

# Transformation of Japanese Popular Media: Then and Now

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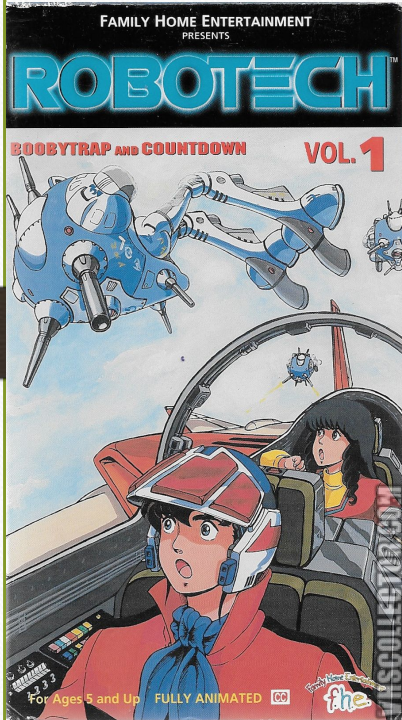
# Topic, Argument, and Class tie-in

- What localization is, the media affected, and reception of such.
  - Argument: If a piece of Japanese media is brought overseas, it is likely to be criticized if altered in any way from its original form; more purist audience
- Connection to Frenchy Lunning reading regarding transformation

# Definitions

- Globalization
  - Expansion of something's scope to be worldwide
- Localization
  - Change based on a particular area/region

# Animation



- Anime was accepted into the western mainstream for what it was
- Regardless of the amount of deviations from the source material present, shows succeeded
  - *Voltron*, *Robotech*, etc.

# Animation



- Viewers are more critical of changes made to their favorite shows
  - Sub vs. Dub debate of the early 2000s
  - Memes/internet lingo inserted into English scripts ruin scenes
- THIS, isn't looked upon as favorably as before



# Video Game Localization

## *Translation Notes*



Whenever a game is translated from a Japanese version, the inevitable question is: "What did you change?"

Gamers are very concerned, as we are, that the original game stay intact as much as possible. We really try hard to give the American gamer the same experience the Japanese gamer had when playing the original game. In reality, we meet, and sometimes exceed, the quality of the original Japanese game.

**WORKING DESIGNS®**  
Presents

- Working Designs was a publishing company from the 90s/early 2000s notable for localizing niche Japanese role-playing games
- Work praised at the time, but looked back upon with moderate scorn nowadays
  - Very loose, joke-y script translations
  - “Localizers first, developers second”

# Video Game Localization



In the back of the chest was 1g!

OH MY GOD! IT'S  
A GOLD VORTEX!

IT'S SUCKING ALL  
OUR GOLD AWAY!

- Outside of script edits, and minor censorship game difficulty was tweaked for western audiences



# Video Game Localization

- Newer localized games are received with mixed/negative reception due to contextual changes, even if gameplay is untouched
  - *Tokyo Mirage Sessions #FE* re-release refunded
  - *Yokai Watch* series' Americanized settings conflicted with 3rd game's theme





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