



# Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# Globalisation and Localisation

Course Code	L_AABACIW206
Credits	6
Period	P5
Course Level	200
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	dr. M.J. van den Haak
Examiner	dr. M.J. van den Haak
Teaching Staff	dr. M.J. van den Haak
Teaching method(s)	Lecture, Study Group

## Course Objective

- To understand the concepts of globalisation, localisation, standardisation and internationalisation within the domain of language and media.
- To learn about and reflect on recent developments in the standardisation vs localisation debate.
- To become familiar with various standardisation and localisation (translation) strategies; to be able to identify and evaluate these strategies in a number of (digital) settings (e.g. websites and audiovisual media).
- To become aware of the importance of user research for successful localisation.

## Course Content

With the world at their digital fingertips, more and more companies decide to go global. To successfully expand their business across borders, they need to define a clear communicative strategy for their new, international target audience. One of the main decisions for companies to make is whether to standardise or localise their communication.

Standardisation typically involves offering standardised content in a single language (usually English), while localisation often includes (machine) translation of content in various languages and a broad range of culture-specific adjustments. McDonalds, for instance, has a globally recognized brand image and a pretty standard product range, but its websites are clearly localised, offering local foods and drinks, and emphasizing local cultural values.

Both standardisation and localisation have been extensively researched, but the debate about what strategy works best in what context is still going strong.

In this course, you will become acquainted with relevant notions such as globalisation, localisation, and internationalisation. You will learn what it means to standardise or localise communication, and you will become familiar with recent developments in the standardisation versus localisation debate. You will be able to identify instances of localisation and standardisation in various (digital) genres within the domain of language and media (corporate websites, videogames, university websites, etcetera). Finally, you will study several user research methods for investigating local-global user preferences and for testing the effectiveness of localised products.

## Additional Information Teaching Methods

Weekly lectures and seminars.

## Method of Assessment

A written examination (100%). In order to qualify for the exam, you need to gain a pass for all the practical assignments that will be distributed via Canvas.

## Literature

A list of required literature will be made available via Canvas. If you're an exchange student, please contact the coordinator if you need a syllabus for your course approval process.

## Additional Information Target Audience

Second year BA students CIS 'Language and Media' and 'English Language and Communication Studies'.  
Exchange students who are interested in the subject are very welcome to join in.

## Additional Information

Attending the seminars is obligatory; attending the lectures is strongly recommended, since the practical assignments are based on the lectures' contents.