

**STRATEGIES OF DOMESTICATION AND FOREIGNIZATION IN
AUDIOVISUAL TRANSLATION (BASED ON VIDEO GAMES)**

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Abstract: *In this article there is discussed about strategies of domestication and foreignization in audiovisual translation (based on video games). Here the problem strategies of domestication and foreignization in audiovisual translation (based on video games) learning object into a video games content it's translation. It is important to determine whether it is important to apply the strategies in the right form to the subtitles in the video games. It is important to determine whether it is important to apply the strategies in the right form to the subtitles in the video games.*

Key words: *domestication, foreignization, audiovisual translation, videogames, golden mean, subtitles.*

Domestication and foreignization (otherwise domestication and alienation, English domestication and foreignization) are translation strategies determined on the basis of the extent to which the translator seeks to bring the text closer to the norms of the host culture. If the translation reveals a desire to adapt as much as possible to the norms of the host culture, and the translator strives to make the perception of the text convenient and easy for the addressee and can go for smoothing and even eliminating the linguistic or content features of the original, we can talk about domestic translation. The attitude to preserve and carefully reproduce the features of the original, the entirety of the information contained in it, even at the cost of ease of reader perception and violation of the conventions of the host culture, corresponds to the foreignizing strategy.

Translation strategy as a concept arose long before translation theory took shape as an independent scientific discipline. The basic principles of the translation strategy were laid down in the works of J. Dryden, A. Tytler, J.V. Goethe, F. Güttinger and others. However, for a long time the concept of translation strategy was not widespread among translation theorists.

The success of a global translation strategy depends on what is done locally. R. Leppihalme names seven categories of translation strategies that can be considered local: literal translation, tracing paper, adaptation (compensation), generalization, explication, addition, omission. These strategies are chosen by the translator to achieve foreignization or domestication of translation as a global strategy. The strategies of domestication and foreignization, as you know, have their own supporters and critics. Controversial attitude towards opposites translation strategies is based on the fact that each of them has both its advantages and disadvantages. Thus, the translation strategy of foreignization, based on the preservation of the formal structure of the original, is a linguistically accurate, but "weak" translation from the point of view of artistry, since when using this translation strategy, the syntactic norms of the target language are violated, i.e. the form of expression of thought does not correspond to the norms of the target language, the literalist forgets "about such general communicative psycholinguistic concepts as the language norm, the idiomatic nature of speech, language traditions" Despite the differences in terminology, all of the above concepts



converge in the need to combine opposite translation strategies, to search for the "golden mean" in translation. The "golden mean" in translation involves the simultaneous use of opposite translation strategies in order to achieve maximum closeness to the original, closeness in the perception of the original and the translation by readers, the transfer of the idea of the original, the impact that it has on readers

The first video game appeared back in 1958, but today the gaming industry is still in its development stage, and therefore there are many unexplored areas in it, one of which is the translation of video game products into other languages and cultures, otherwise known as localization. Nevertheless, every year video games are gaining more and more popularity among various segments of the population, so the question of the need for a competent approach to the localization of video games is now more acute than ever. The situation is complicated by the fact that today there is no single standard for the localization of video games in Uzbekistan, in connection with which the quality of their translation suffers and, along with it, the success of the game on the Uzbek market. In particular, one can notice the great popularity of screen (audiovisual) culture, the varieties of which are cinema, television, video technology, computerization and the Internet. As a result, every year more and more audiovisual "products" of creativity in foreign languages appear in the modern media space. However, even for those who speak a foreign language well, the perception of audiovisual works can cause a number of problems. Indeed, understanding a live situation on the screen can be difficult due to the use of unknown dialectal and sociocultural variations of the language, due to cases of "overlapping" speech (when several people are talking at the same time), noise and music in the frame, and many other reasons. In other words, this is the translation of materials that combine visual and sound components. Therefore, audiovisual translation should include not only film translation (the most common type), but also the translation of television programs, video games, commercials, software and many other audiovisual products. Basically, in this type of translation, linguists distinguish two comprehensive, basic approaches to the transfer of source information: dubbing and subtitles. In the first case, the original audio track is replaced by a new one in the target language, so that the sound is synchronized with the image. The replacement can be complete, so that the target audience no longer hears the original speech, as in dubbing ("lipsync"), or partial, where the original language is still heard in the background, as in the case of voiceover ("voiceover"). In the second case, the written translation of the text appears on the screen so that the translation can be read while the on-screen characters speak and act out their dialogues.

Today over the world videogames industry stands in high degree. A content analysis of the use of domestication and foreignization strategies in audiovisual translation was carried out on the material of the Uncharted video game series. Uncharted is an action-adventure video game series. The video game series is developed by Naughty Dog and the game console publisher is Sony Computer Entertainment. The Uncharted series is one of the most important for the PlayStation family of consoles. Each game in the series has sold millions of copies and won not only the recognition of the players, but also positive reviews from leading game critics. The main principle of the selection of episodes was the focus on the selection of episodes with those dialogues that are characterized by linguocultural content, the complexity of the translation of remarks. Each episode contains a large number of video inserts and replicas. The cultural component of the content analysis indicates that the prevalence of neutral remarks in the dialogues is due to the fact that the video game Uncharted 4 is initially internationalized in terms of its plot. The game contains dialogues in Spanish, which were transferred to the localization without changes that is, foreignized. It is likely that the developers deliberately left the replicas of Panamanian prisoners and guards in Spanish in order to convey the national flavor and enhance the effect of immersion in the game world.

The question of to what extent to apply domestication and foreignization strategies is not easy for a translator and requires a comprehensive content analysis of the source text before making a



decision. The frequent and exorbitant use of domestication negates the style and characteristics of the original, the markers of a foreign culture, as a result of which the main goal of translation is not achieved - to ensure communication. On the other hand, excessive foreignization in translation often makes the translation unclear, difficult to understand, especially if the recipient of the translated text does not have basic knowledge of the source language and culture. The translator, as a rule, uses both approaches in order to end up with a quality translation; the translation itself is a dialectical process. The use of domestication and foreignization must be reasonable and expedient. Depending on the type of text and the target audience, the translator chooses one or combines both approaches.

In today's developed world, a translator is required to pay greater attention to translation strategies when translating video games. Modern games are very popular among the youth of today's Uzbek society. should try to translate. Applying the words domestication and foreignization in their place in today's modern video games requires great skill on the part of the translator. We have come to realize that the golden mean is the most basic meaning of a word or term in translation. This means that the translator should pay more attention to the above translation strategies.

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