Challenges of technological developments for video game translation

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The ways in which video game is consumed are constantly changing, both from the point of view of systemic and technological intermediaries, and in terms of cultural practice. Video games are particularly sensitive to changes in the video game industry, since they are characterized by an evolution strongly dependent on technological progress (Benghozi and Chantepie, 2017), which also implies a frequent redefinition of the translator's posture (Chandler and Deeming, 2012). These changes in intermediaries bring new practices, rules and codes that the player must consciously or unconsciously appropriate in order to progress in his practice. For this purpose, a “mediation ludique” is necessary. The player and the game must come into contact within a well-defined systemic framework and space (Genvo, 2006).

In order to prevent videogame texts from taking on a metaleptic dimension (Genette, 2004), developers often exploit implicit strategies to discreetly guide players in their practice. As a result, some phenomena are widespread, such as the diegetisation of the possibilities for action and the rules of the game (Barnabé, 2012) or the implementation of a “playful guidance” in video game texts. Some strategies used by video game translators (Bernal-Merino, 2007; Costales, 2012) and some components specific to the video game media require increased attention from professionals in the field (Houlmont, 2017), especially when codes and practices are being challenged by technological renewal, as in VR games. During this communication, we propose to highlight the challenges of the specificities of the video games’ texts and of technological developments surrounding the practice of video game translation.

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**Biographie**

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