

A Comparative Study of Chinese Localization of a Mobile Game in Taiwan and China: *The Sims Freeplay* as an Example

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Abstract

In the globalized markets, localization is indispensable for promoting international game business. Many non-Chinese game developers, however, have the common misunderstanding that the only difference between Simplified Chinese and Traditional Chinese lies in the character structure, and overlook the fact that the main purpose of localization is to reflect the distinctive cultural differences of given regions. This study adopted hybrid methods. First, the strategic differences between China's and Taiwan's translation versions of a mobile game *The Sims Freeplay* were identified through quantitative analysis. Then, qualitative analysis was conducted using the framework of André Lefevere's theory and societal, cultural and historical contexts to investigate the significant translation tendencies of each version and the socio-cultural factors leading to the tendencies. The analysis proves that professionals with the literary system and government as a powerful patron could shape the dominant poetics of a society and govern translators' translation decisions.

Keywords: video game localization, mobile games, translation comparison, André Lefevere, socio-cultural factors

台灣與大陸行動遊戲中文本地化之比較研究：以《模擬市民免費版》為例

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摘要

在全球化市場中，本地化是拓展國際遊戲業務不可或缺的一環，然而許多非中文母語者的遊戲開發商經常誤以為繁簡中文版本的差異僅在於字體的不同，而忽略了反映出各地區的文化差異性方為本地化的主要目標。本研究採用混合分析方法，先透過量化分析找出行動遊戲《模擬市民免費版》台灣繁體及中國簡體中文版本間的翻譯策略差異，再使用社會、歷史、文化等背景及安德烈·勒菲弗爾（André Lefevere）的理論作為研究框架進行質化分析，找出各版本顯著的翻譯傾向，並推論哪些社會文化因素可能造成兩岸譯者展現出這些獨特的翻譯傾向。研究結果證實，文學系統中的專業人士以及文學系統外的贊助者（如政府）會成為左右社會主流詩學的強力推手，從而影響譯者的翻譯決策。

關鍵字：電玩遊戲本地化、行動遊戲、翻譯比較、安德烈·勒菲弗爾、社會文化因素