

Fazit: Natürlich erfordert die Schaffung einer Plattform Geld, Zeit usw., aber für mich ist diese Option angesichts der Kriegszeit und der hohen Anforderungen an das Erlernen der Sprache die einzig richtige Entscheidung

STRATEGIES IN VIDEO GAMES LOCALIZATION

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Nowadays, the gaming industry takes the sufficient place in the modern cyber world, thus the multiculturalism and cultural orientation in any game-related products are needed to be included in game developing.

Initialization The development of video games has kept pace with the advancement of new technologies and the accessibility of electronic goods to a broad consumer base. The very earliest video games created in the 1960s, such as Spacewar or Pong (Bernal 2006, O'Riada 2007), have nothing to do with today's multimedia and multimodal games where the player's involvement and connection with the game is a crucial component.

The globalization is the process which may be encountered on any layers of our society, it is impossible to deny that this particular process influence on the standards. When we speak about standards in video games, besides the default things like censorship and rate, the globalization introduces the necessity of localization, and actually, it varies from adding an option to choose the subtitles in your language or even have the full dubbing.

To be precise, the process of modifying something created for one area of the world for usage in another is known as localization. This process requires a number of specific actions to be done and those factors characterize the whole process:

- Text and spoken dialogue are translated into the target language;
- modifying cultural allusions, jokes, and other things that the target audience wouldn't get;
- Depending on the legal constraints in the target country, censoring explicit content;
- To better appeal to the recipient region, altering character and game designs;
- Taking into account regional hardware variations .

As it was mentioned before, the localization can be graduated according to some levels, usually four. They are as follows: no localization, box localization, partial and full localization.

The process of localization is done by translators. Different translation strategies are used during the localization and they typically require some sort of modification. A translation strategy is an algorithm of actions that the translator actively chooses to follow in order to translate a particular text, or a collection of texts. In the case of translating computer games, A. F. Costales specifies the following tactics to get the best perception in the target culture: 1) Domestication; 2) Foreignization; 3) No translation.

The degree to which the translator attempts to conform the translation to the norms of the target culture determines the domestication and foreignization of the translation.

The goal of the foreignization strategy is to maintain the original game's appearance and feel while bringing the flavor and ambiance of the source culture to the target location. In this situation, the translator may not even translate certain game elements (such as names, locations, battle cues, and terminology). In *Assassins' Creed*, where the original ambiance and taste of the Italian culture have been successfully kept in the destination destinations, a successful foreignization method can be seen as an example.

We are talking about a domesticating translation if the translator makes every effort to conform the translation to the norms of the host culture, even at the expense of some elements of the original translation that had to be dropped.

Thus, domestication strategy entails bringing the game's target culture closer in. The translator may use strategies like adaptation, generalization, and omission in this situation. Omission is rarely employed because it entails substituting another equivalent unit in the language of the host culture for a foreign realia.

As the titles of the games are trademarks that should be known worldwide, there is no need for translation in this scenario. The popular video game *Street Fighter* is a well-known example of a no translation technique, as many of the characters' special moves and combinations are not translated.

Conclusions. Video game translation is a new area that Translation Studies may explore in a useful way. In terms of audiovisual translation, video games pose a problem because they are multimodal and multidimensional goods. The plots and narrative strategies used to craft gripping stories and environments are becoming more and more complicated in video games, in addition to the technical advancement of the genre and the addition of new visual and aural components. The majority of the stages of any localization process are included in the translation of video games to foreign cultures, but it also includes new difficulties similar to those faced by translators of audiovisual works or even literary works.

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SUSTAINABLE EDUCATION IN TEACHING FOREIGN LANGUAGES

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Problem Statement: What is education for sustainable development? ESD gives learners of all ages the knowledge, skills, values and agency to address interconnected global challenges including climate change, loss of biodiversity, unsustainable use of resources, and inequality.

Environmental sustainability education refers to the process of teaching individuals about the principles and practices of environmental sustainability. It aims to raise awareness, knowledge and understanding of environmental issues, while also promoting responsible behaviours and actions that contribute to a sustainable future.

Key aspects of environmental sustainable education include:

1.Awareness and understanding: teaching individuals about the interconnectedness of ecological systems, the impacts of human activities on the environment, and the importance of biodiversity and natural resources. Encouraging individuals to take personal responsibility for the environment by adopting sustainable practices, such as reducing waste, conserving energy and water, and promoting sustainable transportation.

2.Sustainable Development: Promoting the concept of sustainable development, which balances economic growth, social equity, and environmental protection.

3.This involves teaching about the alternative energy resources, green technologies, and sustainable business practices.

Environmental sustainable education can take place in formal educational settings, such as schools and universities, as well as through non-formal means, such as workshops, community programmes and online resources. It often emphasizes hands-on learning, field trips and practical projects to engage learners and promote active participation.

By incorporating environmental education into curricula and promoting public awareness, societies can empower individuals to make informed decisions