



Localization of Video Games and AI terms from English into Arabic, using

Detroit: Become Human as a Case Study- PS4 Version

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ABSTRACT

This paper discusses the localization of the video game "Detroit: Become Human" from English into Arabic, assessing the challenges arising from translating interactive stories and technical vocabulary for Arabic-speaking gamers. Its objective is to determine the effectiveness of localization techniques in terms of their impact on player engagement and narrative coherence. The research questions are double: how successful the localizers have been in adapting the game to Arabic, and the methods used in translating English tech terminology. In this study, a qualitative approach to content analysis is used, where the research looks at various game samples, such as dialogues and menu selections, to assess translation accuracy. Preliminary findings indicate that while there are great achievements in localization, discrepancies and errors in translation stand in the way of player engagement.

Introduction

The relationship between language, technology, and cultural awareness becomes an interesting story as soon as the process of localization of video games takes its course.

The aim of this research is to discuss the complex domain of terminology related to artificial intelligence in the English/Arabic localization of Detroit: Become Human for the PlayStation 4, in an attempt to understand the challenges that come about when AI is the central point in the gaming experience. Terminologies like "Androids" and "Deviants" provide the building blocks for our study, symbolizing translations of language and active frameworks through which the player would conceptualize sentient robots and their societal ramifications. This research will be able to show that in deciphering the meanings in phrases generated by AI, translation goes beyond simple translation in forming an integral part of communication.

Apart from language-related difficulties, some technical details disclosed in the research disturb the immediacy-for example, there are discrepancies between lip movement and the

dubbed speech. While the dialect is well-known, nuances in Egyptian dubbing make it unexpected; hence, it affects player engagement. The interrelatedness of language, technology, and culture in the process of video game localization will be deeply explored by references to gameplay and external materials, such as "Detroit: Become Human" and the article by Leen Said. This study will also try to contribute to the dynamic field of video game localization by making use of qualitative and quantitative approaches, combined with insights from discussions with professionals in the fields of linguistics, game development, and gaming. This research examines in great detail the localization of Detroit: Become Human to make AI terminology relevant to a wide variety of audiences and to truly enhance the gaming experience of Arabic-speaking players.

Literature Review

A number of studies were conducted on the localization of video games; one of these papers discussed the problems, including peculiarities of the Arabic script, problems of terminology, and cultural concerns; hence, pressing for the need for further research to be done in order to enhance the quality of localization for the Arab audience.

It also looks into Arabic video game market development and considers how the adaptation of video games into Arabic is evolving. Another issue that was identified in the process of localization is the lack of professionally trained translators who can localize Arabic text, which further involves technical, linguistic, and cultural barriers. The importance of internationalization in the process of achieving effective localization was also stressed while, at the same time, the relevance of the Globalization, Internationalization, Localization, and Translation or GILT model. It also describes the problems of localizing video games and the issues of mistranslation, as well as the evolution of the process of localizing video game videos for Arabic readers. According to the gamers with whom the paper is concerned, their specific focus is on the cultural barriers issue, which affects the process of localizing game terms and acronyms. The research undertaken in this article is quite wide-ranging; it raises a number of challenges and concerns within the processes of localizing Arabic into video games, including cultural dissonance that may bring losses. The results provided new information on the current state of video game localization that may serve as a starting point for further research in the years to come and for the investigation of processes involved in the localization of video games, their impact on the state of the game itself included. (Al-Batineh, 2021)

Background

Confusions of localization in "Detroit: Become Human" include poor specification of gender pronouns and instances where masculine characters happen to use feminine terms when referring to their peers.

This may breed uncertainty amidst viewers and further discourage effective participation, especially between masculine and feminine characters. Other confusions dealing with the sync of lips with spoken audio or dubbing make the viewer experience a dent. Indeed, attention should be given to changes present within the Egyptian dubbing. Heavy breathing, strange word choices, and mispronunciations are some of the factors, though generally understandable, that the Egyptian dialect may affect the overall quality and authenticity of the gaming experience. Moreover, poor voice acting and Arabic subtitles may disturb the storyline and impede players' comprehension, especially when informal dialogues are encountered. Unclear gender pronouns, difficulties with lipsyncing and dubbing in localization, are only some of the challenges that show how important it is to keep the context and coherence of a narrative if the

original emotions and meaning of the game are to be preserved. Raising the bar regarding voice acting and synchronization requires solving technical issues to enhance immersion. These implications are immense, and the research contributes to the gaming industry by underlining some practical implications that will enhance localization strategies with a view to improving the quality of Arabic video game adaptations. The present study explores "Detroit: Become Human," which includes peculiar linguistic and cultural challenges that might not be relevant in other video games. This study limits itself to the localization process from English to Arabic, possibly not being representative of other language pairs. The limitations of this research are due to the variations in the players' conceptions about the cultural materials and also the time needed for deeper analysis. All the emphases of research are given to language and culture but not on graphical and coding aspects. Several player standpoints indicate more players will provide better survey results. The process of video game localization involves adapting a video game to a specific target market or region to cater to the cultural, linguistic, and regional preferences of the intended audience. This includes converting written, spoken, and visual elements, as well as making required changes to comply with legal and cultural idiosyncrasies (Karamitroglou, 1998). Localization practices have transformed from basic attempts in the 1970s to thorough processes in the 2000s. The significance of localization in satisfying customer demands and securing the future of the video game industry is emphasized by the history (Bernal-Merino, 2006). Video game localization is the process of adapting a game's language, content, and cultural aspects to cater to users in various regions and languages. Different forms of localization, including linguistic, audio, cultural, and functional, address the various dimensions in game localization. Each of these elements aims at ensuring an entertaining and authentic experience for different types of audiences (O'Hagan, 2007). Strategies such as borrowing, direct translation, transposition, addition, and explanation are employed to ensure accurate, effective, and culturally relevant translations (Jarrah, Haider, Al-Salman, 2023)

Methodology

The study takes on a case study approach and narrows down to details in translating 'Detroit: Become Human' into Arabic. The research is done on purpose in two parts, analyzing in detail the work of Arabic video game localizers.

Arabic Non-Understandable Localization

Omission Analysis:

Omission: the strategy of translation when a translator withholds a number of content elements that are within the source text to facilitate translation in the light of not hampering the game mechanics. It is very common where specific details in cultures or languages are implied, but game has got to be played without them.

Word-for-word Translation Evaluation:

Having this principle, a translation is fraught with backward words since the simple text is interpreted into a new target language without taking customs and synecdoche-appropriate terms into account, which results to awkward translations in Venuti (1995). This strategy allows wording to be used as it was originally framed but it may bring players some misunderstanding or confusion mostly when metaphors or cultural elements are included.

Wrong Equivalent Identification:

It is realized through using terms that are not befitting and able to reveal precisely what the writer intended in the source text as indicated by Kenny, 2019. This perhaps is caused by a blind feeling of cultural context or language nuances that results in such a misinterpretation that kills part of player's immersion in the world of the game.

Arabic Understandable Localization***Optimal Equivalent Assessment***

Munday, 2016, explains the best equivalent translation that results in meaning and has a consideration for respondents, including their orientation regarding culture.

This procedure tries to strike a balance between source text fidelity and a target language rendition that is natural-sounding and easily understandable-makes more fun for game players.

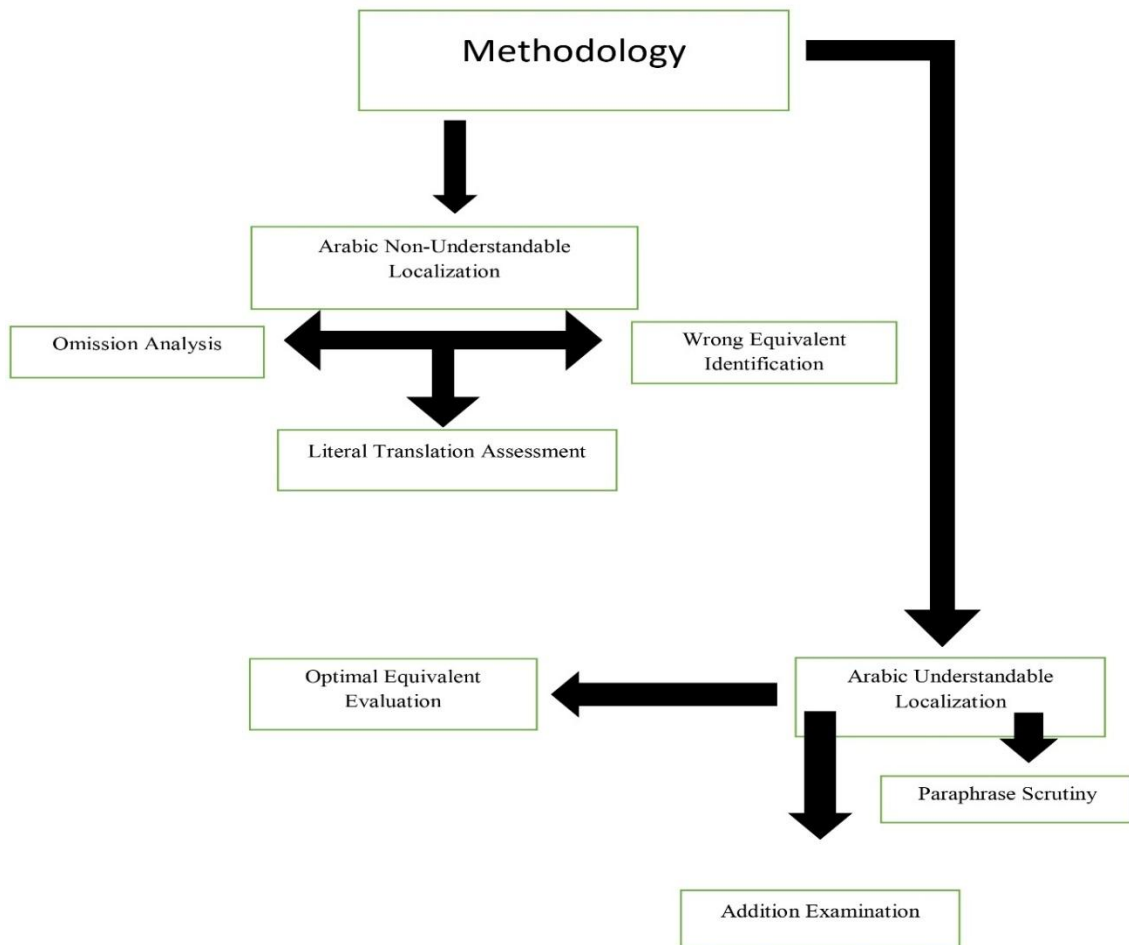
Paraphrased Examined

According to Baker (2018), "the gist of paraphrasing is to change the form, retain the central message while rendering it more comprehensible or more natural; this would be the case when even the effect of a literal translation would be insufficient".

In the sense that, by rewriting the sentence that is too complicated or may mislead, they are able to make it clearer to the readers for them to understand the point of the story and games' goals.

Addition Examination

For instance, Addition can be augmenting the target text by providing further explanation or information, such paraphrases, in order to promote understanding or to preserve the cultural aspect (Gambier & van Doorslaer, 2016). This approach is frequently applied where some ideas or even details are not known to the audience such as particular concepts, these concepts enable translators to set context which ensures the readers comprehend the complete meaning.

Figure 1:*Eclectic Model of Analysis***Data Collection**

Data collection in this study refers to the detailed, step-by-step documentation of complexities relative to the localization process for the "Detroit: Become Human" video game from English into Arabic.

This encompasses key parts such as finding places in a game rich with dialogue and storytelling aspects: major player decisions. Some parts include, but are not limited to, cutscenes, mission briefings, dialogues, and important scenes. All texts have been extracted from an English original by both text extraction software as well as manual transcription so that both accuracy and comprehensiveness are ensured. The two major categories which were used for categorization are: Non-Understandable Localization, containing examples of omission, literal translation, and incorrect equivalent and Understandable Localization, exemplifying ideal equivalent, paraphrasing, and added content. This organized categorization is important for drawing meaningful comparisons and getting results. All data collected are organized in a systematic database or spreadsheet, with metadata such as scene context, characters present, specific examples of translation strategies applied, and any significant discrepancies noted.

This comprehensive database forms the foundation for detailed analysis and ensures that all aspects of the localization process are thoroughly examined.

Data Analysis

It relies on the data collected, and a deep analysis of strengths and weaknesses concerning the Arabic localization of "Detroit: Become Human" will be provided. The analysis of omissions will be initiated first, which considers how the omission of certain elements of the source text affects coherence in both the game and the narrative. By establishing specific instances of omissions, the analysis will set whether such omissions expedite translation or result in a loss of information that is crucial.

Literal translations assessment follows, which studies places where direct translations miss the subtlety of cultures or languages, leading to awkward or confusing gameplay experiences. These are instances that could be compared to incorrect equivalent identification, where mistranslations can occur due to not being sufficiently culturally or contextually aware, breaking immersion for the player and disjointing any narrative. Optimal equivalent assessment underlines effective translations that maintain the original meaning, increasing readability and player involvement. Paraphrasing analysis checks how rewritten text explains any complex or ambiguous sentences in a way that players clearly understand the story and quests. Finally, further analysis will look at the implementation of additional information or explanations for better cultural understanding. This in-depth review provides an advanced understanding of strengths and weaknesses within the localization process, and it presents realistic observations and recommendations to better accommodate players using Arabic.

Localization into English and Arabic become human - the case study on choices of video game localizers, where all good and not so successful features are underlined.

Sample One Analysis

Unpredictability in the translation of terms: Misconceptions occur because the translation of the word "Deviant" in the game is confusing. The dubbing and conversation change between "متحولين" and "متغيرين," even though the options and menus use "متغيرين." This difference might throw off a player's understanding of critical concepts.

Sample Two Analysis

Ambiguity of the Gendered Pronoun: One example that really shows how hard it is to translate the gendered pronoun is when a male speaks to another male in a feminine form. This is one of the reasons why players become disengaged because in these situations, the visual evidence doesn't support it.

Sample Three Analysis

A very important decision given at the end of the game was translated in a way that "تسامح" means "trust," and "الرحمة" means "Don't trust," which does not give the same meaning at all. This may affect much in the player's course of making decisions and on the outcome of the game.

Sample Four Analysis

Character Reference Translation Mistake The goal "Talk to Muhammad" has been wrongly translated as "Talk to Khalid".

This is a significant mistake because it refers to another character of another story and will surely make the player feel out of place, breaking his focus in the story.

These mistakes highlight that with regards to character names, or at least allusions in the game, need much care as it greatly destroys the validity of a plotted story in the video game, hence affecting a gamer's interest. 6.5. Sample Five Analyses Typographical errors happen occasionally, like letters not being connected within a word. These do not prevent or alter gameplay, but again can be resolved through careful checking.

Sample Six Analysis

Interpretation of the Available Options: The translation of "سري," the choice labeled "Secret," could be misconstrued to reveal the secret rather than keep it. This points to how important context is when making translation decisions.

Analysis of Sample Seven

Lip-Syncing Activities: The lip movement problem interferes with the player's immersion experience. Because of such a limitation in lip-syncing, the range of emotions which the voice actors will be able to convey in their roles is limited.

Sample Eight Analysis

Dubbing Quality: The dubbing in Egyptian was below par, presupposing that voice acting and timing should have been improved to involve the player more in the game.

All of them had revealed different problems linked with video game localization: from more delicate linguistic aspects up to purely technical problems of synchronic work. Each example can yield particular insights into certain fields where improvements could help offer more seamless experiences to Arabic-speaking players with information regarding the particular areas in need of improvement to enable better smoothness for Arabic players' playing.

Discussion

The localization of "Detroit: Become Human" from English into Arabic epitomizes the delicate balance that has to be attained among linguistic accuracy, cultural sensitivity, and technological proficiency in the localization of video games. Context and narrative coherence, necessary for the maintenance of the original meaning and pathos of the game, make uneven word translation and ambiguity of gendered pronouns an issue. This, in turn, would mean that addressing such technical issues as lip-syncing and dubbing quality will also raise the bar in terms of voice acting and synchronization. It suggests that collaboration between translators, cultural experts, voice artists, and technical staff is required for the production of a playable and accessible localized game. This further evidence how important it is to advance localization techniques through the acceptance of feedback from players and in technology. Further research may allow for deeper understanding.

Conclusion

Conclusion In a nutshell, two major research questions guided the investigation of the localization of "Detroit: Become Human" from English into Arabic. First, the researcher examined how well the video game localizers transferred the English content into Arabic. The analyses unveiled several successes and setbacks. While many aspects, such as terminological consistency, had been satisfactorily addressed, others, such as character referrals and

optionality in gaming had errors. These localization strategies had a direct impact on the coherence of the story and player's engagement. The author of the research investigated effective ways of translating technical terms in the source text of English video games into Arabic in localization. Technical term translation has peculiar problems; therefore, localizers or subtitlers implement several strategies to ensure the translation is accurate and easily readable and culturally appealing. Among these strategies are transposition and literal translation which maintain the original form, with its meaning translated literally.

Different types of term adaptation include contextual adaptation, considering the context in which a term is used; paraphrasing, a rewording of technical terms to make them more readable and culturally relevant; transposition, fitting the structure of the term into the target language; and cultural localization-fitting technical terms into cultural norms and expectations.

It is very important to find the right balance between readability in the target language and faithfulness to the source text. The chosen approach is determined by the phrase, context, and intended player experience. In conclusion, this paper has highlighted the intricacies involved in video game localization, including the need for precision, cultural awareness, and technical expertise. Tackling these issues can enable the video game industry to make gaming more accessible and enjoyable for all people. Games are evolving to meet the needs of the growing community of gamers worldwide, and so too must the methods of localization.

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