

ABSTRACT

Title: Peculiarities of localization of speech of characters of fictional races in computer games

Author: V. P. Galkin, Master's degree program student, Institute of Translatology and Multilanguage Studies.

Research Supervisor: E.V. Vinogradova, Associate Professor of the Chair of Translatology and Interpretation.

Research initiator: Pyatigorsk State University; 9 Kalinina St., Pyatigorsk, Stavropol Krai.

Research Relevance: localization is an integral part of the process that undergoes a computer video game, the developers of which aim to achieve commercial success in the markets of other countries of the world. At the moment, there are not enough works in the Russian-speaking academic community that could be of good help to a novice translator in this field, and there are no works that describe the peculiarities of localization of the speech of the characters of fictional races at all. At the same time, the level of quality, success and accuracy of localization directly affects the perception of the game as a whole, the level of pleasure received from the gameplay and the convenience of the gameplay for people who do not speak the original language.

The aim of the study: is to identify the specifics of localization of the speech of fictional races and the problematic moments of localization, as well as revealing the patterns in the choice of certain localization techniques for different fictional races. A related goal is to develop methodological recommendations for future translators interested in becoming more familiar with the video game localization process.

Tasks: 1) to specify the definition of "video game"; 2) to summarize the theoretical foundations of video game localization 3) to review the types and identify the main cultural and linguistic aspects of localization in video games with fictional races; 4) to review the language diversity of races and identify the most typical features of their speech in video games; 5) to analyze and compare the language features of their

speech in the source and target language and identify the patterns of using translation techniques in their localization; 6) based on the results, to develop methodological recommendations for introducing novice translators to the process of localizing the speech of the characters of fictional races;

Theoretical and practical significance of the research: As part of this work, methodological recommendations for translating and localizing the speech of the characters of some fictional races in various computer games were developed, the recommendations can be used when translating the speech of the characters of various fictional races during localization in order to improve the quality of translation itself, as well as to train translators who want to develop in the field of video game localization.

Results of the research: in the course of the research, a standard localization process was described and methodological guidelines were developed to help future translators in this field. Articles on the topic of the thesis have been written and published in such publications as "Molodaya Nauka", "Locus Standi" in 2020, and a collection of articles on the materials of the scientific and practical conference at KubGU in 2021

Recommendations: the results of the study and the developed methodological recommendations for localizing the speech of the characters of fictional races can be used by both students and practicing translators working in the field of video game localization.