



Tools for reaching a Multilingual Audience

Ed Manlove
emanlove@ieee.org

Localization = L10n

Internationalization = I18n



3 Advice and a Sponsor Letter

May 26th, 2007

Here's something I wrote to an upcoming organizer of a PodCamp. You might find some value in this, too.

Hi there-

My advice: make a great team to organize the event and lean on them heavily. Focus on empowering the community. De-emphasize the rockstars, but invite them all. Use traditional press releases and mainstream ways to reach the newbies, as well as blog campaigns, buttons, and other new media tools. Get every podcaster and video blogger making promotional materials and running each others' promos ahead of the event. Wifi isn't 100% necessary, but it makes the world a much better place. Tagging is vital, so please have people tag their media for easier finding in Technorati and Google Blogsearch.

Write really direct, clear sponsor letters following a format similar to this:

Hello _____ (person in company, if you know their name, or just "Hi" if you're faking it)-

My name is _____ and I'm writing to request sponsorship for PodCamp ____, a FREE, two day unconference exploring the world of new media community tools. The event takes place _____. The website is _____. We're expecting around _____ people.

Your sponsorship of \$_____ (and ask big) will go towards _____, or should you wish to make it a more general sponsorship, the other costs associated with putting on this free event are:

(list out all your remaining expenses) Specific sponsorships exist for

Participate!

Donate!



Subscribe!



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Multi-Lingual Video Blogging

dotSUB



BETA

 Search

- Home
- My Films
- Groups
- Demo
- Help

- Featured
- Most Viewed
- Latest
- Genre
- Collections
- Language
- Country
- User
- Random

Featured Films

Login

Username:

Password:

Submit

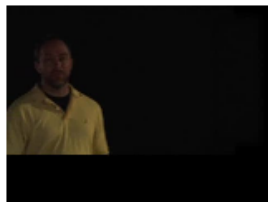
[\(Register\)](#)

How to dotSUB?

- [View Films](#)
- [Upload Films](#)
- [Caption Films](#)
- [Translate Films](#)

Partner Sites

- [Adept Word Management](#)
- [Internet Archive](#)
- [Link TV](#)
- [Mad Mundo](#)

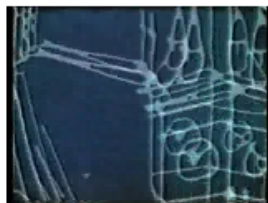


Wikimedia 2007 Fundraiser

(3:12) Posted by [newsmarkie](#)

Jimbo Wales in the 2007 Wikimedia Fundraiser Video

Viewed 216 Times | 5 Translations, 4 Complete | Posted 2007-10-24 06:04:35



The language challenge -- facing up to reality

(8:27) Posted by [DannirLsne](#)

A former UN and WHO translator, who is also a psychologist -- Claude Piron taught for 20 years at the Psychology Department of the University of Geneva - shares his experience of international communication and discusses the international language Esperanto.

Viewed 1114 Times | 16 Translations, 13 Complete | Posted 2007-10-18 09:15:04



Tim Berners-Lee's Global message for OneWebDay

(3:47) Posted by [dotSUB Staff](#)

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May 2
[Search Works](#)

Sep 25
[Conferences and Events](#)

Oct 15
[dotSUB and Pop!Tech featured in Business Week](#)

<http://dotsub.com/>



Multi-Lingual Blogging

Localization vs. Workflow (Internationalization)

Blogging Software vs. Content Management System (CMS)

Hosted Blogging Service vs. Self-hosted Blog

DIY Translation vs. Outsourcing Translations

Localization vs. Workflow (Internationalization)



Localization vs. Workflow (Internationalization)



39 Languages *



LIVEJOURNAL

37 Languages *



9 Languages



54+ Languages



30+ Languages



6 Official Languages

11 User-Contributed Languages

Localization vs. Workflow (Internationalization)



? I18n Plug-ins
(Widgets)



? I18n Plug-ins



? I18n Plug-ins
but customizable



16 Plug-ins



? I18n Plug-ins

significantly large
and active I18n
forum



? I18n Plug-ins

minor forum activity
concerning I18n issues

Blogging Software vs. Content Management System (CMS)



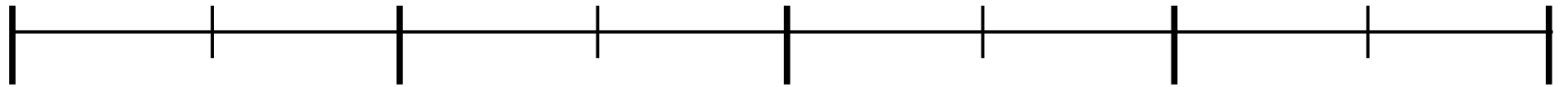
Hosted Blogging Services



Self-Hosted Blogs



DIY Translation vs. Outsourcing Translations



Do
It
Yourself
Translations

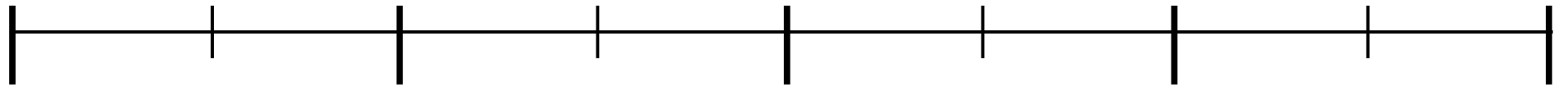
Outsourcing
Translations



Français

English

Italiano



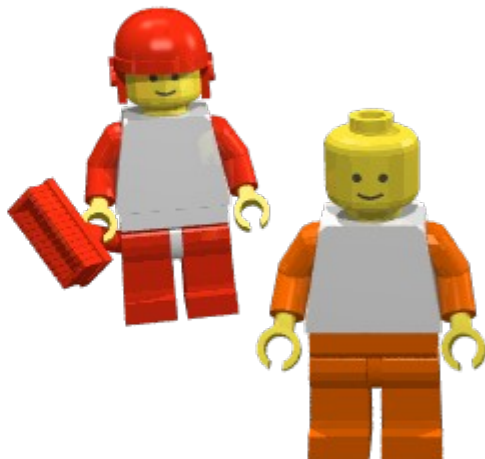
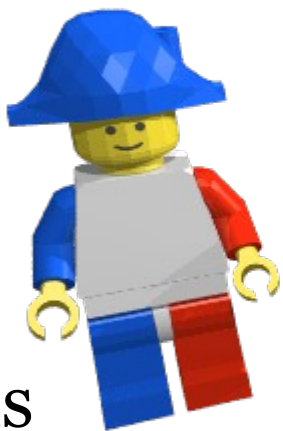
Do
It
Yourself
Translations

Outsourcing
Translations

Français
English

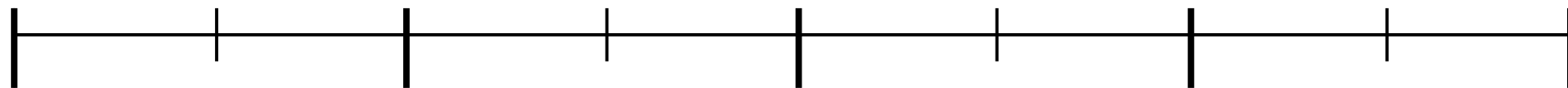
Bokmål

日本語



Français

English



Do

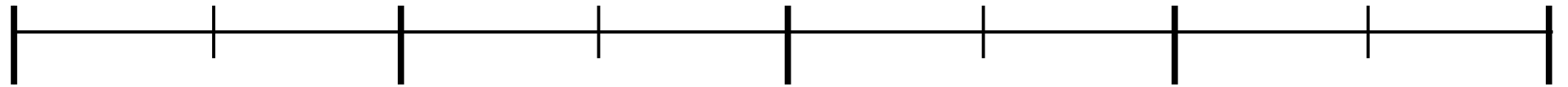
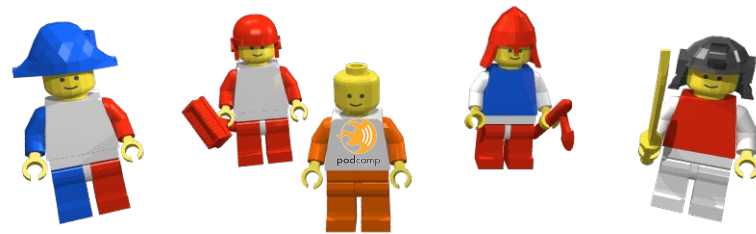
It

Yourself

Translations

Outsourcing

Translations



Do
It
Yourself
Translations

Outsourcing
Translations

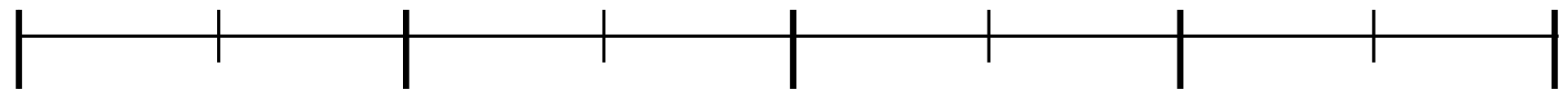
Français
English

Bokmål

日本語

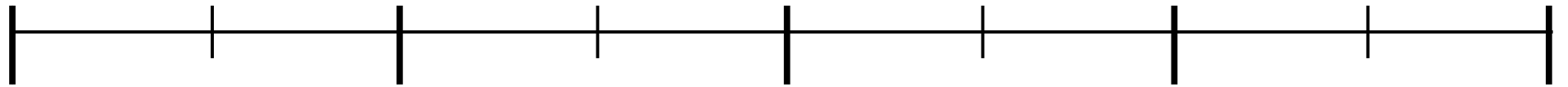
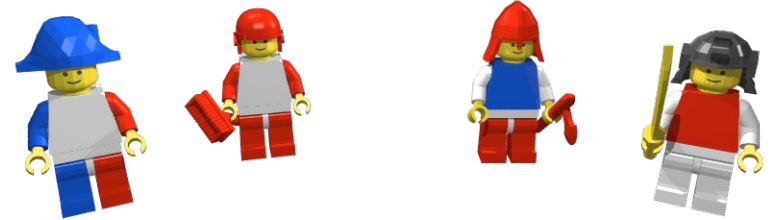
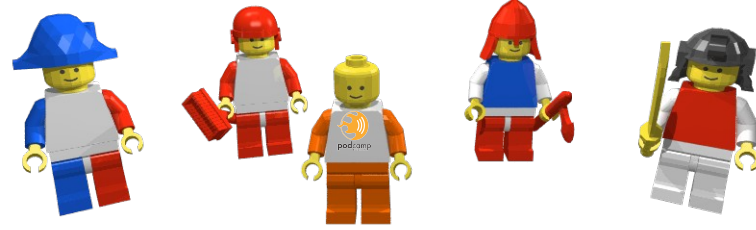


Français



Do
It
Yourself
Translations

Outsourcing
Translations



Do
It
Yourself
Translations

Outsourcing
Translations

jLanguage

Gengo

Worldwide Lexicon

jLanguage

Kategorier

Jakob Jensen

Bøger

- » CSS
- » Design
- » DOM
- » HTML
- » Java
- » JavaScript
- » PHP
- » XML

Hverdagen

- » Arbejde
- » Internet
- » Sjov

Programmering

- » CSS
- » Databaser
 - » SQLite
- » WordPress

Flyingduck's nyeste indlæg

1. Calebs hjemmeside
2. Oceans 13 - Revenge is a Funny Thing

jLanguage

søndag, 21. januar 2007

Version 2.0 available



Once again I found myself in a situation where I needed to write a plugin for Wordpress. I have spend several hours trawling the web trying to find a good and easy to use plugin, that allow you to write in more then one language for each post. jLanguage is as simple as possible, but still very useful in my opinion.

Server requirements

- None

Installation on WordPress

1. Download of plugin
2. Upload of plugin
3. Activate the plugin

The plugin is available here: [jLanguage](#).

Upload the files to the folder `blog.example.com/wp-content/plugins/` SO WE end up with something like this:

```
./plugins/  
jLanguage/
```



I am geek,
hear me type!

Log ind

<http://jakobj.dk/blog/>

jLanguage

- jLanguage have flag icons for 40+ languages.
- jLanguage can find the best suited language based on browser.
- jLanguage works on posts, pages and titles.
- jLanguage no longer have problems with whitespace or special characters.
- Supports <!--more-->, <!--noteaser--> and <!--nextpage-->.

<http://jakobj.dk/blog/>

jLanguage

Simple

<http://jakobj.dk/blog/>

jLanguage

Simple

jLanguage

søndag, 21. januar 2007

Version 2.0 tilgængelig

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jLanguage/
```

<http://jakobj.dk/blog/>

jLanguage

Simple

- +Browser Auto-Detect**
- +Open Source**

<http://jakobj.dk/blog/>

jLanguage

Simple

+Browser Auto-Detect

+Open Source

-Emphasis Flags

<http://jakobj.dk/blog/>

Best Practice 16:

“Do not use flag icons to indicate languages.”

<http://www.w3.org/TR/i18n-html-tech-lang/>

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W3C[®] **WORLD WIDE WEB**
c o n s o r t i u m

jLanguage

Kategorier

Jakob Jensen

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- » Design
- » DOM
- » HTML
- » Java
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- » XML

Hverdagen

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Programmering

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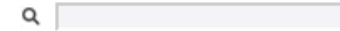
I am geek,
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[Log ind](#)

<http://jakobj.dk/blog/>

Gengo

Gengo | Not a Colophon



Gengo

Gengo, a full-featured, AJAX-powered multi-lingual solution for WordPress.

Current Version: 0.9

Last Updated: 17.03.07

Status: stable

Localisation: POT File

Instructions:

1. Download the file, and unzip it.
2. Place it in your <wp-home> /wp-content/plugins folder.
3. Activate it on the Plugins menu of the Wordpress Admin.

License: MIT

Gengo is free to use or modify. You can do whatever you like with it, as long as a credit remains. Thanks.

Troubleshooting:

1. Read the Readme.
2. Stop by the forum.

Other Plugins:

- Mocha

Description

Gengo is a full featured plugin that provides multi-language blogging for WordPress. It allows for an unlimited number of translations and summaries for any post and provides template tags to display language information. It automatically generates semantic information for links and content blocks and is configurable via an options page.

Notes

Please backup your database before installing or upgrading.

If there are any problems, please leave a comment [in the forum](#).

Please, please, please read the readme.txt file or the readme in the forums. Gengo is pretty big and has lots of stuff you can do. If you have any questions after that, please leave a comment in the forums.

There is a working example of the plugin in action [here](#).

Gengo only works for WordPress 2.1.2 or greater.

Future

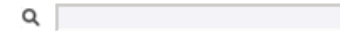
Localisation

To localise Gengo, download the MO file for the correct plugin version and in the correct language. **Important:** You must remove the version number from the file. Example: gengo-0.4-zh_CN.pot » gengo-zh_CN.pot. The locale should match the locale you choose on the language page and the locale for WordPress' own localisation. If you wish to alter or update the localisation, you will need the PO file and an appropriate editor, such as [POEdit](#). To

<http://jamietaibot.com/wp-hacks/gengo/>

Gengo/Mocha

Mocha | Not a Colophon



Mocha

Mocha provides WordPress .po and .mo file generation and management from the admin section.

Current Version: 0.1.5

Last Updated: 18.02.07

Status: beta

Localisation: POT File

Instructions:

1. Download the file, and unzip it.
2. Place it in your <wp-home> /wp-content/plugins folder.
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License: MIT

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Troubleshooting:

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Other Plugins:

Description

Mocha provides localisation tools for WordPress, allowing plugins, themes and the WordPress core to be translated into different languages from within the admin section. Using Mocha, you can make changes to translations of your WordPress environment and see those changes reflected immediately, without constantly editing and re-uploading.

Notes

Mocha requires the gettext tools to be installed on your server. For most *nix servers they should already be there. For Windows servers, you'll have to find and install the gettext .exe and dll files, and install them to /wp-content/mocha/lib/. You can find these, for example, as part of the PoEdit distribution.

Future

- Submission and retrieval of localisations to and from a central languages repository, to be hosted at <http://wp-multilingual.net>

Localisation

To localise Mocha, download the MO file for the correct plugin version and in the correct language. **Important:** You must remove the version number from the file. Example: gengo-0.4-zh_CN.pot » gengo-zh_CN.pot. The locale should match the locale you choose on the language page and the locale for WordPress' own localisation. If you wish to alter or update the localisation, you will need the PO file and an appropriate editor, such as [POEdit](#). To create a new translation, use the base POT file, which is always for the most recently released version.

[View Source](#)
[download](#) ⇄

<http://jamietaibot.com/wp-hacks/gengo/>

Gengo/Mocha

`the_language_direction()` - outputs rtl or ltr.
`the_viewable_languages()` - outputs or returns the languages the user is reading in.
`the_viewable_codes()` - outputs or returns the languages the user is reading in.
`the_summaries()` - outputs a div with a javascript switcher of all of the summaries for this post, or nothing.
`the_translations()` - outputs a list of translations for this post, or "No Translations".
`the_translations_comments()` - outputs a list of links to the comments sections of translations for this post. Use in `comments.php`.

= How can I show only the pages for the current language? =

Use `gengo_list_pages()`. Find the line in your theme that reads `wp_list_pages()`, which is usually in `sidebar.php`. Change the 'wp' for 'gengo'. That's it.

= The category counts are all wrong for each language! =

Use `gengo_list_cats()`. Find the line in your theme that reads `wp_list_cats()`, which is usually in `sidebar.php`. Change the 'wp' for 'gengo'.

= I want to do different stuff in my theme for different languages. =

Use `is_language()` with the code of the language you want to check for, which will return true if that language is being displayed. Example:

```
<?php
    if (is_language('en')) echo "You are reading in English";
    elseif (is_language('ja')) echo "You are reading in Japanese";
    else echo "You are seeing all posts...";
?>
```

This is a bad example though, because you can get the language the user will be looking at just by calling `the_language()`. Example:

```
<?php echo "You are reading: "; the_language(); ?>
```

or:

```
<?php echo "You are reading: " . the_language(true); ?>
```

<http://jamietaibot.com/wp-hacks/gengo/>

Gengo/Mocha

Full Featured

<http://jamietaibot.com/wp-hacks/gengo/>

Gengo/Mocha

Full Featured

+UI Localization

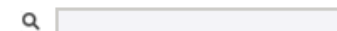
+Side-By-Side Tool

+Plus More ...

<http://jamietaibot.com/wp-hacks/gengo/>

Gengo/Mocha

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Worldwide Lexicon



Worldwide Lexicon

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Worldwide Lexicon is a service, which enables community-driven translations on any website. If you speak two or more languages [join our translation community](#) and help sharing the most interesting content on the web with the people, who speak your language.



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[Firefox ĝisdatigita](#)

[good] [bad]

Original in English by en-us. www.mozilla.com @ <http://en-us.www.mozilla.com> Translation to Esperanto by trio, updated October 24, 2007 04:10

Pli ol 10,000 homoj testas Firefox-on ĉiutage por helpi onin resti sekura ĉe la reto. Kreu vian propran Firefox-on kun aldonaĵoj (angle "Add-ons")! Agordu Firefox-on por faciligi aŭskultadon de muziko, kontroladon de vetero, alŝutadon de fotoj, barado de aĵoj kiuj ne plaĉas al vi, kaj kio ajn plaĉas al vi fari je la reto. Por detaloj pri kio estas inkluzivita en ĉi tiu ĝisdatigo, bonvole...

[Как вас зовут?](#)

[good] [bad]

Original in English by Alexey Gavrilov @ [Metalink](#) Translation to Русский by [Alexey Gavrilov](#), updated October 24, 2007 07:10

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Top Contributors

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(www.kouiskas.com)
[Alexey Gavrilov](#)
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Collaborative Translation Community

- +Provide Translators
- +”Translate This” button 
- +WordPress Plug-In
- +Translate any webpage

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- ☆ [WordPress Lessons](#)
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- ☆ [Working with WordPress](#)
- ☆ [Design and Layout](#)
- ☆ [Advanced Topics](#)
- ☆ [Troubleshooting](#)
- ☆ [Developer Docs](#)
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CODEX RESOURCES

- ☆ [Community portal](#)
- ☆ [Current events](#)
- ☆ [Recent changes](#)
- ☆ [Random page](#)
- ☆ [Help](#)

For more information on WordPress beyond English and localization, see [WordPress in Your Language](#).

Angsuman's Translator Plugin Pro

Automatic machine translation for your blog (SEO optimized) in one of fourteen languages to thirteen other languages. The languages supported are English, Spanish, Russian, Arabic, French, German, Portuguese, Italian, Japanese, Korean, Chinese, Greek, Swedish and Dutch.

Character Set Conversions

Allows the use of UTF-8 language files (message catalogues, "mo files") on blogs using any character set (e.g. ISO-8859-1).

Dnghu Translator Plugin

Another personal free translator plugin, similar to the others available. I made it as simple as possible, without flag images, valid XHTML; it works in WP 2. It handles 28 language pairs (Google-Altavista-Tranexp) and is easily customized.

Finnish Quotes

Make the fancy quotes adhere to the quote mark rules for Finnish (or any other language that

http://codex.wordpress.org/Plugins/Translation_and_Languages





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RSS 2.0



Atom



RSS 1.0



RSS 2.0



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SimplePie is a very fast and easy-to-use class, written in PHP, that puts the 'simple' back into 'really simple syndication'.

Flexible enough to suit beginners and veterans alike, SimplePie is focused on [speed](#), [ease of use](#), [compatibility](#) and [standards](#)



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DFW Podcasters Planning Meeting for 2008

When: Thursday, November 1, 2007, 7:00 PM Where: Cafe Brazil - Plano 200 Coit Road Suite #112
Plano, TX 75075 469-229-9140 Info/Map [IMG] Description: This group has been dormant long enough. I
have been amazed over the past year with how many podcasters are located in our area.

1 hour ago by [gallucciNet](#) in [The Agency Blog](#) ·  Authority: 84

Blog search settings

search in entire post tags only

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Google Reader goes multilingual

9/18/2007 06:34:00 AM

Posted by Kevin Systrom, Product Marketing Manager

I've been traveling a bunch in the past few days, and the one thing I've noticed is the variety of newspapers you're offered on every flight in Europe. In London, where I am now, my hotel has between 10 and 15 newspapers in the lobby from around the world in different languages. So I started thinking about how news plays an increasingly important role across the world.

Of course, blogs have also become an international phenomenon. They're not constrained by language or nationality — in fact, blogs have become an important way to bring rise to independent reporters and writers. And there are more and more people who wish to read blogs in other languages. Up until now, our blog and news site service, Google Reader, was only available in English. As of today, it supports these languages: French, Italian, German, Spanish, Dutch, English (UK), Chinese (Traditional and Simplified), Japanese, and Korean.

With this announcement (you might enjoy [this take](#) from the Reader blog), I'm also happy to tell you that we're removing the "Labs" label from Google Reader. It's a small textual change, but we believe it solidifies our commitment to make reading blogs and news sites easier than ever. So try [Google Reader](#) and get all your blogs and news sites in one place.

Update: Added Dutch, which is now live.



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International News in brief



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Thinking Beyond Multilingual



Think Accessibility



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Web Accessibility Initiative (WAI) Home

Introducing Accessibility

Guidelines & Techniques

Managing Accessibility

Evaluating Accessibility

WAI Groups

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- ◆  Translations
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"The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect."

-- Tim Berners-Lee, W3C Director and inventor of the World Wide Web

Web Accessibility Initiative (WAI)

Highlights

For Review: Updated WAI-ARIA Working Drafts

W3C WAI's work on accessibility of [Ajax](#), [DHTML](#), and other application technologies includes the Accessible Rich Internet Applications Suite (WAI-ARIA). Updated Working Drafts of WAI-ARIA documents were published 19 October 2007. See:

- ◆ [Call for Review: WAI-ARIA updated Working Drafts](#)
- ◆ [WAI-ARIA Suite Overview](#)
- ◆ [How WAI Develops Accessibility Guidelines through the W3C Process: Milestones and Opportunities to Contribute](#)

Please send comments by 16 November 2007. (2007-10-19)

Now Showing at the YUI Theater: WCAG 2.0 Presentation

Learn how the [WCAG 2.0 Working Draft](#) differs from WCAG 1.0, get shortcuts for using WCAG 2.0, and hear answers to common questions on [W3C WAI's](#) work in [Shawn Henry's](#) presentation to the Yahoo! User Interface Developer Network. Shawn also addresses the role of browsers and authoring tools in Web accessibility, and combining standards and usability techniques to optimize accessibility. [See video with audio and slides, and text transcript.](#) (2007-08-16)

July 2007 Update on WCAG 2.0

The working draft of WCAG 2.0 was updated on July 19, 2007.

WAI develops...

- guidelines widely regarded as the international standard for Web accessibility
- support materials to help understand and implement Web accessibility
- resources, through international collaboration

WAI welcomes...

- participation from around the world
- volunteers to review, implement, and promote guidelines
- dedicated participants in working groups

Announcements

- [Web Accessibility and Ageing Consultant position open](#)
- [WAI Web Accessibility Engineer position open](#)

Events, Meetings, Presentations

- At [Grace Hopper Celebration of Women in Computing 2007](#) in Orlando, Florida on 19 October: "[Making the Future Web Accessible to People with Disabilities](#)" presentation by [Shawn Henry](#)
- At [<A-Tag>07 \(<A-Day>07\)](#) in Vienna, Austria on 19 October: "[Barrierefreie Web Applikationen](#)" (Accessible Web Applications)

http://www.w3.org/

W3C Home

Web Accessibility Initiative (WAI) Home

- Introducing Accessibility
- Guidelines & Techniques
- Managing Accessibility
- Evaluating Accessibility
- WAI Groups
- About WAI

- WAI Site Map
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"The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect."

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Web Accessibility Initiative (WAI)

The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.

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jLanguage was written by Jakob Jenson and can be found at <http://jakobj.dk/blog/>.

Gengo and Mocha were written by Jamie Talbot and can be found at <http://jamietalbot.com/wp-hacks/gengo/> and <http://jamietalbot.com/wp-hacks/mocha/> respectively.

More information about Worldwide Lexicon can be found at <http://worldwidelexicon.org/>

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“Best Practice #16” was taken from the World Wide Web Consortium document “Internationalization Best Practices: Specifying Language in XHTML & HTML Content” [W3C Working Group Note 12 April 2007, <http://www.w3.org/TR/2007/NOTE-i18n-html-tech-lang-20070412/>] Copyright © 2007 World Wide Web Consortium, (Massachusetts Institute of Technology, European Research Consortium for Informatics and Mathematics, Keio University). All Rights Reserved.

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Quote from Sir Tim Berners-Lee taken from the Web Accessibility Initiative (WAI) Homepage, <http://www.w3.org/WAI/>, on Oct 26, 2007 and attributed within this presentation as attributed on the fore mentioned page.



Tools for reaching a Multilingual Audience

Ed Manlove
emanlove@ieee.org