

# Approaching Video Game Translation Using Localisation and Modernising Theories

A Multimodal Applied Translation Project

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# 1. Introduction

## What Are You Translating?

For this project I am translating a video game from German to English. To begin this project I had to decide on which video game to translate, this involved trying to find a game that was older and as well as not a huge mainstream game as many mainstream or current video games originally created in German have already been translated into English as well as many other languages. As well as this an older game is necessary to explore ideas of modernisation as well as localisation. It also had to be a game that had some story, with written dialogue and less mechanical or fighter or platformer type games. On top of this the game would have to be rather short if intending to translate the entire game script for the project. After trying many different types of German games, I discovered an older game from 2003 called “Wendy: Der Traum von Arizona” for the Gameboy Colour. This game has many different characters, dialogue, small world exploring and tells a short story. You play as a young girl called Wendy. She and her friend Bianca are dreaming of going on a horse-riding holiday in Arizona. To get the money to afford to go, Wendy has to win horse tournaments.

## Why Are You Translating This Particular ST?

I am translating this text as video game translation is already a large industry, with Germany alone being one of the biggest countries for video game development in Europe. However video games have the ability to become more than just spare time entertainment, it creates a community of people, who communicate and become closer through those video games. And translating video games creates potential for intercultural communication. The goal of a game outside from language is that it’s easy to understand, and therefore can be enjoyed by anyone across different cultures.

## How Are You Going to Approach the Translation?

During this translation I will attempt to make it more modern, the original game contains no voice lines, only written dialogue, due to the type of device it was made for. In this translation, since the main character talks to many different characters, and keeping the idea of modernising the game, I will attempt to voice over these lines in English, as well as the written dialogue and other written contents. While doing this I will also consider the aspects of localisation and foreignization as the character is dreaming of Arizona USA, if written for an American English-speaking audience with the idea of localisation this might not make sense. In order to translate for an English-speaking audience I will use skopos theory; the theory that “every action has a purpose, and, since translation is an action, it must have a purpose too. The purpose is assigned to every translation by means of commission.” (Du, 2012, 2190) therefore is no longer limited by conventional source- text oriented views. Using skopos theory I will be translating for English-speaking audiences outside of America.

## 2. Before Translating

### Creating the Script

After deciding on which game to translate and how to translate it the next step involved getting the German script to translate. To write the German original script, I first searched to see if a script already existed, however it did not, in the professional world a script would be given for translation, so I had the extra step of transcribing the game. In order to get the script it involved playing the entire game, and then writing the cut scene conversations as well as text conversations, and the on-screen text. In the both the source text and target text scripts I have noted in square brackets what the following text is referring to. One thing when writing this script that became a difficult task was finding all the hidden dialogue and tasks. For example, the cowboy characters say several different lines, and the lines are not limited to one character. However the player could not speak to any of these characters as it plays no point to the plot. As well as this there is a section in level 4 that involves a search quest for the blacksmith, there are other tools that you can find before getting the hammer, however you do not have to interact with these objects to continue the story. These are only a couple of examples of optional dialogue options as there are many characters that have optional interactions. However when creating the script I decided to include these and search the game to try and find everything as if a new player were playing the game they might come across these options, even if in my first play through I did not come across them. As well as these there are the action levels, where you learn how to do the different styles of horse riding for the large final combined tournament. In this there are several results one could get: when failing badly, falling out of bounds, almost winning, and winning. In order to get these, I had to play several times to make sure I had the different lines and final endings. Considering this there is a difficulty in knowing whether every optional script or gameplay was found, but the main storyline is still fully included.

### Research on Wendy

Before starting to translate the script the next step in this project was to research more about the game, in order understand what I am translating and what context I should be aware of when translating. I did this after the playing the game as I wanted my initial reaction to the game to be genuine thinking about what it would be like to play the game as my target audience. The first thing I wanted to know was why the game was created to begin with, where did it come from, and who the main character “Wendy” was. This is important to understanding the characters motives and connection to horses and her family and friends, as well as the world she comes from. Because the game does not really set up any character introductions or world building. The player is expected to know about the character already. This lead to me to believe the game had a source material it came from and to research its origin so that when translating, nothing important was missing about the world or characters. According to the game description Wendy is a “German children’s cartoon star” but in the game information there is no information about her, or where she originated. Through further research I discovered several medias that Wendy was a part of. One was TV series created in the UK called “Wendy”; it is about a 15-year-old girl who lives at a riding school in the fictional location of Rose Valley Canada. And another one was “Riding High” a New Zealand

TV series, about the 15-year-old girl, Wendy, and her experience on a horse-riding farm called Lindentree. However these shows were actually inspired by the original German comic magazine series with the same name. The magazine started in 1986 and is still be made now the latest being the 03/2023 version. These comics in the magazine were created to build the world of Wendy in the horse magazine. Through this research I have a stronger understanding of the world Wendy is from. Her full name is Wendy Thorsteeg as is the same character we see in game; she has a best friend called Bianca who we see in the first cutscene. She has three horses, one among them being Domino, the same horse in game that we complete competitions within the game. The location is a fictional place called Rosenborg Stud farm, which is the same location where we start the game.

## Modernisation Theory

The next step came with figuring out the way I wanted to translate this game. Which involved research into what modernisation means. Through my research I have discovered a journal article that describes remastered or retranslating video games. Some main points I would like to

highlight from this article include “Retranslation Hypothesis claims that retranslations tend to be more source-oriented than the first translations. Video game translation (VGT) refutes this hypothesis since retranslations in VGT, occurring on game remakes and remasters, are target oriented.” (SF. Luthfie Arguby Purnomo, et al, 2019, 12) as well as “The need to provide present recontextualization means that retranslation might occur when the remastered or remade game versions are intended also for target customers.” (SF. Luthfie Arguby Purnomo,

et al, 2019, 13) Using this information for my translation I will be focused on my target audience changing parts of them game if needed to relate to my target audience in 2020’s society and culture in English rather than the original 2000’s society and culture. I will use information within this article regarding video game retranslation overall when considering my translation, although some of the aspects such as the graphical redesign will not be completely done in this project apart from subtitling.

## Localisation and Foreignization Theory

My main focus as well as modernising was whether I was going to use localisation theory; the idea that the translation should not be recognisable as one, that it was always created in the target language, or foreignization theory; the idea that the text should be obvious as foreign keeping the things that may not be familiar to the target audience. From my research on video game translation some main points I discovered include “Video game translation is a blend of audio-visual translation and software localization. Indeed, Mangiron and O’Hagan (2006:11) call this type of activity

‘game localization’ since the games may be subtitled or dubbed or both.” (Munday, 2016, 286- 287) as well as “Transcreation is contrasted to other terms such as ‘domestication’, ‘localisation’ and ‘skopos’. So, while ‘transcreation’ is used to stress the creative and transformative nature of the progress, ‘the skopos of game localisation is to produce a target version that keeps the “look and feel” of the original, yet still passing itself off as the original’(Mangiron and O’Hagan 2006:20)” (Munday,2016, 287) So after this research and the research about the game I decided to use localisation. The game is being made for an English-speaking audience, and there is content like the TV show that has already been created in English from the original comic. So localising as well as modernising it for the target audiences means translating in a way it seems as if it were always in English without changing the way the game feels or looks.

### 3. The Translation

#### Source Text

Wendy  
Der Traum von Arizona

[Hauptmenü]  
Wendy  
Start  
Passwort  
Musik

[Erste Zwischensequenz]

Ring, Ring... Ring, Ring...

Wendy: Hallo hier spricht Wendy Thorsteeg. Bianca: Hi  
heir ist Bianca.

Wendy: Hi Bianca, Wie geht es dir?

Bianca: Super, es sind ja bald Sommerferien.  
Ich fahre ins reitcamp nach Arizona. Kommst du mit?

Wendy: Ach, das wäre toll.  
Aber ich habe nicht genug geld.

Bianca: Hmm....  
Ich habe da eine idee..  
Vor den Ferien finden noch drei Turniere statt. Und  
wenn du weiter so gut trainierst,  
Kannst du die Turniere sicher gewinnen. Mit  
Hilfe der Preisgelder sollte  
Unserem urlaub dann nichts mehr im wege stehen. Stell dir  
mal vor...  
Wir beide...  
...weites land...  
Tolle ausritte...

Wendy: Super Idee Bianca!  
Ich kümmere mich gleich im die turnieranmeldungen!

[Ladebildschirm]

Passwort

Raufe

Level 1

Rosenborg

Das Werde ich sofort meinen eltern vorschlagen. Sie müssen einfach ja sagen!

[Gespräch mit Mutter]

Mutter: Hallo Wendy!

Wendy: Hallo Mutti! Ich habe mir überlegt, dass ich doch an den turniern teilnehme. Wenn ich gewinne, kann ich von dem preisgeld mit Bianca in die USA fliegen. Wie findest du die idee?

Mutter: Na, Ich weiß nicht...

Wendy: Och, bitte, Mami!

Mutter: Na gut meinerwegen... aber frag erstmal deinen Vater!

Wendy: Oh Danke! Paps sagt bestimmt ja!

[Gespräch mit Vater]

Vater: Na, Wendy, willst du mir helfen?

Wendy: Nicht jetzt... Du, Paps, Ich hab mir etwas überlegt. hör mal zu... (Wendy erzählt Gunnar ihren Plan.)

Wendy: Mami findet die Idee gut. Was meinst du?

Vater: Ist doch super, wenn du dir dein eigenes geld verdienst! Ich habe zufällig sogar die turnier. Anmeldungen dabei.

Wendy: Super!! Ich hole mir bei Mama eine breifmarke und schike die anmeldungen sofort los!

[Mit Domino sprechen] Hallo

Lieber Domino! (Domino

wiehert fröhlich)

[Gespräch mit Mutter]

Mutter: Und was hat dein Vater gesagt?

Wendy: Er hat Ja gesagt!

Mutter: Das freut mich für dich! Schön!

[Erste Aufgabe]

Wendy: Hier die Anmeldungen habe ich auch schon... hast du vielleicht eine briefmarke? Mutter: Aber sicher! Wenn du inzwischen die enten fütterst...

Wendy: Klar, mach ich!

[Erste Aufgabe finden]

Ah, da ist ja das Entenfutter.

[Die Ente füttern]

Hier, meine kleinen! Da habt ihr was zu futtern!

[Gespräch mit Mutter]

Wendy: So Mama, die Enten sind satt! Mutter:

Hier ist deine Briefmarke!

Wendy: Arizona, Ich komme!

[Fakultatives gespräch mit Vater] Na

Wendy? Willst du mir helfen? Nö.

[Das versenden der Post]

Und ab die Post!

[Ladebildschirm]

Passwort

Linie

Level 2

Dessurtraining

Viel Spaß beim Dressur-Training zuerst üben wir das reiten einer geraden linie-denn jede dressur beginnt und endet mit einem ritt auf der mittellinie. Achte darauf, die linie so genau wie möglich entlang zu reiten. Pass auf, ich zeig es dir erst mal.

[Am dem Bildschirm] Trainer

So, Jetzt versuche es selbst einmal.



[Am dem Bildschirm]

Wendy

[Ergebnisse]

Besser geht es nicht!

Perfekt!

So kommen wir nun zum berühmten zirkel. Du musst einen gleichmäßig runden kreis arbeiten. Schau genau zu wie ich es mache!

[Am dem Bildschirm] Trainer

Nun bist du Dran, Wendy

[Am dem Bildschirm]

Wendy

[Ergebnisse]

Ja, das hast du gut gemacht! Ich glaube, wir können nun die nächste figur üben. Nun wollen wir schlangenlinien durch die bahn üben. Ich mache es erst einmal vor.

[Am dem Bildschirm] Trainer

Alles klar? Dann kann es ja losgehen, Wendy.

[Am dem Bildschirm]

Wendy

[Ergebnisse]

Ja, das hast du gut gemacht! Ich glaube, wir können nun die nächste figur üben. Jetzt lernst du eine andere schlangenlinie, diesmal an der langen seite. Aufgepasst!

[Am dem Bildschirm] Trainer

So, Wendy, versuch dein glück.

[Am dem Bildschirm] Wendy

[Ergebnisse]

Ja, das hast du gut gemacht! Ich glaube, wir können nun die nächste figur üben.

Bisher sind wir nur im schritt geritten. Doch im turnier muss jede figur in einem bestimmten tempo absolviert werden. Die farbe der punkte zeigt die vorgegebene gangart an. Wenn du die gangart nicht rechtzeitig wechselt, erhältst du fehlerpunkte! Ich mache es mal vor.

[Am Bildschirm]

Trainer

Los Gehts, Wendy. Zum Tempo- Wechsel musst du die blauen punkte nutzen.

[Am dem Bildschirm]

Wendy

[Wenn das Ende nicht erreicht wird]

Die übung machen wir noch einmal. Im turnier wirst du beim verlassen des platzes sofort disqualifiziert.

[wenn die richtige Geschwindigkeit nicht erreicht wird]

Die übung machen wir noch einmal. Im turnier musst du genau auf die gangart achten, da zuviele fehler zur disqualifikation führen!

[Auf dem Bildschirm]

Falsche gangart.

[Ergebnisse]

1. Na, junge dame, ein bisschen musst du dich schon anstrengen. Wir machen die übung nochmal!
2. Na, das kannst du aber sicher besser. Versuch es noch einmal, bitte!
3. Gar nicht übel! Aber für ein turnier würde es nicht ganz reichen. Also, nochmal in den sattel,  
Wendy!
4. Ja, das hast du gut gemacht! Ich glaube, wir können nun die nächste figur üben.

Kommen wir nun zur letzten übung. Wie in einem richtigen turnier reiten wir jetzt alle figuren hintereinander.

Wenn du das schaffst, bist du it für das erste turnier. Folge den punkten genau und achte auf das richtige tempo. Konzentriere dich!

[Ergebnisse]

1. Na, das kannst du aber sicher besser. Versuch es noch einmal, bitte!
2. Perfekt!

Damit dürfte dir das Turnier keine Probleme bereiten alles gute!

[Ladebildschirm]

Passwort

Gerte

Level 3

Dressurturnier

Willkommen beim Dressur-Turnier! Du musst mindestens zweitausend Punkte machen, um zu gewinnen. Viel Glück!

[Ergebnisse]

Wendy

Ziel Fehler

Punkte

1. Turnier wiederholen
2. Turnier gewonnen

Super, Wendy!

Der erste Schritt zum Urlaub in Arizona ist getan!

[Ladebildschirm]

Passwort

Nagel

Level 4

Hufschmied

Bevor Wendy beim nächsten Turnier starten kann, braucht ihr Pferd „Domino“ unbedingt neue Hufeisen. Deshalb sind Wendy und ihr Vater mit Domino zum Schmied gefahren.

[Gespräch mit Vater]

Vater: Such doch schon mal den Schmied, Wendy.

Ich bringe in der Zwischenzeit Domino raus. Ach ja danach bin ich kurz weg. Ich muss noch was besorgen.

Wendy: Alles klar. Bis gleich!

[Optionale Interaktion]

Und had du den Schmied gefunden? Nee,  
noch nicht  
Dann musst du wohl weitersuchen.

[Gespräch mit Schmied]

Wendy: Guten Tag, Herr Klausen - wir sind da. Soll ich Domino gleich herbringn? Schmied: Hallo  
Wendy! Ja bring das pferd gleich zu mir.  
Wendy: Mach ich!

[Mit Domino sprechen]

Komm, Domino- jetzt gibt es neue eisen. Bleib hier stehen Domino. Super – Er hört auf mich. Braves  
Pferd!

[Gespräch mit Schmied]

Schmied: Da ist ja der gute Domino... ahh.... Wo hab ich nur meinen hammer gelassen?  
Wendy, du müsstest mir suchen helfen. Ich glaube, ich habe ihn im gänse-gehege vergessen.  
Wendy: Kein problem, ich geh ihn suchen!  
Schmied: Das ist aber lieb von dir!

[Bonusaufgaben]

[die Säge aufheben]

Wer weiss, wie lange die säge hier schon im gras liegt – ich bring sie dem schmied.

[Die Säge dem Schmied geben]

Wendy: Hier, eine säge!  
Schmied: Oh, toll, die habe ich schon vermißt. Bestimmt findest du auch bald den hammer! Wendy: Ja,  
sicher. Bis dann.

[Die Axt aufheben]

Oh mann... der schmied lässt auch alles liegen.

[Die Axt dem Schmied geben]

Wendy: Hier! Die habe ich im wald gefunden!  
Schmied: Ahh... meine axt! Die such ich schon eine halbe ewigkeit. Aber zum beschlagen brauche ich  
den hammer.  
Wendy: Herr Klausen, sie sollten etwas mehr ordnung halten.

[Hauptaufgabe]

[zum Hammer greifen]

Cool – da ist ja der hammer. Jetzt aber schnell zum schmied!

[Überqueren der Holzbrücke]

Super, das brett kann ich über den graben legen. Dann brauche ich nicht nohcmal durch das gänsegehege!

[Dem Schmied den Hammer geben] Wendy:

Bitteschön, ihr hammer!

Schmied: Super – Du hast ihn gefunden. Dann kann es ja losgehen!

[Ladebildschirm]

Passwort

Rappe

Level 5

Springqualifikation

Du musst mindestens aweitausend punkte erreichen, um dich für das turnier zu qualifizieren. Viel spaß dabei!

[Ergebnisse]

Wendy

Ziet Fehler

Punkte

1. Qualifikation wiederholden
2. Qualifikation bestanden

[Ladebildschirm]

Passwort

Hauer

Level 6

Springturnier

Du muss mindestens zweitausend punkte erreichen, um das turnier zu gewinnen. Viel erfolg!

[Auf dem Bildschirm]

Start

Ziel

[Ergebnisse]

Wendy

Ziel Fehler

Punkte

1. Turnier wiederholen

2. Turnier gewonnen

Spitze, Wendy! Damit Hast du auch die zweite hürde genommen...! [Ladebildschirm]

Passwort

Pinto

Level 7

Wild West Club

Wendy ist zum wild west club gefahren, da sie für ihren urlaub natürlich einen cowboyhut braucht!

Wendy: Hier finde ich bestimmt einen cowboyhut!

[Gegen einen Kaktus Laufen]

Aua! Der sticht!

[Interaktion mit dem Brunnen]

1. Unten im brunnen blinkt etwas! Nur, wie komme ich da ran?

2. Nee, einmal da runterkluttern richt mir völlig!

[Cowboy-Charakter Interaktionen]

1. Im brunnen ist ein schatz versteckt!

2. In den bergen ist abgrund um ihn zu überwinden, brauchst du irgendeinen langen gegenstand.

3. Der Klavierspieler ist höllisch gut!

4. Dem sheriff würde ich nicht trauen!

5. Pass auf, der Indainer führt nichts gutes im schilde!

6. Ich bin ein armer einsamer cowboy, weit weit weg von daheim...

7. Cowboyhüte gibt es im store, aber nicht mehr viele!
8. Hüte dich vor den schlangen! Wenn du gebissen wirst, ist deine einzige rettung der mediziner!
9. Der zug nach Gold Creek City kommt ständig zu spät!

[Gefangener Interaktion]

Gefangener: Hilf mir, mein hübsches mädchen! Gib mir den schlüssel da! Wendy: Nein, lieber nicht. Wer weiss, was sie angestellt haben!

Gefangener: Du verzogenes gör! Warte nur, bis ich hier raus bin!

[Gefangener Interaktion 2]

Gefangener: Sagen sie mal, hab ich sie nicht schon in der bar gesehen?

Ich erzähl dir alles, wenn du mir den schlüssel gibst!

Wendy: Nee nee, lassen sie mal.

[Wurstgeschäft]

Verkäufer: Würste! Frische würste! Wendy:

Habt ihr auch bratwürstchen? Verkäufer: Nee,

aber blut-und leberwurst! Wendy: Nein,

Danke.

[Mediziner Interaktionen]

1. Weisser mann spricht mit gespaltener zunge!
2. Das herz hat seine gründe, die der verstand nicht kennt.
3. Erst wenn der letzte baum gefällt, der letzte fluss vergiftet, der letzte fisch gefangen, erst dann werdet ihr sehen, dass man geld nicht essen kann.
4. Was du heute kannst besorgen, das verschiebe ruhig auf morgen.
5. Der sinn des seins ist immer eins.
6. Selbst der weiteste weg beginnt mit dem ersten schritt!

[Mediziner Interaktion] Wendy:

Hallo, Herr Mediziner!

Man: Deine junge seele sei voller glück.

Wendy: Oh, vielen dank.

Man: Gehe in frieden...

[Schlangenbiss]

Aua! Die Schlange war hochgiftig! Ich brauche sofort ärztliche Hilfe!

[Medizinmann Interaktion (Schlangenbiss)]

Wendy: Hilfe, Hilfe, Herr Medizinmann, ich wurde von einer Schlange gebissen! Man: Kind, ich werde dein Leid lindern.

Sprich mir nach – abrakadabra!

Wendy: Abrakadabra Man:

Om.

Wendy: Om.

Man: Puti Pati Pitata!

Wendy: Puti Pati Pitata!

Man: So, jetzt bist du geheilt! Wendy:

Vielen, vielen Dank! Bis bald!

[Hauptaufgabe]

[Ladenbesitzer Interaktion]

Wendy: Guten Tag! Ich hätte gerne einen echten Cowboyhut!

Ladenbesitzer: Oh... du kommst leider zu spät! Den letzten habe ich gerade verkauft! Wendy: Verdammt... was mache ich jetzt?

Ladenbesitzer: Guck mal im Saloon nach. Vielleicht leiht dir ja jemand einen.

[Ladenbesitzer Interaktion 2]

Ladenbesitzer: Tag nochmal! Hm, komisch, sie sehen wie unser Hufschmied aus. Wendy: Ach so? Den kenne ich aber nicht.

[Salon-Interaktion]

Barmann: Na kleine, was soll es sein? Wendy:

Hallo! Ich hätte gerne eine Cola.

Barmann: Cola gibt es hier nicht, nur Bier und Whisky für echte Cowboys! Wendy: Schade! Dann eben nicht.



[Klavierspieler]

1. Are you lonesome tonight...
2. Its now or Never...

[Salon-Interaktion 2]

Wendy: Entschuldigung, aber ich brauche unbedingt einen cowboyhut!

Barmann: Soso. Nun, das hier ist mein alter hut. Wenn du willst, kannst du ihn haben. Wendy: Oh ja, sehr gerne! Danke schön!

Barmann: Moment mal, Lady. Nur echte cowboys dürfen so einen hut tragen. Wendy:  
Ich bin ein cowgirl!

Barmann: So? Kann ja jeder sagen ... wenn du ein paar kühe fängst, kridgst du ihn. Vorher nicht.

[Salon-Interaktion 3]

Barmann: Und, kleine schon ein paar kühe gefangen?

Wendy: Nee, noch nicht. Wo finde ich hier denn überhaupt kühe? Barmann: Frag  
die cowboys. Die wissen es.

[Cowboy-Interaktion]

Hinter Dem alten goldbergwerk gibt es viele kühe!

[Die Leiter finden]

Wow! Eine leiter! Die kann ich bestimmt gut gebrauchen!

[Benutze die Leiter]

Ja! Hier passt die leiter!

[Gehe in das Goldbergwerk]

Hui, hier ist es aber dunkel! Hoffentlich stoße ich mir nichts!

[Kühe finden]

Oh! Da hinten sind ja die kühe! Mit einem lasso könnte ich sie einfangen und ein echtes cowgirl sein!

[Das Lasso finden]

Hey, ein lasso! Ein echtes cowgirl braucht auch ein lasso! Yippie!

[Kühe finden 2]

Yeaha, da hinten sind die kühe! Mal sehen, ob ich mit einem lasso umgehen kann!

[Mini Spiel]

So, du willst also ein cowgirl sein? Dann zeige, was du drauf hast! Fange zwanzig kühe in zwei minuten!

Auf die plätze... fertig... los!

Die zeit ist um!

[Auf dem Bildschirm, wenn die Kuh gefangen wird] MUH

[Ergebnisse]

1. Zum cowgirl musst du aber noch kräftig üben!
2. Nicht Schlecht! Aber zum cowgirl reicht es leider nicht ganz!
3. Wow ein echtes profi-cowgirl!

[Salon-Interaktion 4]

Wendy: Hallo barkeeper, Ich habe die kühe gefangen!

Barmann: Ah! Na dann hast du dir den hut redlich verdient. Hier ist er! Wendy: Oh, vielen dank! Yippie!

Juchhu! Jetzt habe ich den hut. Toll, yippiyeah.

[Ladebildschirm]

Passwort

Tempo

Level 8

Geländeritt

Du musst mindestens dreitausend punkte erreichen, um das turnier zu gewinnen. Viel erfolg!

[Ergebnisse]

Wendy

Ziet Fehler

Punkte

1. Turnier wiederholden
2. Turnier gewonnen

[Zweite Zwischensequenz]

Geschafft! Du hast auch das letzte turnier gewonnen..., auf nach Arizona!

[Ladebildschirm]

Passwort

Hafen

Level 9

Taxifahrt

Jetzt aber schnell zum flughafen damit ihr den flieger nicht verpasst. Gib gas!

[Ergebnisse]

1. Ein unfall- das hat uns gerade noch gefehlt. Jetzt müssen wir ein neues taxi rufen.
2. Zu spät- der flieger ist gerade gestartet.
3. Puh, das was knapp, aber jetzt haben wir es ja geschafft.

[Auf dem Bildschirm]

Flughafen

[Ladebildschirm]

Passwort

Reise

Abspann

[Letzte Zwischensequenz]

Eltern: Tschüss, bis bald, und viel spaß!

Bianca: Schau mal, da wartet schon unser flugzeug! Ist doch super, dass das alles noch geklappt hat.

Wendy: Ja, Bianca. Dank deiner guten idee!

Knister, knister...

Bianca: Und morgen reiten wir raus in die prärie! Wendy:

Ja, was für ein schöner urlaub!

[Ladebildschirm]

Passwort

Stall Vielseitigkeit

Vielseitigkeit

Willkommen beim Dressur-Turnier! Versuche, so viele punkte wie möglich zu erzielen! Viel glück!

[Ergebnisse]

Wendy

Ziel Fehler

Punkte

Willkommen beim querfeldein – turnier! Je mehr punkte du erreichst, desto besser wird deine platzierung. Viel glück!

[Ergebnisse]

Wendy

Ziel Fehler

Punkte

Willkommen beim springreiten – turnier! Versuche, so viele punkte wie möglich zu machen! Viel glück!

[Auf dem Bildschirm]

Ziel

[Ergebnisse]

Wendy

Ziel Fehler

Punkte

[Ergebnisse]

Wendy

Dressurreiten

Geländeritt

Springreiten

Gesamtpunkte

[Letzter Bildschirm]

Neues turnier Neues

Spiel

## Target Text

Wendy  
The Arizona Dream

[Main Menu]  
Wendy  
Start  
Password  
Music

[First Cutscene]

Ring, Ring... Ring, Ring...

Wendy: Hello, Wendy Thorsteeg speaking.

Bianca: Hey, it's Bianca.

Wendy: Hey Bianca, how's it going?

Bianca: Great since it's the summer holidays soon.

I'm going horseback riding and camping in Arizona. Did you  
want to come with me?

Wendy: Well, that would be awesome. But I don't have enough money.

Bianca: Hmm....

I have an idea...

There are three more horse riding tournaments before the holidays. And if you  
keep training as well as you have been,

You'll definitely win the tournaments. No worries!

And with the help of the prize money, nothing can stand in our way. Just  
Imagine...

The two of us...

...endless land... great

horse rides...

Wendy: That's a great idea Bianca!

I'll sort out the registration form now!

[Loading Screen]

Password

Ranch

Level 1

Lindentree

I'm gonna talk to my parents about the plan right now. They've just gotta say yes! [Conversation with

Mother]

Mother: Hello Wendy!

Wendy: I've been thinking that I would participate in the upcoming tournaments. When I win, I want to use the prize money so I can go to the USA with Bianca. What'd you think?

Mother: Well, I'm not so sure... Wendy: Oh

come on Mum, please!

Mother: Well, it's fine with me... but ask your dad first!

Wendy: Oh Sweet. Thanks! Dad will for sure say yes!

[Conversation with Father]

Father: So, Wendy, will you help me?

Wendy: Not right now... Dad, I have something to ask you. Listen... (Wendy explains her plan to Gunnar.)

Wendy: Mum thought it was a good idea. What about you?

Father: It would be great, especially if you could earn your own money! I even happen to have the tournament registrations with me.

Wendy: Sweet!! I'll get a stamp from Mum and send off the registrations as soon as possible!

[Talking to Domino]

Hello, my sweet baby Domino!

(Domino whinnies happily)

[Conversation with Mother]

Mother: And what did your dad say? Wendy:

He said yes!

Mother: I'm so happy for you! That's great!

[First Task]

Wendy: I already have the registration from... do you happen to have a stamp? Mother: Well, I probably do somewhere! While I search, could feed the ducks... Wendy: Sure, no worries!

[Finding First Item]

Ah, there's the duck food.

[Feeding the Ducks]

Here, my little ones! There's something for you to eat!

[Conversation with Mother]

Wendy: Hey Mum, I've fed the ducks! Mother:  
And I've found your stamp! Wendy: Arizona,  
here I come!

[Optional Conversation with Father]

Father: So Wendy, will you help me?  
Wendy: Nope.

[Sending Post]

And off it goes!

[Loading Screen]

Password

Lines

Level 2

Dressage Training

Have fun in dressage training. First, we'll practice riding in a straight line - because all dressage begins and ends by following the middle line. Make sure to ride along the line as closely as possible. Pay attention, I'll show you first.

[On Screen]

Instructor

Well, now try it for yourself.

[On Screen]

Wendy

[Results]

That couldn't have gone any better! Perfect!

So we come to the notorious circle. You need to ride in an evenly rounded circle. Watch closely how I do it.

[On Screen]

Instructor

Now it's your turn, Wendy.

[On Screen]

Wendy

[Results]

Yes, well done! I think we can practice the next figure now.

Now, we want to practice riding in curved lines through the track. I'll show you first.

[On Screen]

Instructor

Makes sense? Then go for it, Wendy.

[On Screen]

Wendy

[Results]

Yes, well done! I think we can practice the next figure now.

Now you will learn another curved line, this time on the longer side. Pay attention!

[On Screen]

Instructor

Well, Wendy, do your best.

[On Screen]

Wendy



[Results]

Yes, well done! I think we can practice the next figure now.

So far, we have only ridden at a walking gait. However in the tournament, each figure must be completed in a certain pace. The colour of the dots indicates the predetermined gait. If you don't change gait in time, you'll earn penalty points. I'll show you.

[On Screen]

Instructor

Let's go, Wendy! In order to change the pace you must use the blue dots.

[On Screen]

Wendy

[When Failing to Reach the End]

We will try that exercise one more time. In the tournament you'll be immediately disqualified if you leave the field.

[When Not Riding at the Right Speeds]

We will try that exercise one more time. In the tournament, you have to pay close attention to the gait, as you'll be disqualified if you make too many mistakes.

[On Screen]

Wrong gait.

[Results]

1. Well, young lady, you have to make a little effort. We'll try that exercise again!
2. Well, you can certainly do better than that. Try again please!
3. Not bad at all! But it's not quite enough for a tournament. So, get back in the saddle, Wendy!
4. Yes, well done! I think we can practice the next figure now.

We have now come to the last exercise. Like in a real tournament, we will now ride all figures one after the other.

If you can do it, you'll be ready for the first tournament. Follow the dots carefully and pay attention to the right gait. Focus!

[Results]

1. Well, can you certainly do better than that. Try again please!

2. Perfect!

This means the tournament shouldn't cause you any problems. All the best!

[Loading Screen]

Password

Whips

Level 3

Dressage Tournament

Welcome to the Dressage Tournament! Score at least two thousand points to win. Good luck!

[Results]

Wendy

Time

Mistakes

Points

1. Replay Tournament

2. Tournament Won

Yeah, Wendy!

You've taken the first step towards a holiday in Arizona!

[Loading Screen]

Password

Nails

Level 4

Farrier

Before Wendy can start the next tournament, her horse "Domino" requires new horseshoes. So Wendy and her dad took Domino to the blacksmith.

[Conversation with Father]

Father: Hey Wendy, go look for the blacksmith soon.

In the meantime I'll bring Domino out. Oh yeah, I'll also be gone for a bit after that. I have something to do.

Wendy: All good. See ya later.

[Optional Interaction]

Father: And have you found the blacksmith? Wendy: Na, not yet.

Father: Then you better keep looking.

[Conversation with Blacksmith]

Wendy: Good morning, Mr Klausen – we're here. Should I bring Domino over now? Blacksmith: Hello

Wendy! Yes, bring the horse straight to me.

Wendy: Sweet! I'll be right back.

[Talking to Domino]

Come on Domino, time to get your new horseshoes. Stand here Domino. Good - He listened to me. Clever Horse!

[Conversation with Blacksmith]

Blacksmith: There's a good boy Domino... oh no...damn.... Where did I leave my hammer? Wendy, I need you to help me look for it. I think I forgot it in the geese enclosure.

Wendy: No worries, I'll go find it!

Blacksmith: Thanks a lot.

[Bonus Tasks]

[Picking Up the Saw]

Who knows how long the saws been lying here in the grass - I'll give it to the Blacksmith.

[Giving the Saw to the Blacksmith] Wendy:

Here a saw!

Blacksmith: Oh, great I was missing this one. You'll find the hammer soon, no doubt about it!

Wendy: Oh yea, for sure. See ya.

[Picking Up the Axe]

Far out... the blacksmith leaves everything behind.

[Giving the Axe to the Blacksmith] Wendy:

Here! I found this in the forest!

Blacksmith: Ahh... my axe! I've been looking for it for ages... pretty much half an eternity. But forget about that right now, I need the hammer.

Wendy: Mr Klausen, you should be a little more organised with your tools.

[Main Task]

[Picking Up the Hammer]

Sweet – found the hammer. Now let’s hurry back to the blacksmith.

[Crossing the Wooden Bridge]

Nice! I can put the board over the ditch. Then I don’t have to go through the goose enclosure again!

[Giving the Hammer to the Blacksmith]

Wendy: As promised, your hammer!

Blacksmith: Awesome, you found it. Then let’s get started!

[Loading Screen]

Password

Horse

Level 5

Show Jumping Qualification

You must earn at least two thousand points to qualify for the tournament. Try your best and have fun!

[Results]

Wendy

Time

Mistakes

Points

1. Qualification Not Achieved.
2. Qualification Achieved.

[Loading Screen]

Password

Jumps

Level 6

Show Jumping Tournament

You must earn at least two thousand points to win the tournament. Good luck!

[On Screen]

Start

Finish

[Results]

Wendy

Time

Mistakes

Points

1. Replay Tournament

2. Tournament won

Great, Wendy! You have just cleared the second hurdle...! [Loading

Screen]

Password

Ranch

Level 7

Wild West Club

Wendy is going to a wild west club, where she's most likely to find a cowboy hat she needs for her holiday.

Wendy: I'm sure I'll find a cowboy hat here! [Running

into Cactus]

Ouch! That stings!

[Interaction with the Well]

1. Something is shining in the well below! But how can I get it?

2. Nope, climbing down there just once is enough for me!

[Cowboy Character Interactions]

1. There's treasure hidden in the well!

2. There's a chasm in the mountains, in order to cross it you'll need some sort of long object.

3. The piano player is hella good!

4. I wouldn't trust the sheriff.

5. [omitted line]

6. I am a poor lonely cowboy, far far away from home...

7. They sell cowboy hats at the store, but there's not many left!
8. Watch out for the snakes! If you get bitten, the medicine man is the only one who can help!
9. The train to Gold Creek City is always late!"

[Prisoner Interaction]

Prisoner: Help me, my sweet girl! Give me the keys hanging over there! Wendy: No, I'd rather not. Who knows what you've done!

Prisoner: You spoiled brat! Just you wait until I'm out of here!

[Prisoner Interaction 2]

Prisoner: Wait, didn't I already see you in the bar?

I'll tell you everything if you give me the key!

Wendy: Yeah nah, I think I'll leave it.

[Sausage Shop]

Vender: Sausages! Fresh sausages!

Wendy: Do you have chicken sausages too? Vender: No, but I have blood and liver sausages. Wendy: That's all-good thanks, I'll pass.

[Wise Man Interactions]

1. The cowboys speak with forked tongues!
2. The heart has reasons that the mind does not know.
3. Only when the last tree falls, the last river is poisoned, and the last fish is caught, only then will one see that money cannot be eaten.
4. Don't put off until tomorrow what you can do today.
5. The meaning of life is always as one.
6. Even the longest journey begins with the first step!

[Wise Man Interaction] Wendy:

Hello, Mr. Wise Man!

Man: May your young soul be full of happiness. Wendy:

Oh, thank you very much.

Man: Go in peace...

[Snake Bite]

Ouch! That snake must have been highly venomous! I need medical help immediately!

[Wise Man Interaction (Snake Bite)]

Wendy: Help, help, Mr. Wise Man, I've been bitten by a snake! Man:

Child, I will ease your suffering.

Repeat after me – I am calm.

Wendy: I am calm.

Man: Breath in and out.

Wendy: Breath in and out.

Man: I am now healed.

Wendy: I am now healed. Man:

So now you're healed!

Wendy: Thanks heaps! See you soon!

[Main Task]

[Shopkeeper Interaction]

Wendy: Hey there! I really want a genuine cowboy hat!

Shopkeeper: Oh... unfortunately you've come too late! I've just sold the last one! Wendy:

Damn... what do I do now?

Shopkeeper: Check out the saloon. Maybe someone will let you borrow theirs?

[Shopkeeper Interaction 2]

Shopkeeper: Hello again! Hmm, how strange, you look like our blacksmith. Wendy: Oh really? But I don't know them.

[Saloon Interaction]

Bartender: Well, little one, what'll it be?

Wendy: Hi! I'd like a fizzy drink please.

Bartender: We don't fizzy drinks here, only beer and whisky for real cowboys! Well that's stupid! Don't worry about it then.

[Pianist]

1. Are you lonesome tonight...
2. Its now or never...

[Saloon Interaction 2]

Wendy: Excuse me, but I desperately want a cowboy hat!

Bartender: Is that right? Well I have my old one here. If you'd like you can have it. Wendy:

Yeah, please! I'd love it!

Bartender: One moment there little lady. Only real cowboys are allowed to wear such hats. Wendy: I am a cowgirl!

Bartender: Really? Anyone could say that ... if you catch a few cows then you'll get it. But not before that.

[Saloon Interaction 3]

Bartender: And, little lady, have you caught a few cows yet? Wendy:

No, not yet. Where can I find the cows here anyways? Bartender: Ask the Cowboys, they'll know.

[Cowboy Interaction]

You'll find lots of cows behind the old gold mine!

[Finding the Ladder]

Woah! A ladder! This will for sure come in handy!

[Use Ladder]

Yes! This is where the ladder goes!

[Go into the Gold Mine]

Wow, it's so dark in here! Hopefully I don't bump into something!

[Find the Cows]

Oh! The cows are over there! If I had a lasso, I could catch them and be a real cowgirl!

[Finding Lasso]

Hey, a lasso! A real cowgirl also needs a lasso. Hell yeah!

[Finding the Cows 2]

Yee-haw, there are the cows over there let's see if I can use a lasso!



[Mini Game]

So, you want to be a cowgirl, do you? Then give it everything that you've got! Catch twenty cows in two minutes! Ready?... Set... Go!

Out of time!

[On Screen When Cow is Caught]

MOO

[Results]

1. You'll have to practice harder in order to become a cowgirl!
2. Not bad! But unfortunately, it's not quite enough for a cowgirl!
3. Wow a real pro-cowgirl!

[Saloon Interaction 4]

Wendy: Hey Bartender, I caught the cows!

Bartender: I see! Then you've really earned the hat. Here it is! Wendy:

Sweet! Thanks heaps!

Yes! I have the hat now. Yee-haw!

[Loading Screen]

Password

Tempo

Level 8

Cross-Country Ride

You must earn at least three thousand points to win the tournament. Good luck!

[Results]

Wendy

Time

Mistakes

Points

1. Replay Tournament
2. Tournament Won

[Second Cutscene]

You've done it! You've won the last tournament..., Arizona here we come!

[Loading Screen]

Password

Taxis

Level 9

Taxi Ride

Now let's go quickly to the airport, so that we don't miss the flight. Put your foot on the gas!

[Results]

1. An accident – that's just what we needed. Now we'll have to call a new taxi.
2. It's too late – the plane's just left.
3. Wow, that was close, but we've made it just in time.

[On Screen]

Airport

[Loading Screen]

Password

Plane

Credits

[Last Cutscene]

Parents: Bye, see you soon and have fun! Bianca:

Look, there's our plane, it's waiting for us! I can't believe that everything worked out for us.

Wendy: Yeah, Bianca. All thanks to your choice idea!

Crackle, crackle...

Bianca: And tomorrow we will ride out in the plains! Wendy:

Yeah, this'll be a mean as holiday!

[Loading Screen]

Password

Barns Horse

Trials

Horse Trials

Welcome to the dressage tournament! Try to earn as many points as possible! Good Luck!

[Results]

Wendy

Time

Mistakes

Points

Welcome to the cross-country tournament! The more points you get, the better your placement will be.  
Good luck!

[Results]

Wendy

Time

Mistakes

Points

Welcome to the show jumping tournament! Try to score as many points as possible! Good luck!

[On Screen]

Finish

[Results]

Wendy

Time

Mistakes

Points

[Results]

Wendy

Dressage

Cross-Country Ride

Show Jumping Total

Points

[Final Screen] New

Tournament New

Game

## 4. Translating Commentary

### Culture

Even though I am translating using localisation theory, some things still need to remain the same, these things include the location of the levels. Changing the locations would not make sense without changing the entire context and world of the game, Wendy has to go to Arizona, that is the whole aim and build-up of the game. However the game mixes the fictional universe she is from with a specific and real location, Arizona. The taxi ride level and horse tournament levels are also part of the fictional world and as important as it is to the game story it does not have anything cultural that links it to a particular real-world location, horse riding culture is rather accurate in this game, but taxis and horse riding tournaments can be found in many English-speaking countries.

However the “Wild West Club” is different culturally, as although Wendy is not in America yet, the place seems inspired by “Western American” culture and plays heavily into stereotypes. The words on the building are even in English, there is an American flag in the area and at one point a cowboy refers to a neighbouring city as Gold Creek City; “The train to Gold Creek City is always late!” There is a real place called Gold Creek in Montana, USA. However the in-game world does not appear the same as the real-world location and instead appears to be an inspiration. So in order to keep the translation for English speaking audiences, it is best to keep it as an inspiration rather than the real place that actually exists outside of the game-world like Arizona. Cowboy clubs exist outside of America; there are cowboy clubs in Germany as well as other English-speaking countries including New Zealand. For example one western country club in Germany called “Old Town Texas” seems to be similar to the one we see in game just without the wild landscape. And on the website, they explain their appreciation for the culture and try to remain as historically accurate as possible while also trying to experience the culture, and although the game seems to also have appreciation it does not seem to have the historical accuracy. New Zealand also has similar places such as one called “Cowboy Paradise” in the middle of the countryside with cows and open spaces. However it is less about historical accuracy and more about the cowboy experience. So in for the target text, keeping the idea of the wild west club for a New Zealand audience would be okay, especially if the target audience loves the main story line about horse riding its possible, they might also like wild west culture as well.

### Language

According to my skopos, my audience was broad in terms of English speaking however while translating this changed, as choosing the audience for translation is the key to choosing which type of language will be used. It is simple to say German to English translation, but what sort of English audience I discovered is important for localisation. My original choice of non-American English was too broad. Through my research mentioned before about the game, the show “Riding High” caught my interest as it was made for New Zealand audiences and is still based on the same comics the game is. The idea came to change to style for more of a kiwi slang ideal. The characters in the TV show speak with a Kiwi accent as well as use Kiwi slang, however it came out in 1995 so some of the terms are outdated, but this can still be used as a cultural reference for New Zealand audiences with modernising some of the language. The character Wendy and where she is from should still be considered. After research mentioned earlier, Wendy, is a character from a made-up location that

is not necessarily in Germany. For New Zealand audiences one of the only main differences in the game is that she is from Lindentree in the TV shows not Rosenberg as mentioned in the game. So this was changed in the target text as Rosenberg sounds too German compared to Lindentree.

For this translation I have concluded that, if translating for a New Zealand audience, using “Riding High” as a guide as well the original comic and game would be better, in order for it to be understood by New Zealand audiences. This is one example of how it changed:

“Wendy: I already have the registrations here... do you perhaps have a stamp? Mother: Why, surely! Meanwhile, if you could feed the ducks... Wendy: Sure, I’ll do it!” compared to the New Zealand style: Wendy: I already have the registration form... do you happen to have a stamp? Mother: Well, I probably do somewhere! While I search, could feed the ducks...Wendy: Sure, no worries!” the slight change in

how things have been said gives it a less Old-English fashioned style of talking and therefore would make the game more enjoyable for a New Zealand-English speaking audience. This and other small changes using kiwi slang for example, “[Prisoner Interaction 2] Prisoner: Tell me, didn’t I already see you in the bar? I’ll tell you everything if you give me the key! Wendy: Yeah Nah, I think I’ll

leave it.” Instead of translating the German “Nee nee, lassen sie mal” to “no, no” it was the perfect opportunity to use the New Zealand slang yeah nah, which means “no.” One other conversation was with the Bartender “Bartender: Well, little one, what’ll it be? Wendy: Hi! I’d like a fizzy drink please. Bartender: We don’t fizzy drinks here, only beer and whisky for real cowboys! Wendy:

Well that’s stupid! Don’t worry about it then.” Originally “coke” was used instead of “fizzy drink” and “what a shame” was used instead of “well that’s stupid” coke could have been okay but an opportunity to use kiwi slang was also there whereas “what a shame” is language that is not really used by New Zealanders. These are only some examples of the changes made. However some level components are left the similar for example the instructions for how to do each level, this is not spoken dialogue and the horse riding instructor character is never seen except on teaching the player how the game works, so for this I left it as clear instructions, with a slight change to how it is spoken, to make sure the gameplay was understood rather than building the character, as they do not say enough conversational words for Kiwi slang to be used all the time.

Another example of language can be something as small as the on-screen text in level 6; the German uses the word “Ziel” to show the finish line, however translating to “goal” or “target” in this context did not seem correct as the start line is referred to as “Start” in New Zealand this is why I used “finish” instead of “goal”.

In this next example some English is already used in the original game when it comes to the pianist in the saloon “[Pianist] Are you lonesome tonight... Its now or never...” The translation choice here is whether to translate it into another language or leave it in its original English. The two ideas I had was to leave it in the original English as in Germany they listen to English popular songs as well as some German ones. And in order to keep with the idea of localisation leaving it in English for New Zealand audiences would also work. However I also had an idea of translating it into Te Reo Māori to match more New Zealand culture. However after considering it is a Western American style area and has cultural themes related to this, it makes more sense to keep the English.

Another issue when translating was the optional dialogue of the sausage cart. New Zealand is known for its sausage sizzles. So this is not too hard to localise, however the dialogue is; “Würste! Frische würrste! Habt ihr auch bratwürstchen? Nee, aber blut-und leberwurst! Nein, Danke.” “Sausages! Fresh sausages! Do you have fried sausages too? No, but blood and liver sausage! No thank you.” In English the translation becomes difficult as it refers to the certain type of sausage which works in German language and culture but not as much in New Zealand. Fried sausage could be referred to as bratwurst in English, but it is not commonly used in New Zealand. When thinking about localisation this would remind the player that this game was not originally for an English audience. Which is why I choose to go with asking if they sold chicken sausage too, not uncommon at a New Zealand sausage sizzle, but not all will have them. And concluding with keeping blood and liver sausages, as to keep the grossness of the sausage, and to stick as closely to the original language in the section.

A further language issue came up in the cow catching section with the term “profi-cowgirl!” I translated this to “professional cowgirl” as the word is not completed in German this is what I thought it meant. But ultimately when translating I decided on keeping the same format and used “pro-cowgirl” instead of “profess- cowgirl” as this also fits in with New Zealand slang when one refers to oneself as a “pro”.

The next section in the game sees Wendy needing medical help because she gets bitten by a snake. When thinking about New Zealand, we have no snakes here so it would not be possible to get bitten by one. However once again when thinking of the fictional universe that Wendy is in, it does not have to be the exact same as New Zealand. New Zealanders are aware of dangerous snakes exist especially to their neighbouring country in Australia. One solution to this is to remove the snake bite entirely, as this is not a main part of the quest and can be avoided. The problem with this is that there are other animals that aren’t local to New Zealand on this level and the entire level as discussed before was inspired by American Western culture, hence the only English level title “Wild West Club”, so removing or changing this section would change the culture of the town and the purpose of Wendy going there for a cowboy hat. The other option is to change it slightly, so that snake isn’t venomous, but she was still concerned that it was, then the situation does not have to change.

## Modernising

In this next section I will be discussing stereotypes and cultural appropriation and how this affects my translation when modernising to 2020's society and culture. For this I will be using this definition of cultural appropriation: "The term "cultural appropriation" implies ownership. Ownership in turn carries complex rules when culturally specific meanings are applied. The common understanding of appropriation is "to take without permission." (Berman, 2004, 385)

The game seems to have used cultural aspects of "Western American" culture as mentioned before in the Wild West Club section. Regardless of whether the world Wendy is in is fictional this section is based on real culture. And it is a difficult to approach considering its history. The game uses stereotypes when referring to the cowboys in the Wild West Club, such as the way they speak the "lonely cowboy" or the saloon and beer drinking these can be taken as comedic stereotypes as are not necessarily offensive. However the problem arises with the character the cowboys refer

to as an Indian; "Watch out, the Indian is up to no good!" This is a classic example of the cowboy vs Indians stereotype. However as society has changed, this offensive stereotypes adds to the cultural appropriation of the Native Americans; "Many non-native people may dispute certain forms of appropriation as innocent borrowing. However, when the taking of ideas, images, and designs is done without recognition, permission, or compensation, then wrongful appropriation takes place." (Berman, 2004, 383) It is not innocent borrowing, and the context of this line portrays native american people in a discriminatory light.

Therefore, I have omitted this line from the translation. The image of the native American character is portrayed inaccurately and stereotypically in the game itself, as well as the way he speaks. He says many things, and some things are wise, others are stereotypical and offensive for example he says "Weisser mann spricht mit gespaltener zunge!" meaning "White man speaks with forked tongue!" Changing what he says to "cowboys" instead of "white man" is one way of approaching this issue. When deciding what to call him in the translation, Wendy, as a young teenager, does not refer to him as an Indian or Native American and instead calls him "medizinmann" this directly translates to "medicine man" or "witch doctor" however both of these do not suit the character and is also not culturally appropriate. I choose "wise man" to relate to the name given to him in online guides "Wise old Indian" (Moby Games) as well of the way he gives wise advice. With this I also changed one of the other lines slightly from "Was du heute kannst besorgen, das verschiebe ruhig auf morgen"

## Technical Issues

There are technical restraints with the original console it was made for; it was very limited, they aren't as modern as the current gaming devices, and the character, world level designs were limited because of this. The size of the screen was also an issue as the subtitles had to be large enough to be readable. This leads to issues of which console to play on as Gameboys aren't a modern device. There is a possibility this could be created for the Nintendo Switch as the licencing is still owned by Nintendo. With graphics and gaming advancing as much as it has been over the past several years, this is no longer the case, and a modernised version, in order to reach a wider audience would be available cross platform.

The other technical issue to consider is the subtitling. In the script I have written it as per interaction, some with multiple sentences so that it is easier to understand, however in the game the sentences can be split across multiple screens. This is because as mentioned before, in the Gameboy Colour there is a limited space for words and sentences. In the original game some whole sentences are on one screen, and some are split across screens. If translating with the intention of keeping it playable on the Gameboy Colour those sentences would need to stay split up. However if modernising it for the Nintendo Switch, this would not be necessary, each sentence would still be separated on each screen to keep with the retro style of the game, with the longer sentences split up as they are in the original game.

Here are some examples:

In this first example the entire conversation is the same spacing on each screen. Each sentence is small enough to fit on the one screen.





In this next example in the conversation just after this one, there are split sentences. However the sentence is not very long so it can be combined into one screen.



Because the screens are larger on a Nintendo Switch there is more room for writing so some small sentences could fit onto 3 lines instead of 2 like in the original game for example:



Another example of technical issues is the level passwords. In each level of the game a password was required, since this is how reaching levels works on a Gameboy Colour. For example “Passwort, Pinto, Level 7” I choose to keep them in the translation because even if this game was created on a modern device such as the Nintendo Switch, I believe keeping it adds to the “authentic and retro” look and feel of the game which according to the research I mentioned before is important when translating a videogame (Mangiron and O’Hagan 2006:20). All of the words chosen are horse related, and some of them such as level 2 “Linie” referring to the lines one follows in the task, can be translated the same “Lines” as it still has the 5 letters. The same with level 3 “Gerte” “Whips” and level 4 “Nagel” “Nails” referring to Dominos horseshoes being changed and the Blacksmith losing his hammer. However words such as level 1 “Raufe” meaning “Hay Stack” and level 5 “Rappe” meaning “Black Horse.” These words cannot be used. So I kept “Horse” to replace “Rappe” and used “Ranch” for “Raufe” as the first level we are in Wendy’s ranch.



## Demo of What a Modernised Game Could Look Like

For this next section there will be a separate video attached that shows what the modernised version of the game could look like. For this it will include a voice over for the character interactions and cut scenes. Updated subtitle space as mentioned in the previous section. In regard to the modernisation and creating spoken dialogue, some scenes, like the cut scenes and conversations between characters, this appropriate to create, however in the scenes where Wendy is talking to herself there is no need to have the spoken dialogue.

## 5. Conclusion

### What Have You Learnt?

This type of text requires more than a simple script translation. There is a lot more into video game translation which I did not get to cover, including the graphics and game controls, as well as the whole recreation process. The translation alone was not only research and translation theories, but the technical side of translation, like creating the script, which included the on-screen words that needed translation outside form the dialogue and subtitles. This translation was full of cultural and linguistical challenges. The Wild West Club being one of the most challenging levels to localise and modernise for a New Zealand audience. I also learnt about many equestrian topics as well as learning the equestrian related vocabulary in both English and German.

### Where to From Here?

In my future research I would like to look into recent video game translations done, in both German-English and English German translations. To understand and learn more about video game translation I would also like to research translation into a second language and try translating into my second language, German, rather than into my first language, English. I would also like to research remasters and retranslations of video games already done and explore the whole process including the graphical redesign process and more, not just the translation. Overall video game translation has the potential to become more than it is currently, even though this it is great to be able to have a game created from one language recreated for an entirely different audience and allow different cultures to enjoy and experience a new world. It can be further developed with the ideas of virtual reality and intercultural communication. Gaming and language learning are also well in development in regard to this however I believe this can be developed even further in the interaction, so that it is not just between a machine and a person experiencing VR but different people from across the world interacting with each other through VR gaming. This could include creating and experiencing language and cultural places and interacting with those cultural environments to not just learn about the specific language or read about a culture but be able to experience culture.

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