

WA TRANSLATION READING GROUP

presents

Video game localization, or how Wiedźmin turned into the Witcher

by Paweł Schreiber, Ph.D.

Kazimierz Wielki University, Bydgoszcz

Tuesday, 6 December 2016

6:30 – 8:00 p.m.

Room 601A

In recent years, video games have become one of the most important segments of the global entertainment industry. Their growing importance results in the development of the field of video game localization, which used to be considered the less serious branch of software localization in general, but which now discovers its own separate features and methodologies. The lecture is going to discuss the distinctive character of video game localization and its complex relationship with the notion of translation (the two are by no means the same). I will refer to numerous case studies, but the most important one is going to be the English localization of The Witcher series by CD Projekt Red.

