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#### CONTEXT PAPER WIP 1

We live in a world that has connected itself in many shapes and forms from music to movies. The globalization phenomenon that has been actively happening since the 1900s has shaped a lot of the world today and some cannot even fathom the idea of not having the multiple forms of entertainment that is available to them today. One of the most recent and growing forms of entertainment many cannot imagine themselves with is video games. Video Games have been a global phenomenon that has connected people across the street across the world, across diverse cultures, creating diverse groups and even people who find themselves connected without talking or while talking. You've likely heard of giants original giants Nintendo, Sega, and Sony who "perfected and popularized the hardware and software" (Nick Dyer-Witheford xv) in a way where games were able to "become a staple in the media" (Nick Dyer-Witheford XV)

Language is the key thing that people use to communicate. A lot goes into the creation of sentences and words, but there is also a cultural significance when it comes to speaking: knowing social cues, knowing how and what to say, what words to say, and what they. When putting it into communication studies there is so much to be explored about video games and what impacts and phenomena they create as well. With the growth of globalization, there is a theme to be explored about how languages all around the world enter the conversation of video games. When it comes to video games and language there is a process that happens called localization. Localization is the process of getting a video game and prepping it to be released from outside its original market. Content in the game is considered before reasoning into other markets and things such as assets, manuals, content, and culture are considered when looking to change a game. Localization is a process that not all video games go through, though is a "present industry practice" (Bernal-Merino) and is known to be a practice that is now normalized in the 21<sup>st</sup> century.

Language (INSERT GOOD DEFINITION). We use it to converse, express ourselves, and participate in society. When it comes to video games it is how they can create a story and emulate what is being told to the audience that is playing the game. The game, through different things such as scenes, dialogue, and voice acting can create a different atmosphere that can be played by players. Alongside this though one must be aware of something when creating games that many do not think about when presenting a game to the populace. This is culture. Language and culture are interconnected and work together in the same way cogs in a machine work. Sending and responding to how things are said, why they are said, and why they should not be said. That is why with a lack of cultural awareness a game can flop in one country and thrive in another. The idea of popularity is varied, and all relies on how the game is perceived by the people. The key thing to this perception is how it is communicated to them. Which brings up how exactly this is achieved. (INSERT RESEARCH QUESTION HERE)

To explore this phenomenon, I will be looking at 3 popular games that have experienced language to be a defining factor of how the game is understood and played by the public. The games are Secret of

Mana, Pokémon (insert which version of Pokémon you are looking at), and (Find a third game). These RPG games were selected because RPG games are some of the most popular games that have been sold other than Action games that involve just guns and shooting and lack a central story. Though many games have a story mode in them, RPG games are the most popular (INSERT SOURCE THAT SUPPORTS THIS). Another common thing between these games is the regard that the video games are (mention video games company?) talk about video game culture convergence.)). The first game, Secret of Mana, was a game published by Square Enix that is like their series Final Fantasy which was concurrently being published at the same time. Mana was released originally in 1993 and follows the plot of three main characters who adventure in the fantasy world to stop the empire's goal of restoring the mana seeds. (INSERT OTHER GAME DESCRIPTIONS AND SLIGHT HISTORY PROBABLY ASK BOB). These games all have gone through the process of localization on a grand scale due to their popularity. This conversation is important as the video game industry continues to grow and now has made its way to being so accessible that one can play video games on a PC not even on a console now. On top of that games are being produced by locals and individual developers who make games without the help of a big industry so the impact of culture on language has to be put on a small them to take into consideration when producing their small-time games.

**Commented [RN1]:** Im only going to do one description of the game because I want your feedback should I go even more detail, and how much should I go to the point where I don't need a source it's a game itself?

## References

- Bernal-Merino, Miguel A. *Translation and Localisation in video games: making Entertainment Software Global*. New York: Routledge, 2015.
- Nick Dyer-Witheford, Greig de Peuter. *Games of Empire: Global Capitalism and Video Games*. University of Minnesota Press, 2009.