The Necessity of Performing Terminology Management in Video Games Localisation

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Outline

• Chaotic Usage of Terminology with regard to Video Games Localisation

• Potential Benefits of Managing Terms in Video Games localisation Industry
Some Industrial Facts on Video Games

• 58% percent of Americans play video games
• US consumers spent $20.77 billion on video games, hardware, and accessories in 2012
• The average game player is 30 years old and has been playing games for 13 years
• 45% percent of all game players are women
• 51% percent of U.S. households own a dedicated game console

Data comes from ESA(Entertainment Software Association)
Are we talking about the same thing?

- Videogame/video game/game
- Games industry/gaming industry
- Computer game/digital game/electronic game
- Mobile games vs Mobile phone games
- PC (personal computer) games/ windows PC games
  → games on Mac?
- Online games(client-based online PC games)
- Serious games/ educational games/ edutainment/ learning games
- ...
Terminology matters

Console Games?  × banned

Home Entertainment Device?  √ legal
What is localisation?

<table>
<thead>
<tr>
<th><strong>Glyph</strong></th>
<th>The graphical representation/shape of a character. A character can have more than one glyph e.g. G and G are the same character using different glyphs.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HTML</strong></td>
<td>HyperText Markup Language. A text description language related to SGML; it mixes text format markup with plain text content to describe formatted text. HTML is ubiquitous as the source language for the Web pages on the Internet.</td>
</tr>
<tr>
<td><strong>I18N</strong></td>
<td>Internationalisation - this is the process of implementing a product so that it is not specific to any one locale i.e. so that it can handle any language for any locale without modifying any part of the design of the product. This process must take place before a product can effectively be localised.</td>
</tr>
<tr>
<td><strong>L10N</strong></td>
<td>Localisation - this is the process of taking a product and making it linguistically and culturally appropriate for a specific locale.</td>
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<tr>
<td><strong>Leverage</strong></td>
<td>This is the process that takes elements from previous product translations and automatically incorporates these into new revisions.</td>
</tr>
<tr>
<td><strong>Ligature</strong></td>
<td>A glyph representing a combination of two or more characters. In Latin script, there are only a few in modern use, such as the ligatures between &quot;f&quot; and &quot;f&quot; or between &quot;t&quot; and &quot;t&quot;.</td>
</tr>
<tr>
<td><strong>Locale</strong></td>
<td>A set of attributes specific to a language and geographical region, e.g. date format, currency format etc. An example of a locale is: English (U.S.).</td>
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<tr>
<td><strong>Localisation</strong></td>
<td>The linguistic and cultural adaptation of digital content to the requirements of a foreign market and the provision of services and technologies for the management of multilingualism across the digital global information flow.</td>
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<tr>
<td><strong>Multibyte Character Set</strong></td>
<td>A character set encoded with a variable number of bytes per character. Many large character sets have been defined as MBCS so as to keep strict compatibility with the ASCII subset and/or ISO/IEC 2022. Abbreviated as MBCS.</td>
</tr>
<tr>
<td><strong>OLIF</strong></td>
<td>Open Lexicon Interchange Format. It is a vehicle for exchanging terminological and lexical data.</td>
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<tr>
<td><strong>SBCS</strong></td>
<td>Acronym for Single-Byte Character Set. Any 1-byte character encoding. This term is generally used in contrast with DBCS and/or MBCS.</td>
</tr>
<tr>
<td><strong>SGML</strong></td>
<td>Standard Generalized Markup Language. It is called a metadata language and is used for defining markup languages.</td>
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</tbody>
</table>
What is localisation?

- Translation on the computer for the computer?
- Localisation is another term for translation?
- Localisation is a translation strategy?

Working definition

“The processes by which digital content and products developed in one locale (defined in terms of geographical area, language and culture) are adapted for sale and use in another locale. Localization involves: translation of textual content into the language and textual conventions of the target locale; and adaptation of non-textual content (from colours, icons and bitmaps to packaging, form factors, etc.) as well as input, output and delivery mechanisms to take into account the cultural, technical and regulatory requirements of that locale.”(Dunne 2006:4)

Issues that may cause poor localisation quality

• Non-linear and non-contextual texts
  
  PATROL_SHADOW;Surveillance;Beschattet;;Rastreando;;x
  ORDER_BOTH;Les deux; Beides;;Ambos;;x

• Highly confidential with contents, despite NDA (non disclosure agreement)
  → “blind translation” for new concepts, i.e. ashbringer

• Space-limitation in user-interface

• Simultaneous Shipment (Sim-Ship) → tight deadline → team work → inconsistency
  ‘叶姑娘’ (yè gūniang) [Miss Ye]
  →‘Sister Ye’, ‘Miss Ye’, ‘Ms. Ye’, and ‘Lady Ye’ (English version of Jx3 online)

• Goal of Video games localisation: to provide equivalent gaming experience for players in
  the target locale → translators are required to have creativities and are given more
  freedom in translation
  Highperch → 風巢 (wind nest)
  花鸟风月 (flower, bird, wind, moon) → painkiller
  individual creativity → inconsistency
  
  → Performing terminology management may resolve these problems
Are there any terms in video games?
• MMORGPs (Massively-Multiplayer Online Role-Playing Games) can have a large quantity of text

• Asheron’s Call 2 contained 350,000 words in 2006
• + 15~20,000 words/month with updates
Terms in Video Games

• General software terminology
e.g. save, delete, cancel, press, etc.
→ Standard Microsoft software terminology

• Specific hardware terminology
each first-party publisher has its own official terminology
e.g. PlayStation(Sony)/GameCube(Nintendo)/Xbox(Microsoft)
→ Games to be published for their platform need to adhere to it strictly

• Game-specific terminology
e.g. Name of Characters, location, equipment items
→ Must be coherent within a game
→ Need to be managed by both developers and localisors
Potential Benefits of Performing Terminology Management

• Reduces constraints stemming from the source text
  • Non-linear, non-contextual texts and space limitation
    → Provide contextual and technical information in glossaries
      e.g. Moonlight is a sword used by a male warrior, Leo, which is subject to space-limitation of 10 characters in UI.
  • Improves consistency in the target text
    → Equivalence of characters’ name, location, equipment items, culture-bounded terms in the target language can to be discussed and determined before translation
• Saves on time and cost
  • It costs more and takes longer to change in the testing phase
Conclusions

• Key terms need to be clarified in both academia and industry with regard to video games localisation.
• Performing terminology management in the industrial practice of video games localisation can potentially improve quality and reduce cost.
• More attention are needed from academia on this new research area and fast developing industry.
Questions and feedback?
Thank you for your attention!