

Панков Никита Константинович

студент

ФГБОУ ВО «Сибирский государственный университет

телекоммуникаций и информатики»

г. Новосибирск, Новосибирская область

АНГЛИЙСКИЙ ЯЗЫК В ИНДУСТРИИ РАЗВЛЕЧЕНИЙ

***Аннотация:** эта статья исследует тему важности английского языка в индустрии развлечений. Эта тема исследуется с помощью примеров и личного опыта.*

***Ключевые слова:** перевод, локализация, интерпретация, Английский язык, музыка, индустрия развлечений, сериалы, книги, индустрия видеоигр, фильмы, дубляж.*

ENGLISH IN THE ENTERTAINMENT INDUSTRY

***Abstract:** the following article examines the importance of the English language in the entertainment industry. The present topic is examined with examples and personal experience.*

***Keywords:** translation, localization, interpretation, the English language, music, the entertainment industry, series, books, video game industry, movies, dubbing.*

Nowadays English is the most popular language in the world. According to the 2014 year's research 20 percent of people living on Earth speak English. So it's quite obvious that the entertainment industry uses this language. Most popular movies are originally in English, the best games are in English, the same is for books. Even though people from every country can enjoy translated versions it is more exciting to have this content in the original language. That is why English is also usable for entertainment. And in this article, I will speculate about its usability using examples.

Movies and series

Movies and series are an important part of entertainment. The majority of people watch them every day. But is English usable in this category of entertainment? The obvious answer is yes and I am going to prove it.

Nowadays most of the movies have Russian localization. But their quality is a topic for discussion. As an example, I will take *The Nice Guys* (2016). Dubbing is a hard process because of the lips sync. Lips sync (lips synchronization) is a process of saying a translated phrase in a way that it will match with the lips of the original actor. And it is a common reason for misrepresentation of the original sentence. This problem is presented in *The Nice Guys* too. For example, the phrase “I made it myself” was translated as “It is my hobby” because of the lips sync. This example shows the distortion of the original meaning of the phrase because the character does not have a hobby. Another problem is the selection of voice actors. Sometimes voice actors do not match with the original actors of the movie and what is more important – with the original character. It is spoiling the atmosphere of the film and makes it difficult to watch. The example of this problem is unreleased *Batman* with Robert Pattinson. Miscast is noticeable in the last trailer of this film and especially in the phrase «I’m vengeance» said by Robert Pattinson. In this scene, the voice of the original actor is much deeper than the voice of the Russian actor of dubbing and it spoils the atmosphere and makes the movie less serious. But the biggest problem is mistakes in translation which are not affected by lip sync but by the misunderstanding of translators. As an example, I can take dialogue from *The Nice Guys* (2016) about the pointlessness of working as a private investigator:

“Let me tell you what two days of detective work looks like, okay? You drive around like an idiot. You’re gonna spend half the time interviewing the Chets of the world. You spend the half trying to translate nonsense to English. And when it’s over, the only thing that’s changed is that the sun went down twice.”

“And nothing ever works out, is that what you’re trying to say?”

“Never.”

As I said before this dialogue is about the pointlessness of working as a private investigator. But in Russian interpretation, the part of the phrase «the only thing that's changed» wasn't translated at all. And the topic of the dialogue changes from the pointlessness of private detective work to time consumption and it misleads the viewer.

So, those were the main reasons for watching films using original (English) audio. That is why English is really usable in watching films. You, as a viewer, will get the original sense and unspoiled atmosphere. And also you will feel the acting of Hollywood actors more hearing their voice and it is a major benefit.

But the quality of Russian localizations is not the main point. You can still watch them in your mother tongue and enjoy them. But real problems begin when the film or series you are going to watch doesn't have the translation. There are still plenty of masterpieces only in the English language. A major example of this is Netflix. Netflix is the biggest streaming service for movies and series in the world and it still doesn't have Russian language. Some series and movies have Russian subtitles but it's rare and dubbing is even rarer. For example, *Breaking Bad*, the masterpiece of the TV series firstly released in 2008 which is also available on Netflix, still doesn't have an official Russian translation. It means you can't watch it if you don't know English. And not watching it will be a big mistake. It is one of the best TV series in the world even now. The dramatic story is thrilling, dialogues are ideally written, filming is more than exciting. I can say that learning English just for watching this series is well worth it. And it is not an only example. Netflix also has many different documentaries that do not have even Russian subtitles. My own example is *Drive to Survive*, documentary series about Formula 1 racing. I love Formula 1 and, in my opinion, this series is really fascinating. Every viewer can find something to watch on Netflix. And it is one of the most important examples of English in the entertainment industry.

To draw a conclusion, I can say that English is extremely useful for watching films. You will get better atmosphere, acting, the original sense, and also you would get the content you would never get in Russian.

Videogame industry

The videogame industry nowadays becomes more and more important. Experts' forecast says that someday in the future it will become even more popular than the movie industry. Not long ago the biggest deal in this industry was made. Microsoft has bought Zenimax Game Studios for 7,5 billion dollars. So this can show a real amount of videogame market. And now I will look at the English in the videogame industry.

In the present time blockbusters from the biggest game studios like Sony's game studios, Activision, Electronic Arts usually have Russian translation. However, its quality is also questionable like in the example I have given about the movies. But in games it's even worse. According to the interview of Ivan Zharkov, Russian voice actor and voice acting director, it is difficult to translate games. He says that games often come to the translators as many different separate files that are difficult to connect. That is why games are often translated blindly. And so some games really suffer from this. The best example is *The Last of Us* (2013). Magnificent work from Sony's Naughty Dog game studio. It has a 95 Metacritic average rating from critics and 9,2 from players. But Russian dubbing ruins the game. Sometimes phrases in dialogues don't match with each other. Often sentences are difficult to understand. Emotional moments are seriously damaged. And acting is not a problem. The problem is the difficulty of translating games. It was in 2013 and it is still relevant. But if you played this game in original audio, you would have a fascinating experience. Bad interpretation is often a case and that is the reason to play in English.

However, games with localization are still playable. But what about not translated games? Is it common? And I should say: "Yes, it is quite common". The videogame industry has a big independent segment. And often masterpieces are made by independent developers. And usually, they are released without translation. That happens because independent developers don't have big budgets as major studios have. The latest example is *Inmost* (2020), a game by Russian developers, which doesn't have Russian dubbing because it was developed for the global market. But in my opinion, the most important example is *Disco Elysium* (2019). A masterpiece in a Role-playing genre made by independent Estonian game studio ZA/UM. Developers celebrated the first birthday of the game not long ago. And the game is still available only in English and

Estonian. But it will be a big mistake to miss this game. It is an excitingly written Role-playing experience. You are playing as the detective, who is investigating a murder in a world where socialism has won. The player meets many exciting characters with different personalities. The amount in this game is equal to 5 or 6 big books. Language is astonishing. Sometimes it becomes really difficult, especially when it comes to describing objects and the world around the main character. Sometimes even experienced English speakers would need a dictionary. The plot is gripping too. Sometimes the player would worry about the main character as if it was his friend. It is an exciting experience. And you will miss it without knowing English. So, if you need the reason to learn this language, you now have one.

Taking everything into account, I should say that knowing English is crucial if you want to play serious and thrilling games. And it is upsetting to lose a fascinating experience just because of the linguistic barrier.

Music

Everybody listens to music nowadays. Streaming services are now unbelievably popular. Most people now have a subscription to music services. But what about English.

The most popular songs are in English. But the majority of people, who do not know English, just listen to them because of the melody. And it is a big mistake because they miss the meaning of the song. In my opinion, the best example is the British rock group Bring Me the Horizon. This group has magnificent songs with fantastic arrangement. But one of the important parts of their music is the text. As an example, I can take the song Parasite Eve. It has not only great guitar riffs but also the text which immerses the listener into the atmosphere of the apocalypse also this song is very relevant because it describes the situation in today's world. And it is upsetting not to understand the text.

Thus, it is also important to know English if you want to listen to English music.

Books

Nowadays though it is not so popular people still read. Reading is still an important part of social life.

Is English important in reading? Yes. Even though most of the books are translated into Russian, reading in English still makes sense. It is so because reading translation will not give you emotions you would get if you read in English. As an example, I can take novels of Howard Phillips Lovecraft. Those novels are overloaded with descriptions of objects, nature and monsters. Lovecraft is using rare and beautiful words for descriptions. And the atmosphere of the stories depends on the language. And to create the atmosphere of horror it is very important. Also translation cannot give the original sense of the composition as I said before talking about films and videogames.

Taking everything into account, I should say that it is better to read books, which were written in English, in original language to plunge in the authentic environment.

Conclusion

To draw a conclusion, I should say that having a good command of English will help you to have more fun when you watch, read or play. It is always better to conduct content in original language.