

## Localization of Video Game News Websites into Persian<sup>1</sup>

Mazdak Bolouri<sup>2</sup> & Masoud Varasteh<sup>3</sup>

### Abstract

Localization is the practice of adapting global products to local markets. It includes linguistic, technical, and marketing processes that work to create a product that feels locally-produced to its consumers. Such products can be industrial, cultural, or consumer goods. The present study examined translation techniques in localization and online publication of video games news. It aimed to explore how these translations are carried out and what external factors affect their production. The study compared translated news with their source versions to categorize (1) translation techniques and (2) stylistic changes based on the categorizations suggested by Molina and Hurtado Albir (2002) and van Leeuwen (2006), respectively. The results then formed the basis of an interview with website editors in chief to discuss the reasons behind the used translation techniques and the changes in style. The results of the first part showed that borrowing and amplification were the most used techniques followed by reduction and adaptation. The journalistic style of the translations also changed based on the procedures and policies of the websites. The interview results revealed that there were two underlying reasons behind the translation decisions: 1. Search Engine Optimization, 2. Viewer expectations. There was also a third factor, time, which controls the other two. It can be concluded that online, digital media are more and more affecting and regulating the work of human translator's, at least in the entertainment sector.

**Keywords:** News localization, video games, translation techniques, journalistic style, SEO

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2. Corresponding Author: Assistant Professor, Department of English Translation Studies, Faculty of Persian Literature and Foreign Languages, Allameh Tabataba'i University, Tehran, Iran; email: mazdakbolouri@atu.ac.ir

3. M.A. in Translation Studies, Department of English Translation Studies, Faculty of Persian Literature and Foreign Languages, Allameh Tabataba'i University, Tehran, Iran; email: masoud.varaste73@gmail.com

## Introduction

The impacts of globalization on translation have been addressed in numerous famous volumes from different perspectives (see O'Hagan & Ashworth, 2002; Pym, 2004; Cronin, 2013; Bielsa & Bassnett, 2009). As Orengo (2005, p. 169) argues, the adaptation for different locales is what makes a product global; thus, localization must be studied together with globalization and there have been such studies in the field of translation studies.

Pym (2004) advocated for localization to be seen as a new paradigm for the study of translation. One of the main points of Pym is that translation of news can be better studied if one looks at it through the lens of localization. He argues that (2004, p. 4) such transformations of language as happen in localization "go beyond the endemic notions of translation". Orengo (2005, pp. 169-170) explains that there are two reasons that studying news from the point of view of translation studies is problematic. The first reason is that the "metabolization" of globalized information, by societies, cultures, and political circles is encompassing of the nature of production, distribution, and consumption of texts across time and space, and the second reason is that instant communication results in text fragmentation and source texts coming and dying with a rapid pace.

A study of news translation based on a framework of localization investigates factors outside of translation and business decisions that affect translation, after all, localization is a business-related procedure. Such research can give insight on how translation is done in an environment that is highly influenced by technology and by economic considerations (as well as ideology). The present study gives insights on the mechanisms of translation market in online space of video game news websites and reveals what translation techniques are common and why, also, what stylistic considerations are important in such a space.

To this end, the present study aimed to show how online platforms of publication affect the practice of news translation and how processes other than translation affect the final outcome.

This study asked the following research questions:

1. What translation techniques are most frequently used by Iranian video games news websites for the localization of their content?
2. What stylistic changes occur in the localization and translation of video games news?
3. What are the motives adopted by website administrators that result in such translational decisions?

### **Review of the Related Literature**

Ritzer and Dean (2015) define globalization as follows:

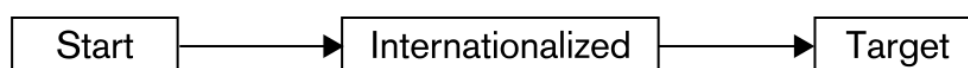
[G]lobalization is a transplanetary process or set of processes involving increasing liquidity and the growing multidirectional flows of people, objects, places and information as well as the structures they encounter and create that are barriers to, or expedite, those flow. (Ritzer & Dean, 2015, p. 2)

In practice, to globalize their business and get to offshore markets, the linguistic hurdle had to be overcome by companies. The result was creation of processes that are intended to facilitate sales of goods and services worldwide, known as GILT processes, i.e. globalization, internationalization, localization, translation (Fry & Lommel, 2003, p.6). Fry and Lommel (2003, p. 3) define localization as “the process of adapting and manufacturing a product so that it has the look and feel of a nationally-manufactured piece of goods”.

This had implications for translation practice and study. Munday (2016) notes that the birth and spread of new technologies have “transformed translation practice”, in addition to “exerting an impact on the theorization of translation” (p.

394). He briefly reviews three examples that have contributed to this: audiovisual translation studies, localization and globalization, and corpus-based translation studies.

Regarding the second item Munday mentions, it should be noted that in localization, not just textual material (messages, tips, guides, etc.) are translated. Non-textual material such as date formats, currencies, and measurements, that are called variables in the business, are some of the factors that need adaptation, not just translation. A company creates its software according to the linguistic and cultural preferences of the place it is produced in. Then, this version is localized for other locales, which refers to “a set of linguistic and cultural parameters defining the context of end use”, and Pym believes it is a substitute for “target language and/or culture” (2014, p. 119). However, companies found out this is not an efficient way to handle localization (Pym, 2014, p. 118-19). This is where internationalization comes into play. Instead of creating an American version and then localizing that, a basic, general version of the product is created and then the localizable items are changed and translated based on the locale (Pym, 2014, p. 120). So the process becomes like this:



**Figure 1. How internationalization works, from Pym (2014, p. 121).**

Pym (2014, p. 122) believes that the novelty which can be found in localization, and is not found in translation theory, is the relationship between translation and technology. And for him internationalization is the key.

The present study aimed to investigate the localization process of Iranian video game news websites and how their particular mode of publication affects their translations.

### Theoretical Framework

As Pym (2004, p. 4) points out, taking localization and translation studies to be on par with each other on a theoretical level is a practice in futility, because localization is a business model in which translation may only appear at one point but translation studies is an academic field. Nevertheless, he tries to bring localization to the same conceptual level as translation so that "both of them refer to general processes of transforming language" (2004, p. 4). Orengo (2005, p. 170) follows Pym (2004) in saying that if we take the process of news localization as comprising of and encompassing news translation, we can explain the latter in a more comprehensible way within the theoretical framework of translation studies, and suggests that the notion of localization be extended to the study of news translation as well. Along the same lines, the present study chooses to study news translation within the framework of localization and considers the on-line publication of video games news on Iranian websites as a process of localization.

For the analysis of the translation techniques used in the localization of video games news in Iranian websites, Molina and Hurtado Albir's categorization (2002) was employed. Their categorization can be used for textual analysis of different types of texts and is especially useful for understanding how translation works. The present study adopted it for the analysis of video game news texts. For the examination of the stylistic changes, the list of stylistic items suggested by van Leeuwen (2006) was adopted.

Molina and Hurtado Albir (2002) suggest a list of 18 translation techniques that can be seen in Table 1 below.

Table 1. Categorization of translation techniques, taken from Molina & Hurtado Albir (2002, p. 16).

Adaptation	Baseball (E) ⇒ Fútbol (Sp)
Amplification	شهر رمضان (A) ⇒ Ramadan, the Muslim month of fasting (E)
Borrowing	Pure: Lobby (E) ⇒ Lobby (Sp) Naturalized: Meeting (E) ⇒ Mitin (Sp)
Calque	École normale (F) ⇒ Normal School (E)
Compensation	I was seeking <u>thee</u> , Flathead (E) ⇒ <u>En vérité, c'est bien toi que je cherche</u> , <u>O Tête-Plate</u> (F)
Description	<u>Panettone</u> (I) ⇒ The traditional Italian cake eaten on New Year's Eve (E)
Discursive creation	Rumble fish (E) ⇒ La ley de la <u>calle</u> (Sp)
Established equivalent	They are as like as two peas (E) ⇒ <u>Se parecen como dos gotas de agua</u> (Sp)
Generalization	<u>Guichet, fenêtre, devanture</u> (F) fi Window (E)
Linguistic amplification	No way (E) ⇒ <u>De ninguna de las maneras</u> (Sp)
Linguistic compression	Yes, so what? (E) ⇒ <u>¿Y?</u> (Sp)
Literal translation	She is reading (E) ⇒ <u>Ella está leyendo</u> (Sp)
Modulation	ستمبر انا (A) ⇒ You are going to have a child (Sp)
Particularization	Window (E) ⇒ <u>Guichet, fenêtre, devanture</u> (F)
Reduction	Ramadan, the Muslim month of fasting (Sp) ⇒ شهر رمضان (A)
Substitution (linguistic, paralinguistic)	Put your hand on your heart (A) ⇒ Thank you (E)
Transposition	He will soon be back (E) ⇒ <u>No tardará en venir</u> (Sp)
Variation	Introduction or change of dialectal indicators, changes of tone, etc.

The analysis of translation “categories” enables the comprehension of the way translation works (Molina & Hurtado Albir, 2002). These categories relate to text, context, and process. According to Molina and Hurtado Albir (2002, pp. 3-4, original emphasis), the necessity to take into consideration the “textual micro-units” created the category of “translation techniques”.

Van Leeuwen (2006) documented translation and adaptation decisions of Vietnam News translators and editors that constituted the globalizing discourse of

the news agency. He focused on three kinds of translation/adaptation decisions: those that affect the English used, those that affect the journalistic style, and those that affect the cultural and ideological references in the source texts. The current study focused on his examination of stylistic items.

He (2006, p. 226) noticed that during translation the local Vietnamese journalistic style of writing is adapted to the English version. The aspects of this adaptation are:

1. **Lead:** the first paragraph of the news story.
2. **Feature lead:** a special version of lead that create a story-like narrative to attract the reader to continue reading the rest of the piece.
3. **Accuracy:** a measure of the accuracy of the information being reported.
4. **Attribution:** refers to the quotations in the news story.

Leads are written, partly, based on the expectations of the readers, and thus they distinguish two styles of journalism because these expectations are different between the Vietnamese and Australian readers.

Regarding feature leads, van Leeuwen (2006, p. 230) found out that the Vietnamese journalists are not able to write a captivating first paragraph in English and therefore the English editors of their work write the feature lead themselves.

Similarly, when it comes to accuracy, Vietnamese journalists are not familiar with fact checking and, therefore, their writings include self-contradictory information (van Leeuwen, 2006, p. 228). Thus, the English editor has to fix this and this changes the style of the text further.

For attributions, while the Vietnamese journalists did not include quotes in their reports, the English editors added some to the text and they believed attributions can “liven up the text” (van Leeuwen, 2006, p. 229).

These changes made possible the distinction between a Vietnamese style of journalistic writing and an English style.

## Methodology

This is a descriptive study of the process of localization in Iranian websites that publish news of video games. The sources of data for this study were translated news items and their English source texts collected from the top three popular video game news websites in Iran (based on their ranking in Alexa.com). These three websites were *gamenews.ir*, *dbazi.com*, and *zoomg.ir*. From each website a number of news stories were randomly selected. Seventeen news stories were selected as samples from the news items published on these websites in the last two months leading to the start of the study. Analysis of each website continued until a pattern in the use of translation techniques and changes in stylistic items (see below) were detected.

Based on a pilot study, six of the eighteen translation techniques of Molina and Hurtado Albir (2002) were selected for the analysis of data collected for this study. The other techniques in their model were not found in the data analyzed here. The six translation techniques were as follows:

**Adaptation:** replacing cultural items of the source with those of the target culture (Molina & Hurtado Albir, 2002, p. 509).

**Amplification:** adding or introducing details and information that are not present in the source (Molina & Hurtado Albir, 2002, p. 510).

**Reduction:** omitting or removing information from the source when translating (Molina & Hurtado Albir, 2002, p. 510).

**Borrowing:** taking a word or expression straight from the source. This technique has two subcategories: pure (without any change) and naturalized (to accommodate spelling rules of the TL) (Molina & Hurtado Albir, 2002, p. 510).

**Calque:** "Literal translation of a foreign word or phrase" that can be lexical or structural (Molina & Hurtado Albir, 2002, p. 510).

**Established equivalent:** using a term or expression that is established in the community and agreed upon (Molina & Hurtado Albir, 2002, p. 510).

Regarding journalistic style, based on a preliminary analysis of the data it was decided to adopt lead and attribution from van Leeuwen (2006) and add two



other items because the analysis showed that these two items affect the journalistic style of the translations. These two items were title and subtitle. For the purposes of the present study, subtitle refers to the explanatory sentence or sentences that come immediately below the title and provide more information or context on the main title. Therefore the final list of stylistic items is:

1. Lead,
2. Attribution,
3. Title,
4. Subtitle.

Each news story was compared to its source sentence by sentence to determine which translation technique was used. The stylistic items (see above) were also compared between source and target to see how they have changed and the changes were recorded.

The results were collected in a table (see below) and analyzed.

**Table 2. Sample table for collecting data on translation techniques.**

No.	Source	Target	Technique
1	That said, <i>Modern Warfare</i> sold so well in its brief time on the market that it has already become the best-selling game for the entirety of 2019, already surpassing <i>NBA 2K20</i> and <i>Madden NFL 20</i> .	هم‌اکنون در جایگاه دوم و سوم پرفروش‌ترین بازی‌های سال ۲۰۱۹ در آمریکا، دو بازی <i>NBA 2K20</i> و <i>Madden NFL 20</i> قرار گرفته‌اند.	Pure borrowing
2	<i>Nothing in the source.</i>	بر این اساس بازی مستقل <i>Obra Din</i> در تاریخ جمعه ۲۶ مهر ماه ۱۳۹۸ (۱۸ اکتبر ۲۰۱۹ میلادی) برای کنسول‌های پلی‌استیشن 4، ایکس‌باکس وان و نینتندو سویچ منتشر می‌شود.	Amplification

Based on the results of the analysis of the translation techniques and stylistic changes, a semi-structured interview was designed to discuss the findings with the website editors in chief. One interview was conducted over Skype and another in person. In both cases the interview was recorded and transcribed for analysis. It

should be noted that the third editor refused to be interviewed or to cooperate in any way.

The interview focused on the following themes:

- Translators' daily work routines
- Reasons for stylistic changes
- Selection of news
- Assignment of texts to translators and work coordination
- Additional responsibilities of online translators

Transcripts of the interviews were then thematically analyzed to find information on the above items.

## **5. Data Analysis and Findings**

In the following section, examples of the translation techniques and stylistic changes found in the study are presented and discussed. In each case, the reasons behind the adoption of the techniques or changes in journalistic style found in the interviews are also presented.

### **5.1. Translation Techniques**

The table below shows examples of adaptation which was one of the techniques used widely by all three websites. Adaptation was utilized when translators needed to convert dates, prices and measurements. The first example was taken from [Gamenews.ir](http://Gamenews.ir) and the second one from [Dbazi.com](http://Dbazi.com).

Table 3. Samples of adaptation technique.

No.	Source	Target
1	All four titles are available from today, <b>October 1, until January 2, 2020</b> . Each month, the service will add a refreshed selection of titles available for a limited period. <sup>1</sup>	کاربران PlayStation Now می‌توانند از تاریخ سه‌شنبه 9 مهر ماه 1398 (1 اکتبر 2019 میلادی) تا تاریخ پنج‌شنبه 12 دی ماه 1398 (2 ژانویه 2020 میلادی) به تجربه این چهار بازی بپردازند.
2	Well, now we know we'll get to see Miles Morales back in the Spider-Man suit and we know when it will arrive in theaters: <b>April 8, 2022</b> . <sup>2</sup>	حال طبق اطلاعات جدید، می‌دانیم که مایلز مورالس در قسمت دوم این انیمیشن دوباره لباس مرد عنکبوتی را برتن خواهد کرد و تاریخ رسمی 19 فروردین سال 1401 مصادف با 8 آپریل 2022 میلادی برای اکران آن تأیید شده است.

The interviews revealed that websites convert date, currency or measurements to those of the target system because they want to respond to their readers and make it easy for them to understand the news. But it was also noticed that the source dates are provided in the translation. The interviewees explained that by keeping the source date, readers can have a form of reference for events, game releases, etc. For example, what and how many games will be released in September.

The next item is reduction. Reduction was generally used by all three websites examined in this study. The following examples contain source sentences which were not translated into Farsi in the news items taken from Zoomg:

1. <http://gamenews.ir/1398/07/44490/sony-cuts-playstation-now-price-in-half/>

2. <https://www.dbazi.com/1398/08/11/267403/>

Table 4. Sample for Reduction taken from Zoomg.

No.	Source	Target
1	Below you can watch The NPD Group's Mat Piscatella go over the sales data from this past month in further detail, if you'd like. <sup>1</sup>	<i>Not translated</i>
2	For now, we are going to have patiently wait and see what Kojima does next. Personally, I'm hoping it's a return to the horror genre, but at this point, he'll have my attention no matter what he does. <sup>2</sup>	<i>Not translated</i>

The interviews revealed that there are two reasons for the reduction of source text sentences in translation: 1) certain information in the source text might not be relevant for the target reader. For example, news that were previously not translated or reported in the target locale. 2) SEO (search engine optimization) considerations might come into play. In the interview, it was explained that the sweet spot for word count to get the best SEO rating is 300 words. And when the source text is longer than that, translators try to decrease the size of the translation to reach that 300-word mark.

This can also account for the amplification of material in the translated texts published in the websites. Table 5 below contains examples of amplification. The parts that are in bold face have been added to the translation.

<sup>1</sup> <https://www.zoomg.ir/2019/11/16/310699/call-of-duty-modern-warfare-best-selling-us-2019/>

<sup>2</sup> <https://www.zoomg.ir/2019/11/24/310842/hideo-kojima-horror-game/>

Table 5. Samples of amplification taken from Gamenews.ir.

No.	Source	Target
1	Nintendo devoted its pre-show presentation to a slate of indie games on Switch, but promised the week would be littered with new footage of its first-party 2019 lineup as well. <sup>1</sup>	نینتندو پیش‌نمایش خود در رویداد گیمزکام 2019 را به نمایش بازی‌های مستقل برای کنسول سویچ اختصاص داد و همچنین به طرفداران خود قول داد که در ادامه این هفته نمایش‌ها و تصاویر جدیدی را از عناوین First-Party خود در سال 2019 در اختیار آن‌ها قرار دهد.
2	<i>Nothing in the source.</i>	بازی The Last of Us 2 در تاریخ 21 فبریه سال 2020 برای کنسول پلی استیشن 4 به صورت انحصاری منتشر خواهد شد. <sup>2</sup>

As was explained before, one reason for amplification is adjusting the word count of the news story. But, according to the interviews, there are two other reasons for amplification as well: 1) creating internal links, 2) expectations of the audience. Sometimes translators add extra information to the translation so that they can create internal links that guide readers to other pages on their websites and this is also helpful with SEO. They also add information to the translation that might not be in the source text. This is because the editors believe that Iranian readers want to know as much relevant information as possible in one news story, so they try to accommodate that using amplification technique.

The next technique is borrowing which is also the most common technique used. Borrowing has two types. According to Molina and Hurtado Albir (2002) pure borrowing is when the translator uses the source term with no change whatsoever in their translation, while naturalized borrowing is when the foreign term is adopted in a way as to follow the rules of the target language spelling and pronunciation. The bold face items in Table 6 below are examples of borrowing:

<sup>1</sup> <http://gamenews.ir/1398/06/42649/zelda-links-awakening-gameplay/>

<sup>2</sup> <http://gamenews.ir/1398/07/44572/last-of-us-2-upgrade-system/>

Table 6. Sample for Borrowing taken from Gamenews and Dbazi website.

No.	Source	Target	Type
1	Nintendo devoted its pre-show presentation to a slate of indie games on Switch, but promised the week would be littered with new footage of its <b>first-party</b> 2019 lineup as well.	نینتندو پیش‌نمایش خود در رویداد گیمزکام 2019 را به نمایش بازی‌های مستقل برای کنسول سویچ اختصاص داد و همچنین به طرفداران خود قول داد که در ادامه این هفته نمایش‌ها و تصاویر جدیدی را از عناوین <b>First-Party</b> خود در سال 2019 در اختیار آن‌ها قرار دهد. <sup>1</sup>	Pure
2	The company has now delivered for <b>The Legend of Zelda: Link's Awakening</b> , with an extended 30 minutes of gameplay.	حال این کمپانی به گفته‌های خود عمل کرده و 30 دقیقه نمایش گیم‌پلی از بازی <b>Zelda: Link's Awakening</b> را منتشر کرده است. <sup>2</sup>	Pure
3	The Legend of Zelda: Link's Awakening appears to be a very faithful remake of the 1993 <b>Gameboy</b> game of the same name.	The Legend of Zelda: Link's Awakening بازسازی بسیار وفاداری از نسخه هم‌نام و مخصوص کنسول گیم بوی در سال 1993 است. <sup>3</sup>	Nat.
4	In North America, Ubisoft's Ghost Recon Breakpoint ended up slotting in at second while over in Europe, <b>FIFA 20</b> took the same spot.	در آمریکای شمالی، بازی Ghost Recon Breakpoint کمپانی یوبی سافت توانست ماه را در رده دوم به‌پایان رساند و این رتبه در اروپا هم به بازی <b>FIFA 20</b> رسید. <sup>4</sup>	Pure

The interviews revealed that the reason behind this is that using English terms (mostly names of the games) helps improve SEO as most users might choose to search the original English names rather than any possible Farsi equivalents. Moreover, in most cases there are no agreed-upon Farsi equivalents for these

1. <http://gamenews.ir/1398/06/42649/zelda-links-awakening-gameplay/>

2. <http://gamenews.ir/1398/06/42649/zelda-links-awakening-gameplay/>

3. <http://gamenews.ir/1398/06/42649/zelda-links-awakening-gameplay/>

4. <https://www.dbazi.com/1398/08/17/>

names, consequently the use of the original names can prevent further confusion among the website users. One of the editors also believed their audience is more familiar with English so it is better not to translate these and use borrowing.

As regards established equivalence and calque, while the pilot study found some examples, the actual analysis of the data failed to find any cases of their use. One of the editors said that their work is constantly changing and that might explain the incongruity between the initial analysis and the actual study because there was an interval between them.

Of the 17 news stories that were examined across all three websites, the four translation techniques explained above had the following distribution:

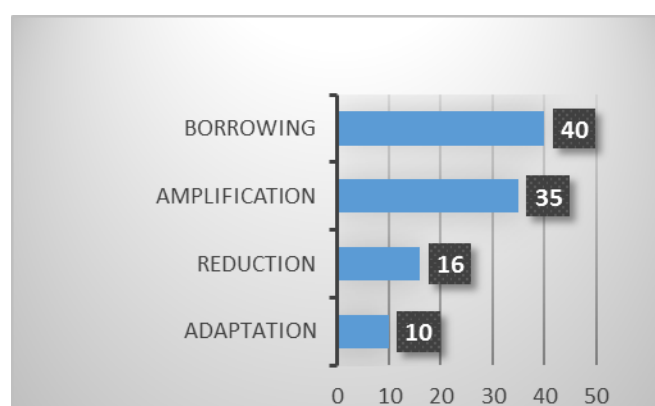


Figure 2. Frequency of each translation technique in the data analyzed.

## 5.2. Stylistic Changes

This study found that during translation, the journalistic style of the translated texts changes to some extent. Stylistic changes were observed in the following items: titles, subtitles, leads, and attributions.

It was observed that titles generally become shorter and less detailed compared to the source text. The interviews revealed that this is because titles are written, not translated, by the person in charge of selecting news, so translators use that given title for their translation.

Table 7. Samples of how titles are translated.

No.	Source title	Target title
1	Sony cuts PlayStation Now price in half, adds GTA 5 and God of War for a limited-time	سونی قیمت سرویس PlayStation Now را ۵۰ درصد کاهش داد <sup>۱</sup>
2	Sony veteran Shawn Layden is leaving PlayStation	جدایی شان لیدن از سونی بعد از ۳۲ سال اتفاق می افتد <sup>۲</sup>
3	The Last of Us 2 upgrades can unlock entire new abilities like holding your breath to aim	آپگریدها در The Last of Us 2 می توانند قابلیت های کاملاً تازه ای را به ارمغان بیاورند <sup>۳</sup>

Subtitles are always removed in the translations. The editors noted that their website template has no place for subtitles and thus they omit them from the translation.

Leads were rewritten most of the times. The interviews revealed that since the editors believe their readers have different expectations compared to the source text readers, the translators change what information is provided in the lead to accommodate those expectations.

#### Lead example:

PlayStation has named Guerrilla Games managing director and co-founder Hermen Hulst as its new head of Worldwide Studios.

#### Translation of Lead:

هرمن هالست موسس گوریلا گیمز، رئیس استودیوهای جهانی سونی خواهد بود و شوهی یوشیدا به عنوان بخشی از تیم همکاری و تجلیل استودیوهای مستقل فعالیت خود را ادامه خواهد داد. با دنیای بازی همراه شوید.<sup>۴</sup>

Attributions were broken down and changed in terms of formatting and their placement in the text. According to the editors this is to make the text of the news more visually appealing and to emphasize the quotes, see example below:

#### Attribution:

"As to make the scariest horror game, I'll watch the scary movies in order to awaken my horror soul. THE EYE is the Thai horror movie I rent when making PT but was too scary to finish watching. The package is scary so I rented the disc only. Will I be able to finish watching?"

1. <http://gamenews.ir/1398/07/44490/sony-cuts-playstation-now-price-in-half/>

2. <http://gamenews.ir/1398/07/44410/shawn-layden-playstation-worldwide-studios-chairman-departing/>

3. <http://gamenews.ir/1398/07/44572/last-of-us-2-upgrade-system/>

4. <https://www.dbazi.com/1398/08/16/267808/>



**Translation of attribution:**

برای تولید ترسناک‌ترین بازی ممکن، قصد تماشای فیلم‌هایی از ژانر وحشت را دارم که روح ترس و وحشت را درون من بیدار کنند.

در زمان ساخت P.T. هم چنین کاری کرده بودم و به سراغ فیلم چشم (The Eye) رفتم؛ فیلمی که آن قدر وحشتناک بود که نتوانستم آن را تا انتها دنبال کنم و حتی جعبه‌ی آن هم حالت ترسناکی داشت و فقط دیسک آن را کرایه کردم. آیا بالاخره یک روز می‌توانم این فیلم را تا آخر ببینم؟<sup>۱</sup>

The editors noted that the changes in style are part of their work flow or directives for translation, however, they don't have a comprehensive style guide that aims to create a specific style of news writing in their content.

It should be noted that most of these considerations might be overlooked if the news story is hot and must be published as soon as possible. Here, one can see an element of speed (or time) that influences other considerations. It was explained in the interviews that this factor is always present, however, normally translators have enough time to implement the policies of the website in their translations. But sometimes the quality of translation has to be sacrificed to publish the news as fast as possible

**6. Conclusions**

The findings of the study revealed that the localization of video games news in Iranian websites is governed by three important factors: SEO, viewer/reader expectations, and time. Such factors influence translational decisions made by the website staff, as there is a close connection between translation and these other (mostly financial) considerations. They play a pivotal role in attracting more users and consequently exchanging advertisement contracts with other businesses, which can bring in more money for the websites.

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1. <https://www.zoomg.ir/2019/11/24/310842/hideo-kojima-horror-game/>

As was mentioned before, localization is a process made up of several steps and translation is only one of these. The interaction between all these factors and the role of translators as communicators is the key. Translation in the modern world is not a matter of rendering words and sentences from a language to another; rather, it is an activity which is influenced by other factors which traditionally fall outside the domain of translation proper. Among these factors, financial considerations play an important role in determining how translations are done and published for consumption in a modern world.

The study also confirmed what was pointed out by Orengo (2005); that the criteria and rules for a good translation are increasingly being set by machines not by humans and translators are becoming more and more limited in how they can translate a text. This also influences how translations are consumed, in that it requires its readers, in this particular example, to have a certain level of English competence and familiarity with the field's jargon in order to fully understand the text.

A link can be established between these findings and the Skopos Theory (see Reis et al, 2015). In Skopos Theory, the aim of translation determines the method of translation, translation strategies, etc. Similarly in this study, the aim of translation is to have more readers, which facilitates more advertisement and consequently more revenue for the website. But as Pym pointed out (2014, p. 122) the difference between a localization approach and Skopos approach is the technology used for translation and the present study showed the influence of technology (SEO, online publication) on the work of translators and their decisions.

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## بومی‌سازی وب‌گاه‌های خبری بازی‌های رایانه‌ای به فارسی<sup>۱</sup>

مزدک بلوری<sup>۲</sup> و مسعود وارسته<sup>۳</sup>

### چکیده

بومی‌سازی عبارت است از آماده کردن کالاهای جهانی برای بازارهای محلی. این پدیده تلفیقی است از فرآیندهای زبانی، فنی، و بازاریابی با هدف تولید کالاهایی که برای مصرف‌کننده تداعی‌کننده کالاهای بومی‌اند. کالاهای فرهنگی، صنعتی، و مصرفی از این جمله‌اند. پژوهش حاضر به بررسی فنون ترجمه در بومی‌سازی و نشر آنلاین در وبگاه‌های خبری بازی‌های رایانه‌ای پرداخت. هدف بررسی چگونگی انجام گرفتن این ترجمه‌ها و تأثیر عوامل خارجی بر تولید آنها بود. متون خبری ترجمه‌شده با نسخه منبع خود مقایسه و (۱) فنون ترجمه و (۲) تغییرات سبکی، به ترتیب، براساس دسته‌بندی‌های پیشنهادی مولینا و هورتادو البیر (۲۰۰۲) و فن لیون (۲۰۰۶) طبقه‌بندی شدند. نتایج این بررسی مبنای مصاحبه‌ای شد با سردبیران سایت‌ها تا فنون ترجمه مورد استفاده و تغییرات سبکی بحث شوند. یافته‌ها نشان داد که فنون وام‌گیری و افزودن بیشترین کاربرد را داشته و بعد از آن‌ها فنون کاهیدن و اقتباس پرکاربردترین بودند. سبک خبرنگاری ترجمه‌ها نیز دستخوش تغییر شده و دلیل این تغییرات فرآیندهای کاری و سیاست‌های وبسایت‌ها بود. نتایج مصاحبه‌ها نشان داد دو دلیل عمده ناظر بر این تصمیمات در ترجمه است: ۱. سئو (SEO)، ۲. انتظارات خواننده. می‌توان چنین نتیجه گرفت که، حداقل در فضای سرگرمی، رسانه‌های آنلاین و دیجیتال تأثیری روزافزون و قابل توجه بر کار مترجم دارند.

**واژه‌های راهنما:** بومی‌سازی اخبار، بازی‌های ویدئویی، فنون ترجمه، سبک خبرنگاری، سئو

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۲. نویسندهٔ مسئول: استادیار گروه مترجمی زبان انگلیسی، دانشکده ادبیات فارسی و زبان‌های خارجی، دانشگاه علامه طباطبائی، تهران، ایران؛ پست الکترونیک: [mazdakbolouri@atu.ac.ir](mailto:mazdakbolouri@atu.ac.ir)

۳. دانش‌آموختهٔ کارشناسی ارشد مترجمی زبان انگلیسی، گروه مترجمی زبان انگلیسی، دانشکده ادبیات فارسی و زبان‌های خارجی، دانشگاه علامه طباطبائی، تهران، ایران؛ پست الکترونیک: [masoud.varaste73@gmail.com](mailto:masoud.varaste73@gmail.com)