

Video game's intermediality and localization practices

Pierre-Yves Houlmont

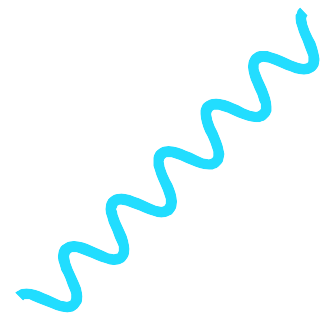


Press Translation Strategies

Different types of press texts :

Articles

Press releases

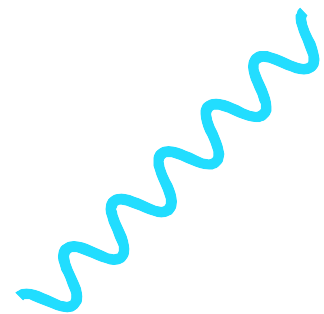


Press Translation Strategies

Different types of press texts :

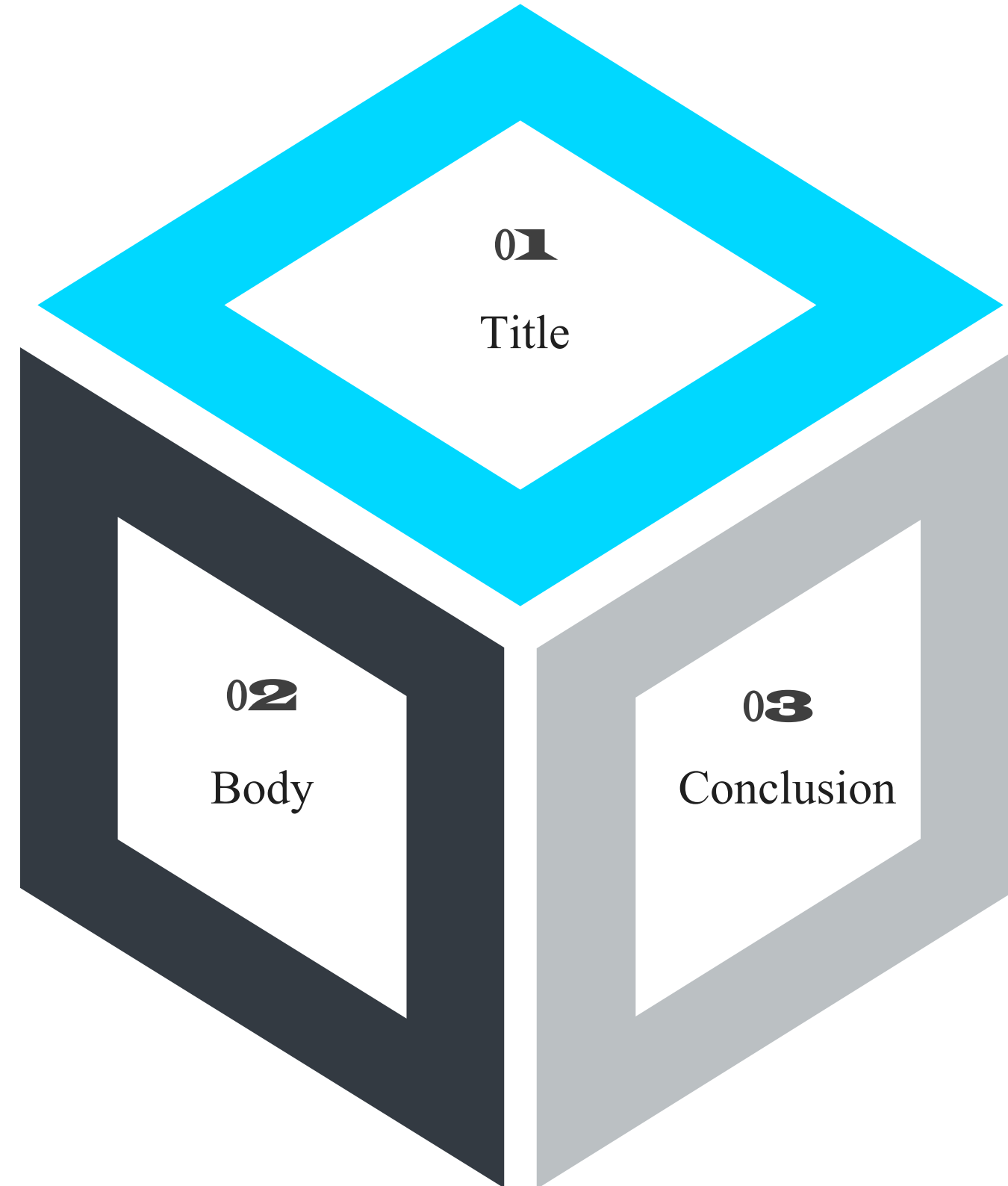
Articles

Press releases



Press Translation Strategies

Articles in a nutshell



Press Translation Strategies

What the translator has to base his translation upon

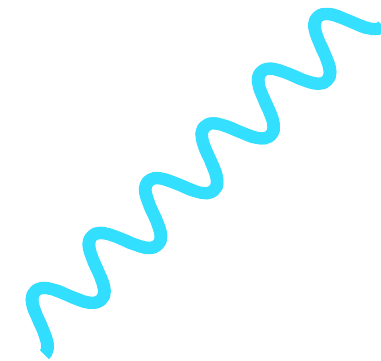
- Context
- Target Audience
- Target media

Press Translation Strategies

What the translator has to base his translation upon

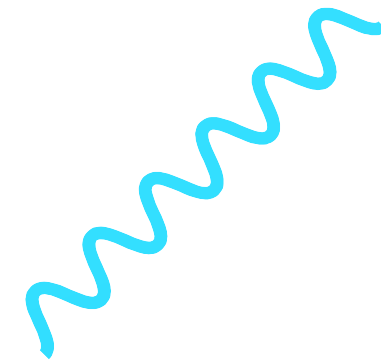
- Context

Deep understanding of the facts



Press Translation Strategies

What the translator has to base his translation upon



- Target Audience

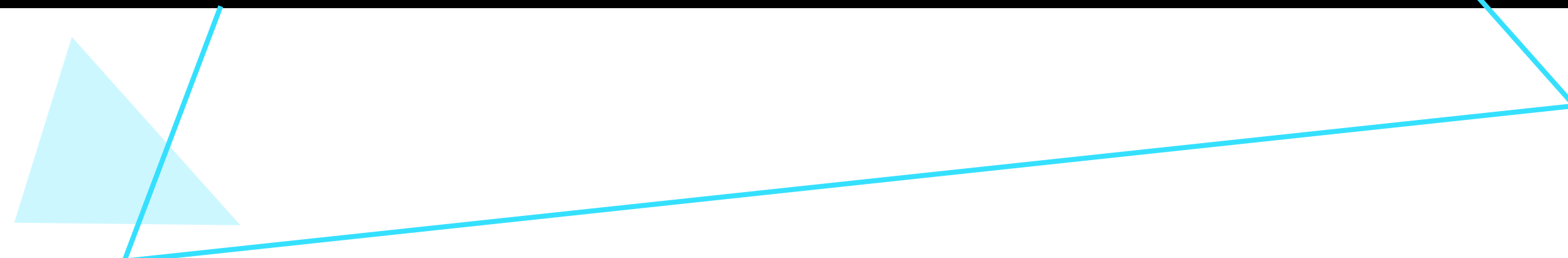
Do we adapt the informational content ?

EXAMPLES OF RECONTEXTUALISATION

HIV → AIDS

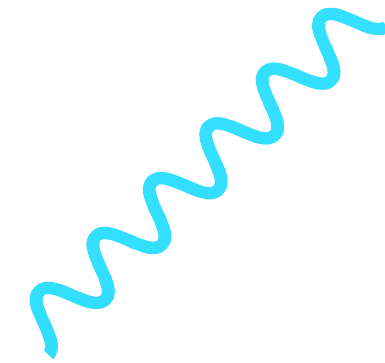
HEMATOPOIETIC ORGANS → BLOOD-PRODUCING ORGANS

Aştirbei, 2011



Press Translation Strategies

What the translator has to base his translation upon



- Target media

What is the editorial policy of the target media ?

Press Translation Strategies

Cultural adaptation



Clarifying

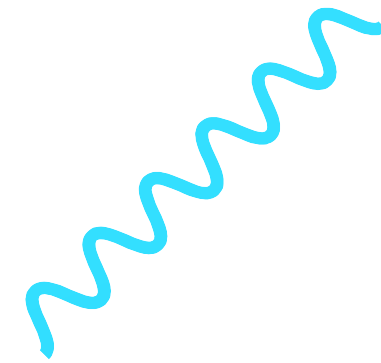
Example :

Charles Michel (Belgium's Prime Minister)



Linguistic and cultural differences

Preliminary (cultural) knowledge



TODAY
Partly Cloudy, 65-74
TONIGHT
Partly Cloudy, low 70s
TOMORROW
Sunny, 70s
Details, page 2
TV: PAGE 34

NEW YORK POST

METRO
TODAY'S RACING

DAILY PAID
CIRCULATION
2D QUARTER 1977
609,390

THURSDAY, AUGUST 11, 1977 25 CENTS Vol. 176, No. 225 © 1977 The New York Post Corporation

CAUGHT!



Son of Sam was on way to kill again 'I wanted to go out in a blaze of glory'

By CARL J. PELLECK

The man police say is the Son of Sam was on his way to claim more victims when he walked into the arms of waiting detectives.

David Berkowitz, 24, had already written a letter—his third—addressed to Suffolk County and New York police and the press. He was going to leave it alongside his latest victim. It had no stamp on it.

In questioning after his arrest last night, Berkowitz said he hadn't quite made up his mind whether to stalk his next victims in Riverdale or in the Hamptons.

And he told police that he wanted to "go out in a blaze of glory" because he felt the cops were closing in on him. Sources said the letter made a similar claim.

'DID IT FOR SAM'

A pleasant-looking, slightly chubby young man, Berkowitz remained calm throughout the many hours of questioning at Police Headquarters.

He gave no reason why he started his killing spree on July 29, 1976 other than "I was doing it for Sam . . . Sam can do anything . . . I was driven to do it by Sam."

He gave cops the answer they had long been seeking: Sam is a man who lives in a building behind Berkowitz' Yonkers apartment house.

He identified the man as Sam Carr of 316 Warburton Av.

When Berkowitz was grabbed, he had the dreaded .44-caliber pistol with him. He had two dozen extra bullets in a brown paper bag he had

Continued on Page 8

Full coverage: Pages 2, 3, 4, 5, 7, 32, 33.

Post Photo by Harry Henninger

Linguistic and cultural differences

Preliminary knowledge



Linguistic tendencies

English : Short words

French : Longer titles

Methodology



Denotation equivalence ;

Connotation equivalence ;

Formal-aesthetic equivalence ;

Textual-normative equivalence ;

ludo-conative equivalence ;

Narrato-conative equivalence ;

Metasemiotic-heterosemiotic equivalence on rules (MHR);

Metasemiotic-heterosemiotic equivalence on other semiotics (MHO).

Methodology

Polyfunctionality of press titles

4 functions according to Christiane Nord

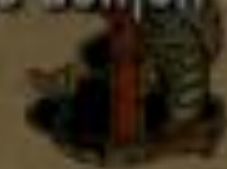
- Phatic function
- Appellative function
- Informative function (the translator sometimes modify the title content by picking up other infos within the article)
- Expressive function

Terminée : Trouvez le Livre noir de ce donjon : Tour de Tel Mithryn

Le crépuscule caché

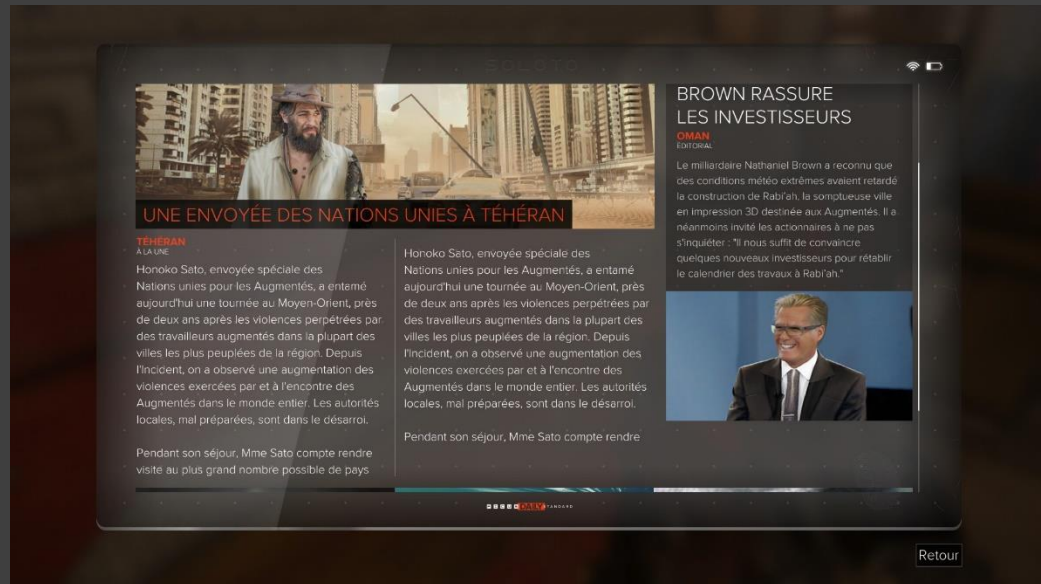
de
Carillus Magnus

Media remediation



La ville de Semence
surait du désert, scintillante,
dans toute sa décadence.

D'une certaine manière, elle
tenait toujours debout. Alors
que j'en passai la porte, la
bête fut exactement où me
conduisaient les chemins
et les poètes. Le seul endroit
capable de rassasier mon



Main problems for video game localization 1/2

~~Context~~

~~Images~~

(Chandler & Deeming, 2012)



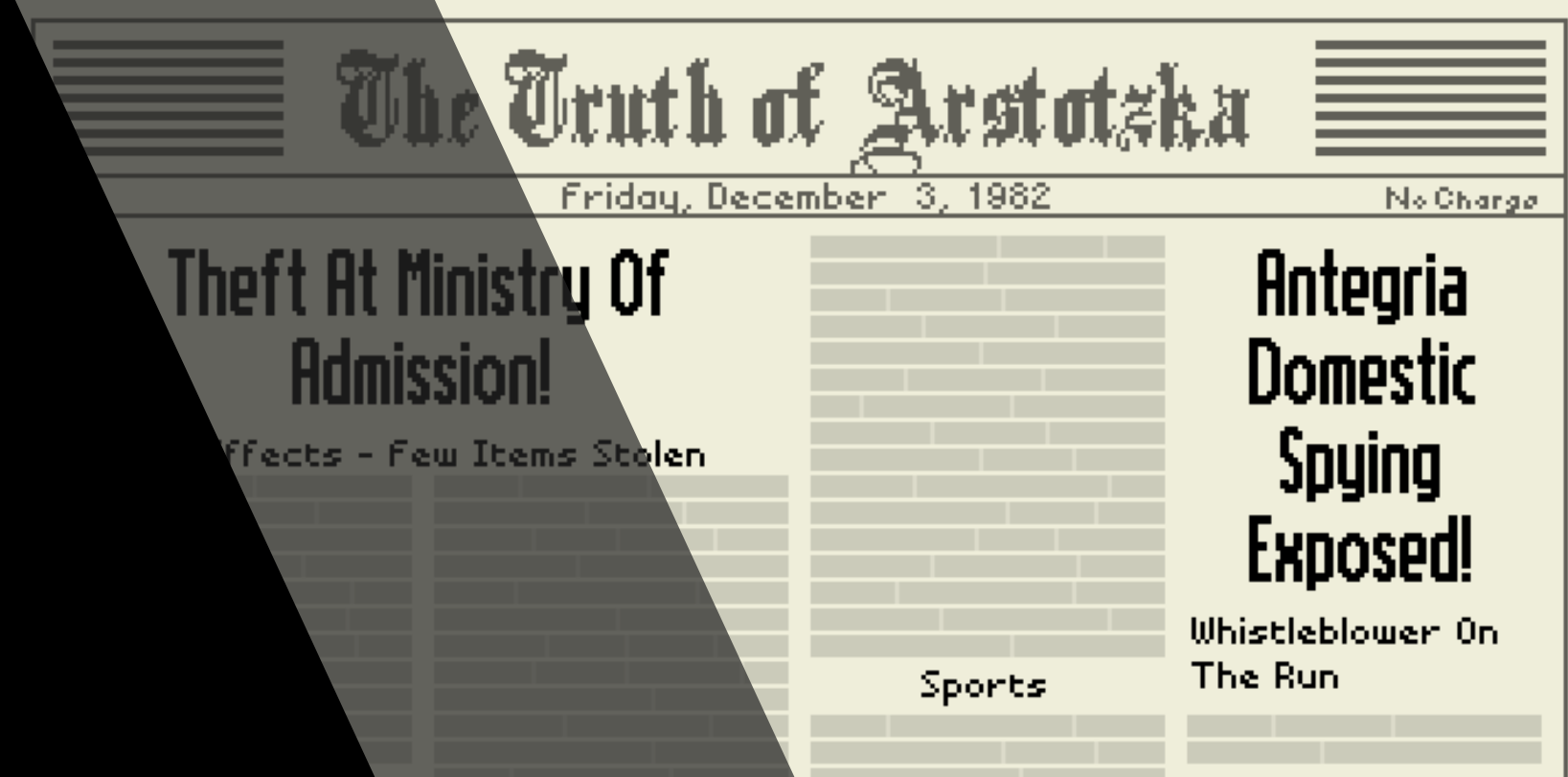
Impossible to refer to other
semiotics

Different purposes

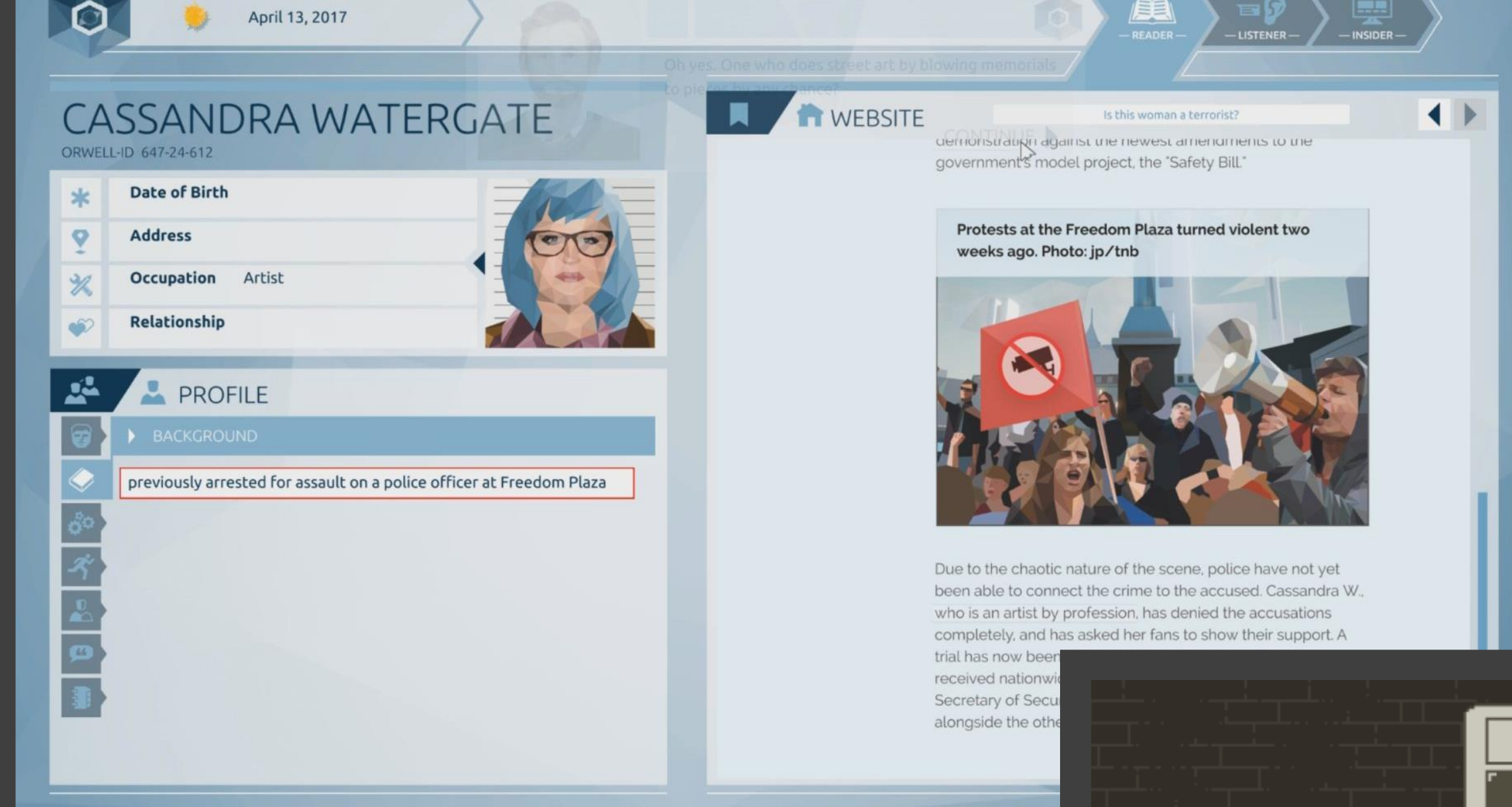
Contextualisation



Feedback



Game mechanics



Based on *denotation* and *expressive function* of the language

Almost entirely based on *Connotative components*



DEUS EX

MANKIND DIVIDED™





STRATEGY

NOTEWORTHY

- FREE TRANSLATION OF TITLES (LOSS OF PUNS, SOMETIMES CONTRADICTION)
- ATTENUATION OR REINFORCEMENT OF VIOLENT WORDS
- OMISSIONS

POSSIBLE EFFECT OF MISTRANSLATIONS

- PROBLEMS OF BACKGROUND COHERENCE (**GAME'S NOT BROKEN**)

Deus Ex Mankind Divided



PAPERS,
PLEASE

HISTOIRE

INFINI

créé par Lucas Pope

1.1.65





STRATEGY

NOTEWORTHY

- VERY LITTERAL TRANSLATIONS
- ONLY TITLES → NO WAY OF CHANGING THEIR INFORMATIONAL PERSPECTIVES
- FREQUENT EXPRESSIVE LOSSES

POSSIBLE EFFECT OF MISTRANSLATIONS

- PLAYERS MAY MISUNDERSTAND THE IMPACT OF THEIR CHOICES
(**GAME'S NOT BROKEN, BUT MAY BE PARTIALLY AFFECTED**)

Deus Ex Mankind Divided



Oct. 14,
1948



The Westport Independent

Issue
#461

MORNING
EDITION

Editorial
and
Advertising
Office

START GAME

Several years ago
the independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.



The independent game was first played in the state of New York.

The independent
game was first
played in the
state of New York.

SETTINGS

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

QUIT GAME

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

The independent
game was first
played in the
state of New York.

MOVIE STAR HAS GAINED WEIGHT

- >> According to an anonymous source, renowned movie star Harrold Finn has recently put on some weight.
- >> When interviewed, the movie star acknowledged the weight gain.
- >> ~~"I blame my scales," the actor joked, "if they had just stayed beneath my feet more often, I would've noticed sooner."~~

1
NIDH

PICIDH

TV

yes



TITLE EXAMPLES



PRO-LOYALIST :

NEW LAW TO **IMPROVE** NATIONAL **SECURITY**

ANTI-LOYALIST :

NEW GOVERNMENT INITIATIVE TO USE **HEARSAY** AS **EVIDENCE**

The Westport Independant



CONTENT EXAMPLES

NEUTRAL :

TODAY, PARLIAMENT BROUGHT FORWARD THE FIRST DRAFT OF THE PUBLIC RESPONSIBILITY ACT.

PRO-LOYALIST :

THE LAW HAS RECENTLY **GARNERED** A LOT OF **PRAISE** AND IS BELIEVED TO **IMPROVE** NATIONAL SECURITY.

PRO-LOYALIST :

THE ACT WILL ALLOW PRIVATE CITIZENS TO REPORT SUSPECTED ACTS OF **TERRORISM** OR **TREASON TO POLICE**.

ANTI-LOYALIST :

IT WILL ALSO ALLOW FOR POLICE TO USE THESE **SUSPICIONS** AS **EVIDENCE** FOR **ARRESTS**.

The Westport Independant



CONTENT EXAMPLES

NEUTRAL :

TODAY, PARLIAMENT BROUGHT FORWARD THE FIRST DRAFT
OF THE PUBLIC RESPONSIBILITY ACT.

The Westport Independant



CONTENT EXAMPLES

PRO-LOYALIST :

THE LAW HAS RECENTLY **GARNERED** A LOT OF **PRAISE** AND IS BELIEVED TO **IMPROVE** NATIONAL SECURITY.

The Westport Independant



CONTENT EXAMPLES



PRO-LOYALIST :

THE ACT WILL ALLOW PRIVATE CITIZENS TO REPORT
SUSPECTED ACTS OF **TERRORISM** OR **TREASON TO POLICE.**

The Westport Independant



CONTENT EXAMPLES

ANTI-LOYALIST :
IT WILL ALSO ALLOW FOR POLICE TO USE THESE
SUSPICIONS AS EVIDENCE FOR ARRESTS.

The Westport Independant



April 13, 2017



— READER —



— LISTENER —



— INSIDER —

CASSANDRA WATERGATE

ORWELL-ID 647-24-612



Date of Birth



Address



Occupation



Relationship



PROFILE



BACKGROUND



previously arrested for assault on a police officer



WEBSITE

Is this woman a terrorist?



Study with future.
www.stelligan-university.tna



Woman allegedly injured a police officer two weeks ago, remains in custody. Trial scheduled for August.



Cassandra W. - simple protester or anti-governmental terrorist? Photo: Bonton Central Police Department

BONTON - The case that keeps the media and the public guessing: Cassandra W. (pictured above), who had allegedly injured a police officer severely two weeks ago, is still being held in police custody. The young woman is accused of having hit the victim's head with a large brick. The incident occurred during a rampage at the Freedom Plaza, as part of a demonstration against the newest amendments to the government's model project, the "Safety Bill."



April 13, 2017



— READER —



— LISTENER —



— INSIDER —

CASSANDRA WATERGATE

ORWELL-ID 647-24-612



Date of Birth



Address



Occupation Artist



Relationship



PROFILE



ACCOUNTS



uTell: theCassi92



WEBSITE

Movie shooting completed



Study with future.
www.stelligan-university.tna



The leading newspaper of The Nation.
Fast. Precise. Honest.

Movie shooting completed

April 13, 2017

Shooting of the "Grey Shadows" saga has finalized. Third part of the saga to hit movie theaters next Valentine's Day.



An updated version of the official poster was posted by the director.
Image: Sumishii Aran/Rhubarb Productions

HILBERY - After a lengthy shoot in the hills of Bonton, self-



BONTON - The case that keeps the media and the public guessing: Cassandra W. (pictured above), who had allegedly injured a police officer severely two weeks ago, is still being held in police custody. The young woman is accused of having hit the victim's head with a large brick. **The incident occurred during a rampage at the Freedom Plaza, as part of a demonstration** against the newest amendments to the government's model project, the "Safety Bill."



Due to the chaotic nature of the scene, police have not yet been able to connect the crime to the accused. Cassandra W., **who is an artist by profession**, has denied the accusations completely, and has asked her fans to show their support. A trial has now been scheduled for mid-August. The case received nationwide attention when Catherine Delacroix, Secretary of Security, labeled the alleged perpetrator, alongside the other rioters, as "anti-governmental terrorists".(jp)



Ongoing conclusion

- Press translation and fictional press translation **similar** when it comes to background enrichment
- Very **different stakes** when articles are used as feedbacks or game mechanics
 - ➔ Common strategies applicable, but with great caution! (tags, etc.)