

On the basis of analyzed Russian and Chinese proverbs it can be observed that Chinese proverbs are more commonly used in English-language mass media whereas Russian proverbs are not so common. It can be caused by the fact that Chinese culture is more prevalent in English-speaking part of the world than Russian. Also, as it can be seen on the example of Russian proverbs, extralinguistic factors do affect the frequency of usage of foreign proverbs, especially when these proverbs are used to criticize the country of origin of these proverbs.

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ОСНОВНЫЕ ПРОБЛЕМЫ ЯЗЫКОВОЙ ЛОКАЛИЗАЦИИ ВИДЕОИГР НА ПРИМЕРЕ ИГРЫ «HORIZON ZERO DAWN»

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В последние годы стали уделять большое внимание вопросу индустрии видеоигр, которая стала неотъемлемой частью современного общества. В связи с глобализацией массовой культуры, видеоигры

подвергаются локализации, в процессе выполнения которой переводчики сталкиваются с рядом трудностей. Целью данной статьи является рассмотрение основных проблем языковой локализации.

Ключевые слова: языковая локализация, видеоигры, массовая культура, переводчик, культурная адаптация.

MAIN ISSUES OF LANGUAGE LOCALIZATION OF VIDEOGAMES BASED ON THE GAME «HORIZON ZERO DAWN»

In recent years, research on the issue of the video games industry has become very popular. Due to the globalization of mass culture, video games are being localized, and translators face a number of challenges. The purpose of the study is to consider the main issues of video games language localization.

Keywords: language localization, video games, mass culture, translator, cultural translation.

The purpose of the paper is to consider the main issues in the field of translation of video game texts, which can further contribute to the development of this field of translation studies.

The research problems of the paper are to reveal the concept of language localization and determine the linguistic specifics of video game texts, to analyze examples from the video game «Horizon Zero Dawn» in order to highlight the issues associated with the translation of video game texts.

A number of factors presents **the relevance** of the research.

1. The general cultural factor is manifested in the fact that video games are considered as a fragment of global mass culture.

2. Linguistic factor manifests itself in the problems of language localization of video game texts.

3. The economic factor is that poor-quality translation leads to a decrease in sales of the game.

The following **methods of research** were used: method of analysis, methods of deduction and induction, method of classification and sampling method.

A video game is a special computer program or electronic device that implements the gameplay [5]. A video game involves interacting with a user interface or input device such as a joystick, controller, keyboard, or motion detection device to receive visual feedback from a display device, most often shown in video format on a TV, computer monitor, or tablet [8]. Currently, the concept of «video game» is generalizing, and combines such terms as «electronic game», «computer game», «video game device», «video game for PC» and so on [5]. The phenomenon of video games is an integral part of the modern world and mass culture. Since video games are developed and played all over the world, they need to be translated appropriately, because issues in translation can hinder the understanding of the plot and cause confusion, which will affect the sales of the game. Therefore, video games are translated and adapted – there is a localization process in which translators face a number of issues.

Language localization is the translation and cultural adaptation of a product for its distribution and usage in a particular country or region [3]. It is a time-consuming and multidisciplinary process, which requires extensive skills and knowledge from various fields: linguistics, social studies, marketing, history, computer science, law, etc. Language localization is a broad concept, which includes a number of aspect:

1. Date and time formats

2. Keyboard layouts

3. Key names

4. Translation of texts

The quality of language localization depends on how adequately the translator managed to convey the original information presented in the video game. In order to carry out a correct translation, the localizer needs to understand different genres of video games and master the basic principles of working with them. While implementing localization of video games, localizers face a number of issues in both linguistic and technical aspects.

The purpose of the study is to consider the issues of language localization in the aspect of translation of texts.

As a basis, we took the classification of the main lexical translation issues proposed by N.K. Yashina [2]. This classification consists of several aspects:

1. Context-independent words;

2. Context-dependent words;

3. Non-equivalent vocabulary and neologisms;

4. "False friends of the translator";

5. Titles;

6. Lexicosemantic transformations.

The main concern of the paper was to analyze the aspect of translation of non-equivalent vocabulary and neologisms and the aspect of translation of context-dependent words from the classification and illustrate these aspects with the examples from the «Horizon Zero Dawn» video game.

«Horizon Zero Dawn» is a fantasy-style RPG game set in a post-apocalyptic world. After the uprising of the military machines, humanity has returned to the tribes and is forced to fight with animal-like robots [6].

The first aspect is **translation of non-equivalent vocabulary and neologisms**. Neologism – a new word or expression, or a new meaning for an existing word [7]. Yashina defines non-equivalent vocabulary as words that serve to express concepts that are absent in another culture and, not translated into another language in one word, have no equivalents outside the language to which they belong. When translating non-equivalent and neologisms, translators are forced to add a more detailed description of an object or phenomenon that has no equivalent, create their own neologism, or use such techniques as transcription, transliteration and calque [2]. Since machines are the basis of the plot of the game, the analysis of their names is of the greatest interest. The names of the robots reflect the worldview of the characters in tribes, and because there is no scientific point of view, there are charactonyms. Charactonym – a name especially for a fictional character that suggests a distinctive trait of the character [9].

You can find the most interesting examples below [6]:

Grazer – жвачник (small, deer-like) – function: production of resources from grass.

Lancehorn – копьеорог (small, deer-like) – function: gathering and recycling of natural resources.

Scrapper – падальщик – function: gathering and recycling resources.

Rockbreaker – камнегрыз: the underground mining of mineral resources.

Snapmaw – шелкозуб (looks like an alligator): created as water purifiers.

Longleg – долгоног (has long legs, resembles an ostrich): patrols on a constant lookout for perceived threats.

Tallneck – длинношей (has long neck, extremely giant): designed to enable long-range communications between machines.

Shell-walker – скараб (hermit crab-like appearance): transportation of resources gathered and processed by other machines.

Watcher – рыскарь: patrols a circuitous path around the herd, stopping at intervals to crane its neck vertically to its full length and optically scan the area. This allows the herd to work without having to stop and look out for threats.

Broadhead – дуголоб (cow-like appearance): a pair of rotary tools located below each horn help it convert plant matter into biofuel.

In the «Horizon Zero Dawn» video game, charactonyms of the machines are based on the functions or the outlook of the robots that can cause difficulties in translation.

In the original game all the names of machines are neologisms and charactonyms, except the “stormbird” which is the name of the real bird. In this case, the localizers found an equivalent in Russian language – “буревестник”.

Compared with the original game, names of the real animals were added in Russian localization:

Trampler – бизон

Glinthawk – коршун

Behemoth – бегемот

We would like to highlight the localization of the “behemoth”. The localizers preferred to use “бегемот”, which is not correct. In English, “бегемот” is “hippopotamus”, while “behemoth” is something that is extremely large and often extremely powerful [7]. The form of the machine resembles a hippopotamus, and such an inaccuracy in translation would be appropriate if it did not hinder the understanding of a scene significant for the plot.

The next aspect is **translation of context-dependent words**. One of the main issues of the language localization of video games is the lack of context. The translator does not receive a whole data array of text similar to the script, but is forced to work with the separate phrases that are mixed and out of the context.

This aspect of the main lexical problems of translation includes the translation of polysemantic words and contextual meanings of the word, which is a difficulty in translating from English into Russian, since the English language is characterized by polysemy [2]. A context is a fragment of a text that includes a unit chosen for analysis, necessary and sufficient to determine the meaning of this unit, which is consistent with

the general meaning of this text [1]. It is a means that discard all its meanings from a multivalued language unit, except for the appropriate one in this situation.

To illustrate the challenges in translation of context-depended words, we analyzed several examples from the «Horizon Zero Dawn» videogame, which shows that translation of the phrases are not quite adequate to the context.

The first example depicts two issues of language localization of video games: translation of non-equivalent words and neologisms and translation of context-depended words. The context: The main character Aloy is captivated and forced to fight with the giant machine, behemoth, in front of the hostile tribe.

The original phrase:

Many years ago, to consecrate this greater Ring the Radiant Jiran ordered many faithless crushed beneath the hooves of the Behemoth!

The localized phrase:

Бегемот грозен и могуч в свете солнца, но еще страшнее он, когда его окутывает сила Тени!

Because of the inaccuracy in localization, the representation of a boss-machine, which was supposed to cause horror and awe, in the localized version does not produce the desired impact. Furthermore, his sentence has been completely redone, and the mention of the Radiant Jiran, which is important for the plot twist, has been omitted.

The second example shows the issue of context-depended words that misrepresents character's attitude. The context: Aloy is asking Sylens to stay with her and fight for the tribe.

The original phrases:

Aloy: *The tribe is already weak. They won't stand a chance. You should come with me.*

Sylens: *Absolutely not. I have preparations to make elsewhere.*

Aloy: *What kind of... Why do I bother asking? You're not going to tell me.*

The localized phrases:

Элой: *Племя и так ослаблено. Они вряд ли выстоят. Пойдем со мной?*

Сайленс: *Нет, прости. Мне нужно завершить приготовления.*

Элой: *Какие еще... Зачем я спрашиваю? Всё равно не расскажешь.*

Sylens is rather selfish character with sarcastic attitude who cares only about his own needs. Therefore, his politeness appeared in Russian localization contradicts the character's scripted behavior.

Перевод реплики не соответствует поведению персонажа в данной ситуации.

Next example depicts how the issue in translation of context-depended words causes misunderstanding of the situation and character's behavior.

The context: Erend Vanguardsmen supplicates Aloy to investigate his sister's abduction, as Aloy is the only one who has the necessary technology and skills. It is important to note the fact, that Ered was entirely polite and begged Aloy to help him.

The original phrases:

Erend: *Please, use that second sight of yours. I have to know what really happened.*

Aloy: *I'm on it.*

The localized phrases:

Эренд: *А ну-ка, глянь своим... третьим глазом. Я должен узнать всю правду.*

Элой: *Сейчас.*

This example shows how inaccuracy in translation affects the understanding of the whole situation. In the original game Erend uses «please» to show that he needs Aloy's help and cannot do anything without it. However, in Russian localization we can see such expression as «а ну-ка». «А ну ка» is considered the rude interjection, which is used as impolite and non-insistent call or an incentive to action [4]. As a result of this translation, we can draw the wrong conclusion about the relationship of the characters that affects the perception of the whole storyline of the video game.

Language localization of videogames is a multi-profile task that requires extensive knowledge and skills in a variety of fields. The examples discussed above have shown that the main issues of the language localization are the lack of context, misunderstanding of the style of the game and the main plot points. Therefore, the only reliable solution to these issues for translator is a close cooperation with the game developer with the opportunity to obtain a demo version of the game with the further text correction.

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ПЕРЕВОДЧЕСКИЕ ТРАНСФОРМАЦИИ НА ПРИМЕРЕ РОМАНА СТИВЕНА КИНГА «БЕЗНАДЕГА»

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Статья посвящена поиску и оценке переводческих трансформаций в романе «Безнадега» Стивена Кинга. Анализ переводческих трансформаций необходим для того, чтобы оценить насколько достоверно переводчик смог адаптировать произведение на русский язык. Непонимание и незнание переводческих трансформаций способствует потере смысла, который автор вкладывал в произведение.

Ключевые слова: *переводческие трансформации, калька, реалии, замена, адаптация, письменный перевод.*

RUSSIAN TRANSLATION TRANSFORMATIONS IN STEPHEN KING'S NOVEL «DESPERATION»

The article is devoted to discovering and evaluating translation transformations in Stephen King's novel «Desperation». The analysis of translation transformations is necessary to decide whether the translator was able to adapt the work into Russian or not. Misunderstanding and lack of knowledge leads to the loss of the idea the author had for the book.

Keywords: *translation transformations, calque, realia, substitution, adaptation, written translation.*

The purpose of this article is to make certain conclusions about translation transformations that a translator can face while translating. The research problem is to identify what translation transformations were encountered by the translator Victor Veber during the translation of the book.

The relevance of this research is presented by the linguistic interest in Stephen King's novel, while «Desperation» does not have any translation transformation analysis.

The **method of the analysis and comparison** was used in this research, as it was necessary to compare original and translated versions.

While translating, there are a lot of things that are needed to be executed to accomplish the expected result. The general idea of what goal the translator should pursue is that translators must not only have an understanding of both the text's original language and the one into which they are translating, they must also have an understanding of the tone and underlying intentions within the original piece [4]. When the translator does not fully understand how to translate or adapt pieces of a book into Russian, he or she may completely change the meaning of the phrase or the whole sentence. That is why it is so important to do research about books that do not have a Russian-English comparison yet.

Since it is a book, we are dealing with a written translation, a type of translation, where it is necessary to have a written text before the translator's eyes. When translating a book it is necessary to use the original version as a source for translation.