

## **MEMO**

**To:** Dr. Eva Brumberger  
**From:** Lillian Turner  
**Date:** March 3, 2025  
**Subject:** Technical Document Analysis and Revision

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### **Introduction**

According to Paola Valli for *Translation and Localization: A Guide for Technical Communicators*, globalization, internationalization, localization, and translation are four processes “represented as concentric circles with globalization being the outermost and translation the innermost level” (Valli, 2019, p. 114). This memo recounts the revisions I made to my document “How to Crochet a Basic Granny Square” and analyzes the effectiveness of that document for Irish culture, focusing on any intralingual translations necessary for intercultural comprehension.

### **Explanation of Revisions**

My revisions to “How to Crochet a Basic Granny Square” follow the guidelines outlined in the “Editing for Translation” assignment from Module 4:

- Avoid ambiguity.
- Avoid culturally dependent terms and expressions.
- Utilize strong verbs.
- Use a “Who Does What” formula for sentence structure.
- Use pronouns carefully.
- Avoid noun stacking.

English-speaking crocheters use crochet-specific terms to refer to certain stitches or actions, which often have multiple meanings (e.g., “stitch” can refer to sewing, medical sutures, TikTok videos, etc.). Since these terms are necessary, I clarified them by adding explanations, such as defining “working yarn” as “the part of the yarn closest to the skein.” I also ensured sentences followed a “Who Does What” structure for clarity.

Furthermore, I implemented more direct language throughout the document by revising how I commanded the completion of stitches. For example, instead of “Double crochet x3,” I stated, “Create 3 double crochet stitches.” This language clarifies that the actions refer to

specific stitches, making the steps more straightforward for readers from different cultures to understand.

In general, as I read through the document, I asked myself, “Can any aspect of this language spark confusion?” If so, I adjusted the text accordingly, achieving a more easily understandable document for native English speakers and a more easily localized document for other cultures.

## **Effectiveness of the Document in Ireland**

I chose to examine the effectiveness of “How to Crochet a Basic Granny Square” for Irish culture for 3 reasons:

- English is Ireland’s primary language, but there are regional variations in spelling, word use, and cultural colloquialisms.
- Crochet became an important part of Irish culture during the potato famine, so it is culturally relevant (Thomas, 2005).
- I was initially unsure of the different crochet communication styles between the United States and Ireland.

### **Ireland’s Textile/Crochet History:**

While France introduced crochet to Ireland in the late 1700s, it did not become significant in Irish culture until the potato famine. As Nancy J. Thomas for the Tampa Bay Times stated, “During the famine...many Irish families also used earnings made from crocheting to save for boat passage to start new lives in the United States and Canada” (Thomas, 2005). Crochet was crucial for shaping the vibrant Irish-American culture found in the US today.

However, traditional Irish crochet “requires individual pieces that are set into a mesh background” (Thomas, 2005), whereas contemporary American crochet is floating and freeform. Irish readers may only know how to create Irish crochet projects, making learning what is advertised as a “beginner” freeform crochet project much more difficult. For that reason, it is important that my document contain clear, direct language that explicitly describes the processes for each step.

### **Language/Terminology Considerations:**

Federica Scarpa for *Translation and Localization: A Guide for Technical Communicators* defines translation as “the process of transferring meaning from an original text written in a source language to another language according to the specific socio-cultural context of that language,” and intralingual translation as the above “within the same language”

(Scarpa, 2019, p. 19). “How to Crochet a Basic Granny Square” will require some intralingual translation for maximum comprehension for Irish readers.

As previously stated, English is Ireland’s primary language. However, there are differences between Irish English and American English. Irish English uses much of the same vocabulary as UK English, like saying “chips” instead of “fries.” I include the word “center” in my document using the American spelling, but the Irish spell the same word as “centre,” which may cause confusion or pause for Irish readers. While the document doesn’t contain language aspects like greetings, small talk, or intonation, its reflection on the greater culture differs greatly from Irish interpretations (Khan, 2025).

Irish crocheters also use UK crochet terms rather than US ones. Many terms share the same meanings, but others differ greatly. For example, a double crochet stitch in the US refers to a treble crochet stitch in the UK and Ireland (The Crochet Project, 2021). My document does not specify the regional crochet terms it employs, which will inevitably cause confusion for Irish users.

Interestingly, I have always referred to crochet hook sizes using their numbered millimeter names. Only after researching Irish/UK crochet terms for this project did I learn that millimeter sizing normally corresponds with Irish/UK crochet language, and the US uses letters (i.e., 2.5mm = C, 4mm = G, etc.) (The Crochet Project, 2021). This aspect of my document aligns with the Irish crochet language, meaning it is well-localized and does not require further translation.

UK and US crochet terminology also differ in their references to yarn weight. What is known as “worsted weight” yarn in the US (which is the weight used in my document) is known as “Aran” yarn in the UK and Ireland (The Crochet Project, 2021). Therefore, this aspect of my document will require further intralingual translation.

### **Visual Presentation Considerations:**

The visual presentation for my “How to Crochet a Basic Granny Square” document follows the same format as most crochet patterns I have seen. It includes a basic introduction, materials needed, steps, and images accompanying most steps.

I used the Bebas Neue font for headings/subheadings and Work Sans for body text. All text is black for maximum readability. I see no typography issues for intercultural comprehension.

The images included in my document all place the main subject(s) against a white background with gray flowers. To decrease the busyness of the images and make them

easier to comprehend for all readers, regardless of culture, I would replace the flowery background with a plain white one.

I wondered if Irish crochet patterns followed the same organization and layout as the US patterns I've used in the past. I discovered that Irish crochet does not follow patterns; it is "more of a method" (Knitsbyjenn, 2016). Rachel Stires reports that Ireland is a high-context culture (Stires, 2016), which Nancy L. Hoft defines as "one in which most of the meaning is in the context while very little is in the transmitted message" (Hoft, 1995, p. 79). This high-context orientation aligns with the lack of pattern usage for Irish crochet.

My document is already organized for maximum comprehension for beginner crocheters, and I would not adjust it. However, due to their high-context orientation, Irish crocheters who have not previously used patterns may struggle to follow such direct steps. My document would benefit from an accompanying instructional video as a visual learning aid to combat this issue.

## Conclusion

I improved my document "How to Crochet a Basic Granny Square" by refining terminology, sentence structure, and method explanations for better clarity and intralingual translation. Research into Irish culture highlighted key localization needs, such as explicitly labeling US crochet terms and incorporating an accompanying video to address difficulties that may be associated with Ireland's high-context communication style.

More broadly, this project reinforced that localization for Irish culture goes beyond intralingual translation. It requires adapting format, visuals, and instructional approaches to fit cultural communication styles. Understanding these nuances is essential for making technical documents truly accessible across global audiences.

## References

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# HOW TO CROCHET A BASIC GRANNY SQUARE

STEP-BY-STEP INSTRUCTIONS

LILLIAN TURNER



What aspect do tote bags, sweaters, blankets, and flared pants all share? Any beginner crocheter can make these items from start to finish using small pieces of crocheted yarn known as Granny Squares. These squares are extremely simple to make and can be used to create various projects. Granny Squares are great projects for beginner crocheters because they only require knowledge of 3 types of stitches: "chain stitch," "double crochet stitch," and "slip stitch." The following instructions will demonstrate each of these stitches.

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# MATERIALS NEEDED



1. **One Skein of Worsted Weight Yarn**
2. **One 5.5mm-Sized Crochet Hook**
3. **One Pair of Scissors**

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# CREATING THE GRANNY SQUARE

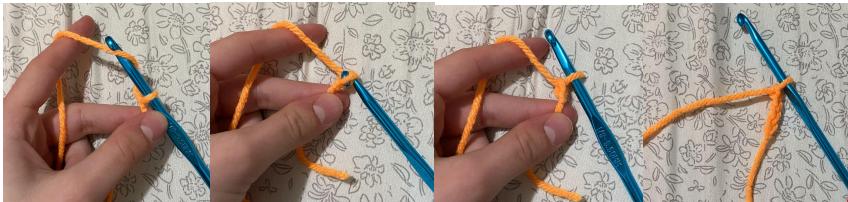
## ROUND 1

**STEP 1:** Create a “slip knot” by draping the end of your yarn over itself to begin your Granny Square. This action should create a loop. Pull 4 centimeters of the side of your yarn closest to the skein (known as your **working yarn**) through the loop. This action should create another loop. Pinch the top of this new loop and tug on both ends of the yarn to tighten the slip knot.



**STEP 2:** Insert your hook into the slip knot and create 4 chain stitches.

(Chain stitch steps: drape your working yarn over your crochet hook on the side closest to the hook-end itself. Hold the yarn strand connected to the loop on the stick-end of your hook. While still holding the strand, rotate your hook 90° counterclockwise to grab the working yarn with the hook. Pull the yarn through the loop on your hook.)



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### **STEP 3: Insert your hook into your first chain stitch.**



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### **STEP 4: Connect the first and last chain stitches you created using a “slip stitch”. This action should create a small loop made of chain stitches.**

(Slip stitch steps: drape your working yarn over the hook. Pinch the small U-shaped loop of chain stitches created by the previous action. Rotate your hook 90° counterclockwise to grab the yarn with your hook and pull it through both loops on your hook.)



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### **STEP 5: Create 3 chain stitches. These stitches will act as the first post in your double crochet clusters, which will be used to form the Granny Square.**

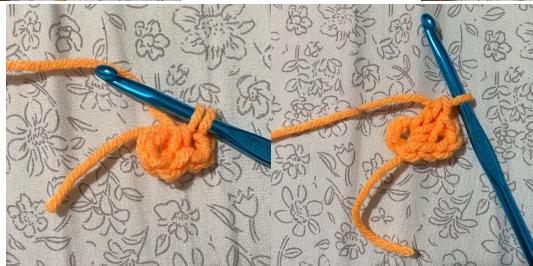
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**STEP 6:** Work 2 double crochet stitches into the center of the small loop of chain stitches that you created in Step 4.

(**Double crochet stitch steps:** drape the part of the yarn closest to the skein, over your crochet hook. Insert your hook into the center of the small loop made of chain stitches (or into whichever space in which you are working). Drape the part of the yarn closest to the skein over your crochet hook again. Pull it through the center of the loop. There are now 3 loops on your hook. Drape your working yarn over your crochet hook again, rotate your hook 90° to grab the yarn, and pull it through 2 of the loops on your hook. Drape your working yarn over your crochet hook one more time, rotate your hook to grab it, and pull it through the last two loops on your hook. You should now have 1 loop on your crochet hook. See the images below.)



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You have now created your first **cluster**: groups of 3 double crochet stitches. The 3 chain stitches that you create at the beginning of each round will take the place of the first double crochet stitch in each round's first cluster. These clusters will primarily comprise the Granny Square.

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**STEP 7:** Create 2 chain stitches.

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**STEP 8:** Create another **cluster** by working 3 double crochet stitches into the center of the loop created in Step 4.

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**STEP 9:** Repeat Round 1, Steps 7 & 8 two more times. There are now a total of **4 clusters** in your first round. See the image below.

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**STEP 10:** Create 2 chain stitches.

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**STEP 11:** Insert your hook between the first cluster's first 2 posts.

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**STEP 12:** Create a **slip stitch** to close the round.

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## ROUND 2

**STEP 1:** Rotate the square 180° so that the backside is now facing you. Create **3 chain stitches**.



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**STEP 2:** Create **2 double crochet stitches** into the previous round's first corner (comprised of **2 chain stitches**) to finish the first cluster of the round.

(Remember, the **3 chain stitches** created in Round 2, Step 1, take the place of the **first double crochet stitch** of each round's first cluster.)



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**STEP 3:** Create **2 chain stitches** to form a corner.

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**STEP 4:** Create **3 double crochet stitches** to create a second cluster in the same corner space,

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**STEP 5:** Create 1 chain stitch to allow yourself to begin crocheting in the next space.

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**STEP 6:** Create 3 double crochet stitches to create a cluster in the next space.

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**STEP 7: Repeat steps 3 through 6 two more times.** You now have a total of 7 clusters in your second round.



**STEP 8:** Create 2 chain stitches to form a corner.

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**STEP 9:** Create 3 double crochet stitches in the same space in which you were forming your most recent cluster to create your final cluster of the second round.

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**STEP 10:** Create 1 chain stitch.

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**STEP 11:** Insert your hook between the first cluster's first 2 posts.

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**STEP 12:** Slip stitch the round closed. Turn your work 180° so that the original front side is facing you again.

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## ROUND 3

STEP 1: Create 3 chain stitches.



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STEP 2: Create 2 double crochet stitches into the space below to finish the first cluster of the round.

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STEP 3: Create 1 chain stitch to allow yourself to begin crocheting in the next space.

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STEP 4: Create 3 double crochets in the next space.

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STEP 5: Create 2 chain stitches.

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STEP 6: Create 3 double crochets in the same space.

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**STEP 7:** Create 1 chain stitch to allow yourself to begin crocheting in the next space.

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**STEP 8:** Create 3 double crochets in the next space.

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**STEP 9:** **Repeat steps 3 through 8** two more times. You will now have formed 10 clusters in your third round.



**STEP 10:** **Repeat steps 3 through 7** once more to finish the last two clusters of the round.

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**STEP 11:** Insert your hook between the first cluster's first 2 posts.

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**STEP 12:** Create a **slip stitch** to close the round.

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**STEP 13:** Create **1 chain stitch**.

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**STEP 14:** Snip your yarn using scissors 10 centimeters from the chain stitch you created. You now have a short strand hanging from your crochet hook.

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**STEP 15:** Pinch your Granny Square using your left hand. Pull your crochet hook away from the square to bring the strand through the chain stitch in Round 3, Step 13. Set your crochet hook aside. While still pinching the Granny Square, tug on the short strand to seal the Square.

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# **CONGRATULATIONS!**

**YOU HAVE NOW FINISHED YOUR FIRST  
BASIC GRANNY SQUARE.**

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