Abstract

Subject matter: Language design of computer games in English and the problem of their translation into Russian.

Author: Gaivoronsky Dmitry Anatolyevich

Scientific supervisor: Aganesson Vadim Sarkisovich

Information about the sponsor organization: Pyatigorsk State University; 9 Kalinin St., Pyatigorsk, Stavropol Krai.

Research relevance: Firstly, the practice of translating computer games emerged in the 1980s, but despite the lightness of translation problems, questions of the practical application of existing information for the translation of games still leave a significant place for research.

Secondly, one of the arguments in favor of relevance was the report on the Russian gaming market, compiled by one of the largest technology companies, "Mail.Ru Group", which takes part in the translation of large game projects. By results, we can see that about 87% of the Internet audience plays computer games. Consequently, the demand for games is very high. Recently, the gaming industry has become an integral part of our life, and, together with the growing share of the interactive entertainment market in our country, the need for translation in this sphere is growing - the need to translate these games.

Thirdly, the relevance of the work is determined by the inadequate representation of Russian-language linguistic works devoted to the translation of computer games.

Purpose: To analyze the process of localization of text content, to determine the genre characteristics of a computer game that are significant for localization, and to reveal linguistic and pragmatic features of localization.

Tasks: To define additional requirements for the interpreter of computer games, to consider the problems that affect the quality of localization of computer games, and identify problems among which we will highlight those that localizers face in the process of direct translation and consider ways to translate computer games.
Theoretical and practical significance: Theoretical significance consists in analyzing game localization terminology, translating games from English into Russian and ways to solve problems associated with it. And regarding the practical importance of research, the findings of this work can serve as a basis for further study of the process of translating computer games. The results of this study can be used in the scientific process.

Results of the research: Analyzing the material, we can conclude that the complexity of translation, associated with the lack of context, leads to problems in the transfer of the fullness of both the content plan and the expression plan. For this reason, the most frequent is a pragmatically inefficient translation and the information function of adequacy is violated. Although, translators choose different tactics to achieve the maximum possible approximation to the original - even by adapting to the culture of our country.