystal 2011, Karmakar 2011, Leonavičienė, Jasiukėnaitė 2011, Pagani 2015).

In general terms, accuracy is the quality or state of being free from error (Lexico 2020). As stated in the *Cambridge Encyclopedia of Language*, linguistics is the science of language. Consequently, **linguistic correctness** is an absolute standard of language use deriving from the rules of institutions, e.g., language academies, or respected or approved publications, e.g., dictionaries (Crystal 2017).

Over the years linguists have deliberately avoided/misapplied the terms *correctness* and *error* in their scientific descriptions of language (Newman 1996, Newman 2009). Sentences that do not conform to the grammatical rules of a language have been referred to as *ungrammatical* rather than *erroneous, incorrect, mistaken*, or *wrong*. Therefore, the term "accuracy" is more precise. However, to achieve accuracy, it is necessary to discuss what pitfalls, i.e., hidden or unsuspected dangers/difficulties, make texts *ungrammatical.*

According to Ramonienė et al. (2012), linguistic compatibility is an appropriate use of a linguistic unit in a given context, i.e., its meaning (semantics), style, and form.

Semantics is defined as the study of meaning expressed by words of a language or combinations (Karmakar 2011). According to Karmakar (2011), in semantics, the meaning of the components of a textual composition carries a primary role. The following **semantic errors** can be identified: multi-word expressions/sentences with incorrect meaning, omitted/missing words, incorrect use of possessives, false choice of lexical items (Bušta et al. 2019, Flanagan et al. 2014, Sun, Shang 2010).

The concept of style is complex and not easy to define (Pillière 2019, Tariq 2018, etc.). It may be associated with an individual writer/translator, with a genre or even with a specific period. Siregar (2015) states that style is a set of linguistic variants with specific (scientific, social, etc.) meanings. The following **stylistic errors** can be identified: incorrect register (colloquial, archaic, slang), repeated expressions (demonstratives, adverbs, particles), incorrect word order, "clumsy" expressions (multi-word expressions, sentences),

unnecessarily long sentences (Bušta et al. 2019, Pillière 2019, Siregar 2015, Tariq 2018).

Newman (2009) emphasises that text creators should be concerned with fluency, which is developing ideas of the written text and clarity, which helps make sense to readers.

It should be noted that grammar is not simply a collection of formal rules (morphology, syntax, and spelling). It guides writers in producing fluent and understandable texts. The analysis, correction and/or avoidance of morphological errors are of great importance in the context of written texts and their translations, as they can cause syntactic and semantic dysfunction. **Morphological errors** include wrong application of grammatical rules, i.e., breach of the code, and wrong use of target language in an inappropriate context. Here belong errors related to the usage of the adverb (degrees, confused position, etc.); article; noun; pronoun; preposition; singular/plural; verb (regular verbs; irregular verbs; tenses; active/passive voice), etc. (Yakub, Hossain 2018, Sun, Shang 2010).

The following **syntactical errors** can be identified (including punctuation errors, which are made by missing or incorrectly placing commas or other delimiters in the sentences) (Bušta et al. 2019, Flanagan et al. 2014, Karmakar 2011, Sun, Shang 2010): valency, verb/noun phrases, adjective/noun phrases, agreement in noun phrases, punctuation (delimiters: comma, colon, semicolon, dot, triple dot), constituents (usually, types of coordination), clauses (relative, subject, object, adverbial clauses, subordination), etc.

There may be an overlap between morphological and syntactical errors, e.g., the wrong ending (morphological error) can cause an error in grammatical agreement on the syntactic level (Bušta et al. 2019, Yakub, Hossain 2018).

According to Bušta et al. (2009) spelling errors can be characterised as rather formal. These are primarily the errors that a spelling checker can discover. The following **spelling errors** can be identified: obvious typing errors (recognisable by a spelling checker); other typing errors (e.g., not recognised by a spelling checker); capital letters, inflectional noun endings, lowercases, compounds, etc. (Bušta et al. 2019, Flanagan et al. 2014, Karmakar 2011, Sun, Shang 2010). It is noted that the identified grammatical errors may overlap.

To sum up, linguistic accuracy depends on how a writer/translator manages to escape semantic, stylistic, morphological, syntactical, and spelling errors.

Research methodology

The study aims to discuss the relevance and linguistic accuracy of the information provided on business websites. Therefore, the presence/absence of relevant information is discussed using the quantitative descriptive method, whereas the linguistic errors identified are analysed using the qualitative descriptive method. The research samples have been selected randomly from the websites of translation agencies.

The linguistic analysis of the texts has been performed following Alsuhimat (2014), who suggests a specific sequence in the study of language accuracy: collecting samples, identifying errors, describing/explaining mistakes and correcting them. The samples have been classified according to the type of error, and justified corrections have been provided. The ability to identify, analyse, and creatively and constructively solve linguistic problems applying the knowledge acquired while studying the field of translation has been used to substantiate the corrections.

The numbers (from TA1 to TA5) are used before the sample to identify the website. [NL] is used for the author of the corrections.

Findings of the study of the relevance of the content on the websites investigated

When the homepages of the business websites are accessed, the first thing evident is the layout of the website or its design. The elements of the layout of the websites are provided in Table 1.

Table 1. Items on the pages of the websites investigated

Webpage	1	2	3	4	5
Home			+	+	+
About Us	+	+	+	+	
Services	+	+		+	+
Languages	+				+
Quality	+		+		
Clients			+		
Partners			+		
Quote				+	
Career		+	+		
Contacts	+		+		+
News		+	+		

The item is considered available and marked + where it can be selected on the homepage and entered for more detailed information.

Three out of five translation agencies (TAs) offer some information for the website page *Home*. General information on the services provided by TAs, certification is provided, and even some customers' testimonies are included. It must be noted that the information on *Home* and *About Us* of TA3 and TA4 websites is duplicated, which can be considered a surplus. Other TAs have one of the two pages, and the amount of the information provided varies and possibly depends on the size of TA, its current market share, target audience, etc.

The information provided on the page *Services* also varies. TA2 offers only basic translation, interpreting and certification services. Others include proofreading (TA1) and editing services (TA1, TA3); website and software localisation services (TA4, TA5). TA4 puts the most significant emphasis on services, i.e., interpreting, localisation, translation & other business services are indicated at the top of the homepage. The page *Services* of TA5 is somewhat "scattered". An attempt is made to classify services as *business, personal* and *interpreting,* although interpreting can also be included under *business* and (or) *personal* services category.

The page *Languages* in found in TA1 and TA5.

Quality is noted on the homepages of TA1 and TA3. Others included this information as additional, not under any title.

The pages *Clients* and *Partners* are provided on the website of TA3 only. This may be due to the unwillingness of TAs to disclose their customers and partners so that confidentiality and competitive advantages are maintained.

The page *Quote* refers to a form for requesting a translation/interpreting and is directly provided only on the website of TA4.

The page *Career* (on websites referred to as *For Translators*, *Career*, *Jobs*) on TA2 and TA3 websites include application forms for translators/ interpreters and information on job opportunities.

Additional information regarding certification, privacy notice, cookie policy, data protection, etc., or more detailed information listed in Table 2 is also provided on websites, but usually at the bottom of the homepage (TA1, TA2, and TA4).

In three TAs (1, 3, and 5) the page *Contacts* (Contacts, Contact Us) is located at the top. In the remaining two TAs (2 and 4), this information is provided separately elsewhere on the homepage.

TA5 is the only one offering a live chat option on its website.

The only website containing any information on translation services in the context of COVID-19 virus pandemic is TA4. The agency offers video remote interpreting services as an alternative to traditional interpreting using the TA's application developed specifically for this purpose. The application is secure and password protected. It can be accessed using a *username* and *password*. This is an excellent example of how the content of the

website, as well as the services provided, can be and is adjusted in the context of extreme situations.

TA4 also introduces a relatively new service called *transcreation*, which refers to adapting a message (text, speech, etc.) of one language to another language provided within the marketing and advertising field. This is the only TA offering such a unique service addressing global market issues directly.

To sum up, the scope and relevance of the content of the information provided on the websites investigated differ. All of them include information about the company, the description of the services. The study revealed that some companies are quick to adapt to the changes in the market and offer innovative solutions.

Findings of the analysis of the linguistic accuracy of the information provided on the websites investigated

Having identified the specifics and relevance of the content, the research is further aimed at analysing English texts for linguistic accuracy and correction of the instances of misuse, errors, misconceptions, etc. identified.

Translation theorists (Bušta et al. 2019, Flanagan et al. 2014, Sun, Shang 2010) identify **semantic errors** that include an incorrect choice of lexical items and multi-word expressions or sentences with wrong meaning, missing and superfluous words.

While analysing the information provided on company websites, some instances of incorrect choice of lexical items have been identified.

[TA1] Quality **in compliant** *with international standards.*

[NL] Quality **complies** *with international standards.*

Compliant is an adjective; therefore, it cannot be proceeded by a preposition. The noun *compliance* or the verb *complies* should have been used.

[TA2] **While,** *translations of documents of specific fields require expert knowledge of the field in question.*

[NL] **Meanwhile,** *translations of documents of specific fields require expert knowledge of the field in question.*

Here, there is one subject and verb only, so the conjunction *while (whereas)* should be replaced by the adverb *meanwhile (on the other hand)*.

[TA1] Consultations on language and cultural etiquette, **conference equipment hire***.*

[NL] Consultations on language and cultural etiquette and **the hire of conference equipment.**

The phrase *conference equipment hire* should be constructed with the *of-phrase* preceded by the definite article.

In another sentence, the same service is called *rent*.

-[TA1] ...we can also **take care of renting** *the necessary equipment as well as maintaining it during the event.*

[NL]... we can **hire** *the equipment needed and* **provide maintenance services** *during an event.*

The word *rent* is typically used in situations involving a longer period of time, as in the expressions *rent a house, rent a flat* and the like. Besides, the first part of the sentence is too wordy, and the second part should be supplemented.

Morphological errors are related to wrong application of grammatical rules, i.e., the incorrect use of adverbs (degrees, confused position, etc.); articles; nouns; pronouns; prepositions; singular/plural; verbs (regular/irregular verbs; tenses; active/passive voice), and conjunctions (Yakub, Hossain 2018).

[TA5]Only the best interpreters are **capable***.*

[NL]Only the best interpreters are **capable of doing this***.*

Someone *capable* has the skill or qualities necessary to do a particular thing well. Therefore, to make the idea complete, the phrase should be extended.

[TA2] **Translator must** *follow the news, be open to* **novelties***, be knowledgeable to be able to provide quality translation services.*

[NL]To provide quality translation services, **a translator should** *follow the news and be open to* **innovations** *and knowledge.*

The noun *translator* is countable; therefore, it should be used with an indefinite article. The modal verb *must,* in this case, should be replaced by *should*, which denotes a polite recommendation and advice. Besides, *novelty* is a quality of being new, whereas, in this context, better solutions that meet new requirements and market needs are meant. Thus, the noun *innovation* is more precise.

The identical article mistake is made in the following sentence.

[TA2] **Translator** *can be worthily called a co-author,* **because** *his/her qualification and competences determine adequacy and quality of the translation.*

[NL] **As** *his/her qualification and competencies determine the adequacy and quality of the translation,* **a translator** *can be legitimately regarded as a co-author.*

The conjunction *because* is used to focus on the reason. To centre on the result, *as* and *since* are used. Most commonly, *as* or *since* clause starts the sentence. The adverb *worthily* (meaning *deserving admiration, respect*, etc.) should be replaced by the adverb *legitimately* (meaning *reasonably, in a way that is lawful, legitimate*), and the participle *called* (*given a name*) should be replaced by the participle *regarded* (*considered*).

[TA3] **Within a year** *we accept* **orders for translation** *from about 950 companies and 1200 private clients.*

[NL] We accept about 950 **translation orders** *from companies and 1200 from private clients* **annually.**

The wordy phrase *within a year* may be replaced by the adverb *annually*, and *orders for translations* should be replaced by *translation orders*.

It has been noticed that in many cases the word order has to be changed due to the logical sequence of the information provided. First comes the known, then the new and relevant information.

The **syntactic errors** include punctuation, i.e., missing or incorrectly placed commas or other delimiters (colon, semicolon, dot, triple dot); inaccurately joined constituents (coordination) and clauses (subordination) (Bušta et al. 2019, Flanagan et al. 2014). However, there may be an overlap between morphological and syntactical errors, e.g., the wrong ending (morphological error) can cause a mistake in grammatical agreement on the syntactic level (Bušta et al. 2019, Yakub, Hossain 2018).

*[TA1] A good translation **does not just mean** translating every word, it means a **contemporary** translation that is as close to the original.*

*[NL] A good translation **is not an instance of** translating every word. **It means** converting the source text into a target text as close in meaning as possible.*

Although at first sight, the sentence above seems to be grammatically correct, the structure of the source language (Lithuanian) prevails. The sentence can be split into two sentences, which makes the text easier to read. The word *contemporary* has no sense in this context.

[TA2] Two criteria are crucial in written translation – quality and accuracy.

*[NL] Two criteria are crucial in written translation, **i.e.,** quality and accuracy.*

In English, a dash is not used before the words used to specify something mentioned. Therefore, it should be replaced by *i.e.*

*[TA4] Our website uses cookies **but** we don't track your personal information **Find** out more.*

*[NL]Our website uses cookies**,** but we don't track your personal information**.** Find out more.*

A comma is needed before the second independent clause, and a full stop is missing after the first sentence.

It is not only the knowledge of semantics, morphology, and syntax that is necessary to create and translate texts. Another vital competency is being able **to localise the translation**, i.e., adapt it to a specific country or region.

In Lithuanian, the word *vertimas* is used for both written translation and oral interpretation. However, in specific contexts, such as websites of translation agencies, it can be specified as *vertimas žodžiu* and *vertimas raštu*. In English, there are two words to denote those activities, so two words, *translation and interpretation*, should be used.

*[TA1] Sertifikuotos **vertimo** paslaugos*

*[NL]Certified **translation and interpretation** services*

Company contacts on the website should also be localised. In Lithuanian, *g.* is an abbreviation for

gatvė, and in English, it should be substituted by *St* (*street*).

*[TA3] Bernardinų **g**. 9 - 4,*
Vilnius, LT-01124
*[NL] Bernardinų **St**. 9 - 4,*
*Vilnius, LT-01124, **Lithuania***

The name of the country (Lithuania) should also be added to the address in English.

Telephone numbers on websites vary in their form. However, for international communication, it is advisable always to use the country code:

[TA5] 01-8720008   [NL]   +353 (0)1 872 0008
*   +(353 1) 872 0008*
[TA2] 8-527-37504   [NL]   +370 52 737 504
*   (+370 5) 273 7504*

Another issue is the types of companies.

*[TA1] UAB xxxxx   [NL] xxxxx, **UAB***
*[TA3] UAB xxxxx   [NL]   xxxxx, **UAB***

In Lithuanian, the legal status of the company *UAB (Uždaroji akcinė bendrovė)* should be followed by the company name in quotation marks *(UAB „xxxxxx", UAB „xxxxx")*. Now it is generally admitted that any type of private business entity used in many jurisdictions is called "a private limited company" as opposed to "a public limited company", with some differences from country to country. However, there is a tendency to leave *UAB* in the target language but transfer it after the name of the company.

However, the greatest danger to the reputation of a business (especially translation) company is **incomprehensible** texts provided on its website. They are impossible to understand and hard to correct.

*[TA2] The translations of the Bureau and the seal of approval **by a notary prepare**.*

[NL] Translations are certified with the seal of the bureau and (or) the notary public.

*[TA2] Companies work only with professional and experienced translators. **Each area translates the text fields**. Lithuanian translations are checked **Editor**.*

[NL] The company cooperates only with professional and experienced translators. Each professional specialises in his/her particular field. Lithuanian translations are checked by an editor.

[TA2] Most of our translation services quality - long-term and regular customers - Lithuanian and foreign companies in the circle.

[NL] We provide quality translation services and have long term customers, both Lithuanian and foreign companies.

To sum up, the semantic, morphological, and syntactic errors and spelling, localisation mistakes, as well as incomprehensible texts identified during the research reveal the incompetency of the creators of the texts for business company websites.

Discussion

The growing globalised economy creates the need for increasingly localised content as reaching every foreign market or target audience requires the quality content that is translated and adapted to the local language and culture (Baguette 2021, Bustamante 2011, Corte 2000), and this also applies to the content provided on websites of TAs. According to Hariyanto (2014), both translator's technical language skills and practical cultural and instrumental (software/hardware usage) knowledge must be used to provide a reliable translation.

The homepage of the global translation agency Baguette (2021) states that the growing globalised economy creates the need for more and more localised content as reaching every foreign market requires the content that is translated and adapted to the local language and culture. Translation demand seems to have become one of the markers of a company's growth.

Customers nowadays are more demanding. For a large part, the quality of translated content reflects a company's standards. A poorly automatically translated instructions for use, for example, will convey to the reader a feeling of low-cost manufacturing, and will, subconsciously, downgrade the company in the customer's mind, often generating a conflict between the brand image and the sought brand identity. Moreover, the audience in new emerging markets wants to be addressed in their native language.

Despite the recommendations available, the study of the TA websites investigated reveals that practically they are not considered.

The texts on the website TA1 have a great number of instances when the style and structure of the source language are preserved, which makes English texts overly simplistic. The translation shifts such as a replacement or addition should have been applied.

Although TA2 states that *Quality is one of our major goals*, the English texts on their website have vast amounts of grammatical, stylistic errors. This makes a vague impression on potential customers, who look for translation services and see mistakes on the homepage. Although this TA employs professional translators, neither effort nor investment is made to have the website translated into English correctly. An assumption can be made that some translations are made using machine tools without editing.

The English texts on the website TA3 are written accurately. The language is grammatically and syntactically faultless. However, some instances are left unlocalised.

The most common errors in the texts on the website TA4, are related to syntax (use of spaces, missing punctuation marks), spelling (heading capitalisation), and style (use of informal words).

The English texts on the website TA5 contain instances of incorrect grammar (missing prepositions, incorrect verb tense, minor syntactic errors (use of semicolon and hyphen), and style (the inappropriate meaning of adverbs and verbs used). A more uniform approach is recommended to capitalise separate words and/or phrases in the headings/lists to create a unified website style.

The issues of the relevance and linguistic accuracy of the information provided on the TA websites analysed can be addressed by avoiding automated translation programmes; using grammar check applications and writing assistants; checking texts for technical, human, and other errors; investing more time and effort into providing relevant and linguistically correct information online; increasing awareness of the differences between the source and target languages by continuously learning and practising, and asking for and receiving feedback from editors.

Conclusions

The analysis of the theoretical sources revealed that the relevance of the website content is attributed to the target audience and the goals of the business that publishes the content. Linguistic correctness is an absolute standard of language use deriving from the rules set by institutions, e.g., language academies and respected or approved publications, e.g., dictionaries and other references. Linguistic accuracy is the ability to produce texts without making (morphological, syntactic, spelling, etc.) mistakes.

The investigation into the relevance of the information provided on the websites of five selected companies revealed that in most cases, the content provided is relevant and depends on the target audience, market share, and size of the company. The layout options, scope of the information and description of services vary in quality and accessibility of the content in English.

The study of the linguistic accuracy of the information provided on the company websites investigated reveals that there is much room for improvement. Alongside semantic, morphological, and syntactic errors, spelling, localisation mistakes have been identified. However, the greatest danger to the reputation of a business (especially translation) company is incomprehensible texts provided on its website.

The identified pitfalls can be avoided by investing more effort in providing relevant and linguistically accurate information online.

References

1. Allott, N. Relevance Theory. https://www.oxfordbibliographies.com/view/document/obo-9780199772810/obo-9780199772810-0256.xml [last accessed 03/03/2021]
2. Al-Kadi, A. M. T., Ahmed, R. A. (2018). Evolution of English in the Internet Age. Indonesian Journal of Applied Linguistics, 7(3), 727-736.
3. Alsuhimat, F. (2014) Error analysis. https://www.academia.edu/7131101/Error_Analysis [last accessed 05/03/2021]
4. Baguette, TA (2021). The translation booming industry: a pre-COVID analysis. https://www.baguette-trans.com/single-post/translation-today-a-booming-industry [last accessed 05/04/2021]
5. Bustamante, D. (2011) Consider Your Target Audience When Writing Content for Language Translation.] www.globalizationpartners.com/2011/09/02/consider-your-target-audience-when-writing-content-for-language-translation [last accessed 01/03/2021]
6. Bušta J., Hlaváčková, D., Jakubíček, M., Pal, K. (2009). Classification of errors in text. Proceedings of Recent Advances in Slavonic Natural Language Processing, 109–119.
7. Clement, J. (2020). Most common languages used on the internet as of January 2020. https://www.statista.com/statistics/262946/share-of-the-most-common-languages-on-the-internet/ [last accessed 01/03/2021]
8. Corte, N. (2000) Web Site Localisation and Internationalisation: a Case Study. www.localisation.ie/sites/default/files/best-thesis/noeliacorte.pdf [last accessed 01/02/2021]
9. Crystal, D. (2011). Internet linguistics: a Student Guide. London: Routledge.
10. Crystal, D. (2017). The Cambridge Encyclopaedia of Language. Cambridge: Cambridge University Press.
11. Flanagan, B., Yin, Ch., Suzuki, T., Hirokawa, S. (2014) Classification of English Language Learner Writing Errors Using a Parallel Corpus with SVM. International Journal of Knowledge and Web Intelligence, 5(1), 21-35.
12. Hariyanto, S. (2014). Basic Considerations and Potential Problems in Website Translation. The First International Translation & Interpretation Symposium "Universitas Indonesia 2014". 150-161.
13. Karmakar, S. (2011). Syntactic and Semantic Analysis and Visualization of Unstructured English Texts. Dissertation, Georgia State University https://scholarworks.gsu.edu/cs_diss/61 [last accessed 05/03/2021]
14. Kissane, E. (2011). A Checklist for Content Work. https://alistapart.com/article/a-checklist-for-content-work [last accessed 05/03/2021]
15. Leonavičienė, A., Jasiukėnaitė, V. (2011). Lietuvos rinkai lokalizuotų interneto svetainių teksto funkcijos ir kalbos kokybė. Kalbų studijos, 19, 56-63.
16. Malmkjær, K., ed. (2010). The Routledge Linguistics Encyclopaedia. Abingdon: Routledge.
17. Navickienė, G. (2019). Vertimas raštu: teorija ir praktika: mokymo priemonė. Kaunas: KK RMC.
18. Newman, J. M. (2009). Correctness: Spelling, Punctuation, Grammar and Style. http://www.lupinworks.com/roche/pages/correctness.php [last accessed 01/03/2021]
19. Pažūsis, L. (2014). Kalba ir vertimas. Vilnius: VU.
20. Pillière, L. (2019). Style and Voice: Lost in Translation? Etudes de stylistique anglaise, Société de Stylistique Anglaise, 225-252.
21. Ramonienė, M., Brazauskienė, J., Burneikaitė, N., Daugmaudytė, J., Kontutytė, E., Pribušauskaitė, J. (2012). Lingvodidaktikos terminų žodynas. Vilnius: VU leidykla.
22. Tariq, M. (2018). Style, Stylistics and Stylistic Analysis: A Re-evaluation of the Modern-day Rhetoric of Literary Discourse. International Journal of English Research, 4(2), 46-50.
23. Yakub, F., Hossain, F. (2018). Morphological Error Analysis of English Written Texts Produced by the Tertiary Level Students of Bangladesh. Research Journal of English Language and Literature, 6(4), 202-218.

3

ĮMONIŲ TINKLALAPIUOSE PATEIKIAMOS INFORMACIJOS AKTUALUMAS IR TAISYKLINGUMAS

Santrauka

Asmenų ar organizacijų, teikiančių tekstinę informaciją interneto svetainėse (tiek gimtąja, tiek užsienio kalba), skaičius nuolat didėja. Tyrimo tikslas - įvertinti verslo svetainėse pateikiamos informacijos aktualumą ir taisyklingumą. Uždaviniai - teoriškai apibrėžti interneto svetainių tekstų aktualumo ir kalbinio tikslumo sąvokas; aptarti jose esančių tekstų aktualumą vartotojams ir kalbos taisyklingumą bei pateikti pagrįstas rekomendacijas, kaip išvengti klaidų.
Tyrimui atlikti naudoti su interneto lingvistika susijusių teorinių šaltinių apžvalgos, verslo svetainėse esančios informacijos aktualumo ir taisyklingumo gretinamosios aprašomosios analizės ir taisyklingo turinio elementų modeliavimo metodai.
Tyrimas atskleidė, kad interneto svetainės turinio aktualumas priklauso nuo tikslinės auditorijos, rinkos ir įmonės dydžio ir pateikiamos informacijos apimties. Nors didžioji dalis tirtose svetainėse pateikiamos informacijos yra aktuali ir taisyklinga, tekstuose rastos semantinės, gramatinės ir stiliaus klaidos menkina verslo įmonės įvaizdį. Galima daryti prielaidą, kad kai kurie tekstai išversti automatizuoto vertimo programomis; įmonės nenoriai investuoja į svetainių turinio kūrimą, o interneto svetainių administratoriai nežino reikalavimų, kurių reikia laikytis, kad pateikta informacija būtų aktuali ir taisyklinga. Ypač jei įmonė veikia tarptautiniu mastu ir informaciją reikia pateikti keliomis kalbomis. Siekiant užtikrinti interneto svetainėje pateiktos medžiagos kokybę, reikėtų atsakingiau atrinkti aktualią informaciją ir kurti lingvistiškai taisyklingus tekstus. Jei nėra žmogiškųjų išteklių klaidoms patikrinti, automatinio vertimo įrankiai neturėtų būti naudojami. Pravartu naudoti šiuolaikines rašybos ir gramatikos tikrinimo programas, tačiau kiekvieną tekstą turėtų peržiūrėti kalbą išmanantis specialistas.

Reikšminiai žodžiai: informacija, aktualumas, kalbinis tikslumas, įmonės svetainė, klaidos.

Information about the authors

Neringa Lekandrė. Freelance translator. Field of research interests: comparative linguistics.
E-mail address: neringa.le8351@go.kauko.lt

Gemma Navickienė. Lecturer at the Language Center of Kaunas College, Faculty of Arts and Education. Field of research interests: comparative linguistics.
E-mail address: gemma.navickiene@go.kauko.lt