

Translation And Localisation In Video Games Making Entertainment Software Global Routledge Advances In Translation Studies By Bernal Merino Miguel I 1 2 2014 Hardcover

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Localization for Students Taylor & Francis

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Translation Tools and Technologies Jones & Bartlett Publishers

In recent years, interest in the application of audiovisual translation (AVT) techniques in language teaching has grown beyond unconnected case studies to create a lively network of methodological intertextuality, cross-references, reviews and continuation of previous trials, ultimately defining a recognisable and scalable trend. Whilst the use of AVT as a support in language teaching is not new, this volume looks at a different application of AVT, with learners involved in the audiovisual translation process itself, performing tasks such as subtitling, dubbing, or audio describing. It therefore presents a sample of the current research in this field, with particular reference to case studies that either have a large-scale or international dimension, or can be scaled and replicated in various contexts. It is our hope that these contributions will arouse the interest of publishers of language learning material and other stakeholders and ultimately lead to the mainstreaming of AVT in language education. Originally published as special issue of Translation and Translanguaging in Multilingual Contexts 4:1 (2018).

Audiovisual Translation in Applied Linguistics Taylor & Francis

This essential textbook is a step-by-step guide to how to write a self-reflective translation commentary, a key requirement of most courses on translation. Starting with source text analysis, it guides students in how to set out a translation strategy and goes through the most common challenging issues encountered, thus enabling students to set out their translation priorities in an informed manner. Throughout each chapter, there are boxes summarising key concepts and

suggestions of tasks and activities, as well as recommendations for further reading. The book is supplemented by online resources for students and teachers on the translation studies portal. There are nine PowerPoints based on the chapters of the book that could be used for teaching or self-study. There are also downloadable versions of sample assessment rubrics, tables for example selection, and checklists. Based on real life examples of students' work in different language combinations, drawing on the author's years of experience of teaching commentary writing, this book focuses on several types of language mediation that go beyond the written word, such as interpreting, audiovisual translation, localisation, and transcreation. This is a vital textbook for students writing commentaries on translation and interpreting courses, a useful resource for supervisors providing students with guidance on how to write a balanced, articulate, and convincing commentary and a handy reference for professional translators and interpreters needing to explain their translation decisions to clients.

Localization for Students Createspace Independent Publishing Platform

Part of the New Foundations of Game Development Series! As games become more popular in international markets, developers and publishers are looking for ways to quickly localize their games in order to capitalize on these markets. Authored by two internationally known experts in game localization, The Game Localization Handbook, Second Edition provides information on how to localize software for games, whether they are developed for the PC, console, or other platforms. It includes advice, interviews, and case studies from industry professionals, as well as practical information on pre-production, production, translation, and testing of localized SKUs. Written for producers, translators, development personnel, studio management, publishers, students, and anyone involved directly or indirectly with the production of localized games, this single-reference handbook provides insightful guidelines to all the tasks involved for planning and executing successful localizations.

Handbuch Audiovisuelle Translation Createspace Independent Publishing Platform

This book is a multidisciplinary study of the translation and localisation of video games. It offers a descriptive analysis of the industry - understood as a global phenomenon in entertainment - and aims to explain the norms governing present industry practices, as well as game localisation processes. Additionally, it discusses particular translation issues that are unique to the multichannel nature of video games, in which verbal and nonverbal signs must be cohesively combined with interactivity to achieve maximum playability and immerse players in the game's virtual world. Although positioned within the theoretical framework of descriptive translation studies, Bernal-Merino incorporates research from audiovisual translation, software localisation, computer assisted translation, comparative literature, and video game production. Moving beyond this framework, Translation and Localisation in Video Games challenges some of the basic tenets of translation studies and proposes changes to established and unsatisfactory processes in the video game and language services industries.

The Game Localization Handbook Narr Francke Attempto Verlag

Videospiele zählen zu den weltweit beliebtesten Unterhaltungsmedien. Die meisten Videospiele werden auf Englisch und Japanisch entwickelt. Für den globalen Erfolg ist deren Übersetzung unerlässlich, denn das Spielen soll unabhängig von der Fremdsprachenkompetenz der Nutzer möglich sein. Dennoch verfügen bislang nur wenige Übersetzer über das notwendige Wissen um das Medium und die Textsorte. Das ändert Changgun Kim mit diesem Buch. Er stellt Charakteristika von Videospielen und der Textsorte Videospieldtext vor und bietet Einblicke in das Übersetzen in diesem

Bereich.

Localization for Techies Createspace Independent Publishing Platform

Beim Übersetzen von Videospielen besteht die Aufgabe darin, das Spielerlebnis des Originals in einer anderen Sprache zu vermitteln. Ob eine Lokalisierung das schafft, ist schwierig zu messen. Nathalie Thiede stellt einen Ansatz vor, der genau das leisten soll: Mittels des von Juliane House entwickelten Qualitätsanalysemodells vergleicht sie die lokalisierten deutschen Missionstexte eines Sci-Fi-Strategiespiels mit den englischen Originaltexten. Der Fokus dieser pragmatisch-funktionalen Analyse liegt auf lexikogramatischen Mitteln, die den Adressaten einbeziehen und Rückschlüsse auf das soziale Verhältnis zwischen den Kommunikationspartnern zulassen – also auf Pronomen, Imperativen und verschiedenen Graden an Formalität. Thiede deckt subtile sprachliche und funktionale Unterschiede auf. Sie beleuchtet zudem die besonderen Herausforderungen der Videospieellokalisierung und unterbreitet Lösungsvorschläge für schwierige Fälle.

Übersetzen von Videospieletexten Createspace Independent Publishing Platform

This book explores the impact of a video game's degree of realism or fictionality on its linguistic dimensions, investigating the challenges and strategies for translating realia and irrealia, the interface of the real world and the game world where culture-specificity manifests itself. The volume outlines the key elements in the translation of video games, such as textual non-linearity, multimediality, and playability, and introduces the theoretical framework used to determine a game's respective degree of realism or fictionality. Pettini applies an interdisciplinary approach drawing on video game research and Descriptive Translation Studies to the linguistic and translational analysis of in-game dialogs in English-Italian and English-Spanish language pairs from a corpus of three war video games. This approach allows for an in-depth look at the localization challenges posed by the varying degree of realism and fictionality across video games and the different strategies translators employ in response to these challenges. A final chapter offers a comparative analysis of the three games and subsequently avenues for further research on the role of culture-specificity in game localization. This book is key reading for students and scholars interested in game localization, audiovisual translation studies, and video game research.

Localization Winner Createspace Independent Publishing Platform

Language localisation is the process of adapting a product that has been previously translated into multiple languages to a specific country or region (from Latin locus (place) and the English term locale, "a place where something happens or is set"). It is the second phase of a larger process of product translation and cultural adaptation (for specific countries, regions or groups) to account for differences in distinct markets, a process known as internationalization and localization. Language localization differs from translation activity because it involves a comprehensive study of the target culture in order to correctly adapt the product to local needs. Localisation can be referred to by the numeronym L10N (as in: "L," followed by ten more letters, and then "N"). The localisation process is most generally related to the cultural adaptation and translation of software, video games and websites, as well as audio/voiceover, video or other multimedia content, and less frequently to any written translation (which may also involve cultural adaptation processes). Localisation can be done for regions or countries where people speak different languages or where the same language is spoken: for instance, different dialects of Spanish, with different idioms, are spoken in Spain and in Latin American countries. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject. We hope you find this book useful in shaping your future career & Business.

Approaches to Videogame Discourse Frank & Timme GmbH

Language localisation is the process of adapting a product that has been previously translated into multiple languages to a specific country or region (from Latin locus (place) and the English term locale, "a place where something happens or is set"). It is the second phase of a larger process of product translation and cultural adaptation (for specific countries, regions or groups) to account for differences in distinct markets, a process known as internationalization and localization. Language localization differs from translation activity because it involves a comprehensive study of the target culture in order to correctly adapt the product to local needs. Localisation can be referred to by the numeronym L10N (as in: "L," followed by ten more letters, and then "N"). The localisation process is most generally related to the cultural adaptation and translation of software, video games and websites, as well as audio/voiceover, video or other multimedia content, and less frequently to any written translation (which may also involve cultural adaptation processes). Localisation can be done for regions or countries where people speak different languages or where the same language is spoken: for instance, different dialects of Spanish, with different idioms, are spoken in Spain and in Latin American countries. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject. We hope you find this book useful in shaping your future career & Business.

Language for Specific Purposes Createspace Independent Publishing Platform

What happened when Sesame Street and Big Brother were adapted for African audiences? Or when video games Final Fantasy and Assassins Creed were localized for the Spanish market? Or when Sherlock Holmes was transformed into a talking dog for the Japanese animation Sherlock Hound? Bringing together leading international scholars working on localization in television, film and video games, Media Across Borders is a pioneering study of the myriad ways in which media content is adapted for different markets and across cultural borders. Contributors examine significant localization trends and practices such as: audiovisual translation and transcreation, dubbing and subtitling, international franchising, film remakes, TV format adaptation and video game localization. Drawing together insights from across the audiovisual sector, this volume provides a number of innovative models for interrogating the international flow of media. By paying specific attention to the diverse ways in which cultural products are adapted across markets, this collection offers important new perspectives and theoretical frameworks for studying localization processes in the audiovisual sector. For further resources, please see the Media Across Borders group website (www.mediaacrossborders.com), which hosts a localization bibliography; links to relevant companies, institutions and publications, as well as conference papers and workshop summaries.

The Didactics of Audiovisual Translation Createspace Independent Publishing Platform

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The Routledge Handbook of Translation and Media John Benjamins Publishing

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Localization for Newbies Createspace Independent Publishing Platform

Dieses Handbuch informiert kompakt, fundiert und verständlich über die ganze Bandbreite der Audiovisuellen Translation, kurz AVT. In fünf thematischen Blöcken geben 30 Expertinnen und Experten einen umfassenden Überblick über theoretische und methodische Zugänge sowie die verschiedenen Formen der Audiovisuellen Translation: von der Untertitelung und Synchronisation über die Videospieleübersetzung bis hin zur Audiodeskription und Übertitelung in Theater und Oper. Neben dem aktuellen Forschungsstand zur AVT sowie neuesten – technologischen – Entwicklungen finden dabei auch Desiderate der Forschung und Stimmen aus der Praxis Berücksichtigung. Lernen Sie zentrale Fragestellungen der AVT-Forschung kennen und erfahren Sie mehr über die institutionellen Aspekte, vor allem über die deutschsprachige AVT-Landschaft. Ausführliche Bibliografien weisen Lehrenden und Studierenden den Weg zu vertiefender Lektüre und wissenschaftlicher Beschäftigung und bieten eine gute Ausgangslage für professionelles Handeln im Feld der Audiovisuellen Translation.

Localization Winner Createspace Independent Publishing Platform

The Routledge Handbook of Audiovisual Translation provides an accessible, authoritative and comprehensive overview of the key modalities of audiovisual translation and the main theoretical frameworks, research methods and themes that are driving research in this rapidly developing field. Divided in four parts, this reference work consists of 32 state-of-the-art chapters from leading international scholars. The first part focuses on established and emerging audiovisual translation modalities, explores the changing contexts in which they have been and continue to be used, and examines how cultural and technological changes are directing their future trajectories. The second part delves into the interface between audiovisual translation and a range of theoretical models that have proved particularly productive in steering research in audiovisual translation studies. The third part surveys a selection of methodological approaches supporting traditional and innovative ways of interrogating audiovisual translation data. The final part addresses an array of themes pertaining to the place of audiovisual translation in society. This Handbook gives audiovisual translation studies the platform it needs to raise its profile within the Humanities research landscape and is key reading for all those engaged in the study and research of Audiovisual Translation within Translation studies.

Audiovisuelles Übersetzen Frank & Timme GmbH

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Writing a Translation Commentary Translation and Localisation in Video Games

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Qualität bei der Lokalisierung von Videospielen John Benjamins Publishing

While complementing other volumes in the BTL series in its exploration of the state of the art of translator training, this collection of essays is solely focused on audiovisual translation, one of the most complex and dynamic areas of the translation discipline. The book offers an easily accessible yet comprehensive introduction to the fascinating subject of translating films, video games and other audiovisual material. Offering a balance between theory and practice, the main aim of this volume is to provide a wealth of teaching and learning ideas in areas such as subtitling, dubbing, and voice-over without forgetting the newer fields of subtitling for the deaf and audio description for the blind. The Didactics of Audiovisual Translation comes with an accompanying CD-Rom, highlighting its fundamentally interactive approach, and the activities proposed can be adapted to different learning environments and used with different language combinations.

The Routledge Handbook of Audiovisual Translation Springer Nature

The first significant collection of research in videogame linguistics, *Approaches to Videogame Discourse* features an international array of scholars in linguistics and communication studies exploring lexis, interaction and textuality in digital games. In the first section, "Lexicology, Localisation and Variation," chapters cover productive processes surrounding gamer slang (ludolects), creativity and borrowing across languages, as well as industry-, genre-, game- and player-specific issues relating to localization, legal jargon and slang. "Player Interactions" moves on to examine communicative patterns between videogame players, focusing in particular on (un)collaborative language, functions and negotiations of impoliteness and issues of power in player

discourse. In the final section, "Beyond the 'Text'," scholars grapple with issues of multimodality, paratextuality and transmediality in videogames in order to develop and enrich multimodal theory, drawing on key concepts from ludonarratology, language ideology, immersion and transmedia studies. With implications for meaningful game design and communication theory, *Approaches to Videogame Discourse* examines in detail how video games function as means and objects of communication; how they give rise to new vocabularies, textual genres and discourse practices; and how they serve as rich vehicles of ideological signification and social engagement.

Localization for Starters Bloomsbury Publishing USA

Language localisation is the process of adapting a product that has been previously translated into multiple languages to a specific country or region (from Latin locus (place) and the English term locale, "a place where something happens or is set"). It is the second phase of a larger process of product translation and cultural adaptation (for specific countries, regions or groups) to account for differences in distinct markets, a process known as internationalization and localization. Language localization differs from translation activity because it involves a comprehensive study of the target culture in order to correctly adapt the product to local needs. Localisation can be referred to by the numeronym L10N (as in: "L," followed by ten more letters, and then "N"). The localisation process is most generally related to the cultural adaptation and translation of software, video games and websites, as well as audio/voiceover, video or other multimedia content, and less frequently to any written translation (which may also involve cultural adaptation processes). Localisation can be done for regions or countries where people speak different languages or where the same language is spoken: for instance, different dialects of Spanish, with different idioms, are spoken in Spain and in Latin American countries. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject . We hope you find this book useful in shaping your future career & Business.

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