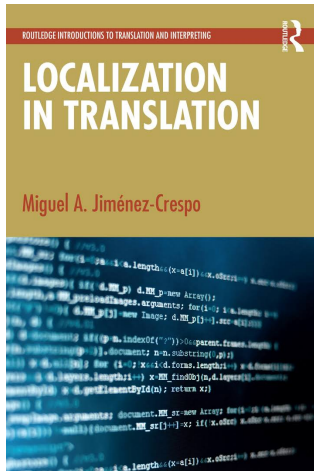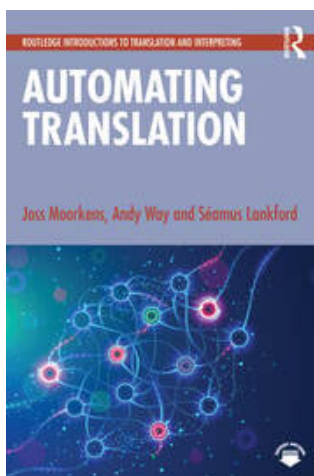# Final Variable

The Final Variable highlights important new publications in translation studies that focus on localization, technologies in translation, and related topics. This issue focuses on three new monographs that were published in 2024.

Localization in Translation by Miguel A. Jiménez-Crespo explores the process of localization, which goes beyond translation by adapting content to the cultural and linguistic norms of a target audience. The book examines theoretical and practical aspects of localization, including its role in software, websites, and multimedia content. Jiménez-Crespo discusses industry standards, translation technologies, and the influence of globalization. He also explores the challenges faced by translators and how localization reshapes traditional translation practices. The book is a valuable resource for students and professionals in translation and localization studies.

User-Centric Studies in Game Translation and Accessibility, edited by Mikołaj Deckert and Krzysztof W. Hejduk, explores how translation and accessibility impact video game experiences from a user-focused perspective. Divided into two main sections, the first part addresses theoretical challenges and research opportunities in game localization and accessibility, including issues with existing terminology, studies on minority languages, and the use of eye-tracking technology. The second part presents empirical studies examining topics such as streaming localized games, Arabic mobile game localization, gaming habits of visually impaired players, and the role of personality traits in localization testing.

Automating Translation by Joss Moorkens, Andy Way, and Séamus Lankford explores the role of machine translation (MT) and artificial intelligence in the translation industry. The book covers the origins and evolution of MT, the training data used in neural machine translation (NMT) and large language models (LLMs), and methods for evaluating their quality. It also discusses the integration of MT in audiovisual translation and localization, as well as ethical and sustainability concerns related to automation in translation. Additionally, the book provides practical insights on building and customizing MT models, making it a valuable resource for students, translators, and professionals in the field.