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## **TRANSLATING HUMOROUS PROPER NAMES IN THE COMPUTER GAME SERIES *THE SIMS***

The aim of the paper is to analyse the Polish translation of the proper names in *The Sims* franchise. The translation was commissioned by Electronic Arts Polska, and various translators took part in translating the series. The main subject of this analysis is the use of wordplay in various proper names present in the games. They constitute an integral part of the game, as every character has a name. They are formed with the use of wordplay, which adds a humorous undertone and sometimes a hidden meaning. What is more, names of books will also be discussed, as books play a specific role in the gameplay, and their titles also pose certain difficulties in translation.

The research is focused on explaining key notions related to game localisation, proper names, wordplay and cultural references, and suggests certain strategies that help in the rendition of these challenging notions. At the beginning, the game localisation process is explained. The definitions of game localisation by O'Hagan, Mangiron, Carlson and Corliss are provided. Afterwards, different types of localisation and several problems related to rendering culture, language and register in games are analysed. In particular, the skopos theory by Hans J. Vermeer is presented with regard to the localisation process. The paper also focuses on the notions of maintaining immersion, and rendering game series and in-game humour.

Further, the rendition of proper names is addressed. In this connection, the techniques of rendering proper names by Farahzad and Fernandes are presented and the translation of wordplay is elaborated. Here, Delia Chiaro's and Dirk Delabastita's definitions of wordplay are analysed and compared. Furthermore, Delabastita's model of rendering wordplay and Patrick Zabalbeascoa's binary branching tree are discussed in order to demonstrate various strategies of rendering wordplay. The process of rendering cultural references are explained and several techniques adopted from the ideas of Jan Pedersen are suggested. The second chapter of the paper is devoted to the analysis of the proper names in the game series *The Sims*. Certain difficulties in the rendition of the names are discussed in the paper and are followed by the analysis of the official rendition. The final chapter consists of three parts: the first one focuses on the analysis of proper names with overt meanings, the second one analyses the names that contain wordplay, while the third one analyses the names that contain cultural references. All the examples are examined, bearing in mind the back story of the characters and the meanings of the names.