

maintained or adapted in the way that the Russian viewer could at least get the joke. The results contain three good and one bad example of localization made by Paramount studio.

Komissarov's classification of translation transformations was used in this research. During the results 4 methods of translation transformations were used:

Holistic transformation – a method that is used when it is necessary to understand the meaning of what has to be translated and retell it in target language with words sometimes very different from the original words [3].

Compensation – a method of making up for the loss of source text effect by recreating a similar effect in the target text through means that are specific to the target language [3].

Modulation – a method of using a phrase that is different in a source and target language to convey the same idea [3].

Grammatical substitution – a method of translation in which the grammatical unit in the original language is converted into a unit of target language with a different grammatical meaning [3].

In the first example, in the episode «Make War, Not Warcraft»[1], Stan was playing World of Warcraft, then Randy, his father came and told him to go socializing on a street. Stan replies that he socializes playing video games and calls his father «r-tard». «R-tard» is short for «retard» (a verb), and in general it is used to insult, to remark person's bad cognitive abilities, when person is not very smart. The verb is translated as «тормозить». Russian localization changed that «insult» to somewhat less offending word «Ламер» (a noun). «Ламер» in Russian is a word that describes a person who refuses to learn how to use a computer or just bad at using it. As it is seen here, Russian Stan points out Randy's lack of computer knowledge, which he does not have in the original. For Russian viewer, for the time of this episode was aired on Russian television, this word probably was more known than nowadays. This example shows the usage of method of grammatical substitution. The word «r-tard» is replaced with the word «Ламер», which is a completely different grammatical unit and it has different meaning, but nevertheless fits here so well.

In the second example, in the episode «You Are Not Yelping» [1], Jerald, writes a review for a cafe on Yelp. Yelp is a site where you can search for popular cafés, cinemas or places for entertainment in general. When Jerald describes the service there, he tells that it was «near of a gladiator most decorated». In this situation Russian localizers decided to replace that phrase, as they thought it to be not suitable for Russian viewer, so they've changed it to «обслуживание было куртуазно и рафинирован». The word «куртуазно» refers to chivalry era; it is a set of rules for royal knights, so we can see the similarities here. And the word «рафинировано» means exquisite. So this example shows the usage of the method of holistic transformation. Translated version has the whole different set of words, but nevertheless it maintains the same meaning as the original. That's why we believe it to be the example of good localization.

In the third example, in the episode «SHOTS» [1], Randy offers his family «some shots of a cake» then the scene changes to Cartman screaming «No shots! No shots»! while being attempted to be vaccinated. The word «shot» aside from the «gunshot» can also mean a drug injection or a vaccination injection. Randy and his family live on a drug farm. And when Randy offers his family some «shots» Sharon, his wife, is confused and gets angry, because he certainly could have added drugs in the cake. Cartman screams «No shots! No shots»! because he refuses to be vaccinated. And with that information we move to Russian translation. Russian localizers used the method of compensation here and translated the word «shot» like «доза». The word «доза» in Russian also has several meanings («доза нурога») and that is why it suits here almost perfectly.

In the last example, it is worth mentioning that there are also moments where localizers didn't do their job well. In the episode «The City Part Of Town» [1], Randy, when performing in front of people, mentions that their town needs «Whole Foods». «Whole Foods» is a very popular shop in America where you can buy healthy organic products at a high price. And Russian localizers translated «Whole Foods» like «Фермер-Фермер». This is an example of modulation based on metonymic understanding of quantity of products in the store. Though on itself this translation is plausible, as a localized name of a store it is unacceptable. There are no connections to the original name. «Whole Foods» should be translated simply like «Healthy Food Shop», but not «Фермер-Фермер». That is why it can be considered as the example of bad localization.

High-quality localization requires experienced and well-read specialists. If they fail to adapt the needed product properly then the very reputation of it is at risk. The Paramount studio has been localizing the «South Park» from the very beginning in 1997 till present days and it can be certainly said that they do their job well, as it was proved by appearing a lot of Russian memes from funny phrases that people heard in «South Park». Though localizers' work was not perfect, it did found a place in people's hearts. That's why good localization is very important nowadays as it can change the whole opinion about the product.

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1. Южный Парк, список сезонов и серий. – Текст: электронный. – URL: <https://southpark.mult-fan.tv>