GAMERS' OPINION ON COMMUNITY AND COMPANY TRANSLATIONS

Ramazan Berat KİRİT   Çağatay Arda ÖZGÜÇÜK   IMT 4125 Fall 2020 - 2021

INTRODUCTION

A study made in 2018 shows that Turkey pays around 853 million $ each year for games and its player base has grown to 30 million[1]. Now, Turkey has the biggest player base in the Middle East and the 18th biggest in the world. As a fast-growing industry video games has been a subject for translation scholars as well since they localization plays an important part in the dissemination of these games in target cultures. Our research aims to find out the gamers' preferences about the language use and translation modes. We thus conducted online survey to 150 participants to reveal their choices about localization.

LITERATURE REVIEW

Many research on video game localization have been conducted and mostly they focus on newer games such as League of Legends (Duman, 2016). The game localization industry have harbored two different types of localizers; professional and non-professional ones. Professional translation is the type of translation that is done by the video game company itself and is done by professional translators in the industry. Non-professional translation, on the other hand, is done by the game community itself. We can see famous examples of non-professional translations in older game titles such as Counter Strike, GTA: Vice City, and The Witcher 3. GTA: Vice City's translator, for instance, was just one person and he mentions in an interview that he did the localization purely for his love for the game and did not receive anything in return (Türkyılmaz, 2016).

[1] Papuççiyan, A., 2019. 853 Million Dollars Of Revenue Was Generated In 2018 In The Turkish Gaming Industry.

LIMITATION

Data collection for the surveys have been provided from social media communities of gamers in Facebook. 90 young gamers from various social media communities have participated in the first survey. 103 young gamers from various social media communities have participated in the second survey.

Do you look for Turkish language support before playing a game?

%24 %76
No   Yes

Do you use/like community-made translations for games?

%11 %25 %64
I prefer official   Yes   No translations

METHODOLOGY

We have concluded two different surveys in a gamer oriented social media platform. On top of the questions, we have had the chance to talk to two translators who worked with Oyunceviri.net in the past about the work process.
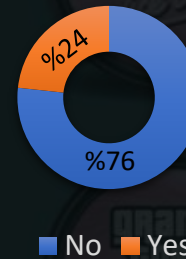
CONCLUSION

According to the first chart, it can be clearly seen that most of the gamers in Turkey do not refer to the language support, thus they do not care whether a newly coming game has a Turkish language support or not. The interviews we made with the translators have shown the reason for this is that mostly just a few days after releasing of game, non-professional Turkish language patch which is produced by gamer communities is produced and served to the gamers. Non-professional translators also mentioned that although they were not getting anything in return for their works, their work environment was no different than a professional studio with supervisors and project managers.Yet, as can be observed in the second chart, if a game has official Turkish language support, gamers prefer the professional translation thinking that the official one is more reliable. We hope our research can lead to further research about the topic.

REFERENCES

Duman, O. (may, 2016). OYUN YERELLEŞTİRMESİNİN TÜRKİYE'DEKİ YERİ VE LEAGUE OF LEGENDS OYUNUNUN İNCELENMESİ.
Türkyılmaz, H. Y. (2016, May 04). Oğuz Gürsel İLE RÖPORTAJ. From https://medium.com/@hyturkyilmaz/o%C4%9Fuz-g%C3%BCrsel-i%CC%87le-r%C3%B6portaj-6ab5f94d0e0d