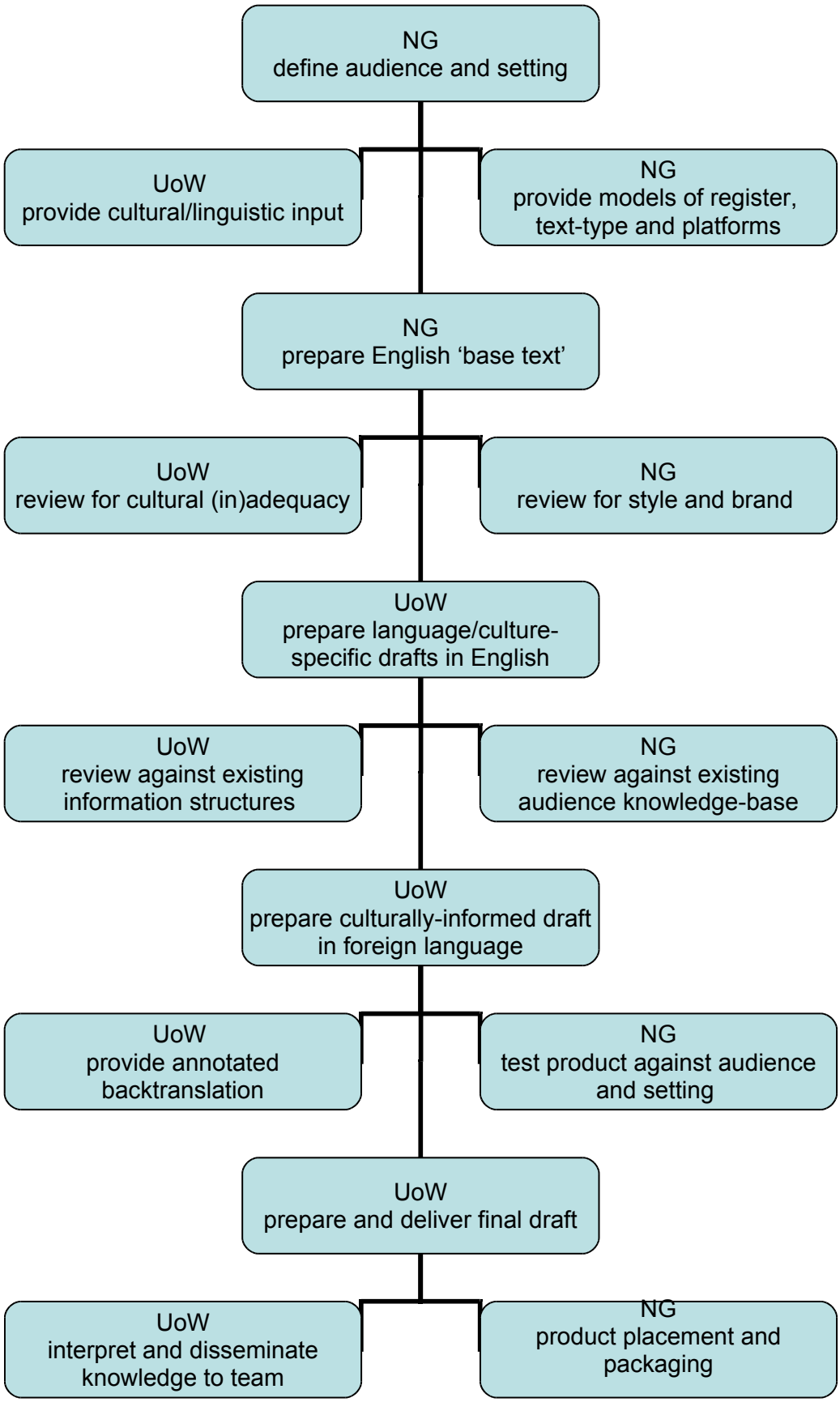
NG
define audience and setting
UoW
provide cultural/linguistic input
NG
provide models of register, text-type and platforms
NG
prepare English 'base text'
UoW
review for cultural (in)adequacy
NG
review for style and brand
UoW
prepare language/culture-specific drafts in English
UoW
review against existing information structures
NG
review against existing audience knowledge-base
UoW
prepare culturally-informed draft in foreign language
UoW
provide annotated backtranslation
NG
test product against audience and setting
UoW
prepare and deliver final draft
UoW
interpret and disseminate knowledge to team
NG
product placement and packaging