

Abstract

Theme of the final qualifying work:

Linguocultural characteristics of computer games in a comparative aspect

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The relevance of the research topic: the breadth of distribution of video games and the interest of modern researchers in the translation, semi-linguistic and culturological spheres to study the phenomenon of a computer game.

Purpose of the work: identification and comparison of localization features of the computer game Life Is Strange in French and Russian, the source of which is English.

Tasks:

- 1) systematize and classify theoretical approaches to the study of the phenomenon of a computer game;
- 2) consider the genre characteristics and variety of computer games;
- 3) analyze the specifics of the localization of the texts of the video game Life Is Strange in a comparative aspect;
- 4) identify and compare the lexico-grammatical and linguocultural features of the localization of the texts of the video game Life Is Strange, as well as the ways of encoding the vocabulary in the SMS-discourse of the video game.

Theoretical and practical significance of the research:

the opportunity to use the research results in courses on cultural linguistics, intercultural communication and translation studies, as well as in the practical activities of a translator.

Research results:

1. Common features of the youth sociolect (for example, Russian, French and English) in the computer game Life Is Strange is the use of diverse vocabulary (argotisms, vulgarisms, Anglicisms - in the Russian and French versions, etc.), as

well as the popularity of such phenomena , as the replacement of two or more letters in an abbreviated word by one, the absence in the written language of unpronounceable letters in oral speech, the widespread use of truncation of words, typographic puzzles with the replacement of letters with numbers and non-alphabetic characters, as well as abbreviations, emoticons and graphic extensions. The differences are explained by the frequency of using different encoding methods in SMS fragments of the video game *Life Is Strange*, as well as the use of verlanization in the French version of the video game.

2. Localization of computer games involves the use of certain strategies in the cultural and linguistic adaptation of the original text of the game. The specificity of localization in the analyzed versions of the game depends on the situation, the nature of the game character, and the cultural context.