

Recitation E

Pokémon Goes International

Whether you love it or hate it, Pokémon is now an easily recognized franchise all across the developed world. Its combination of addictive gameplay, colorful designs, and dramatic storytelling caused a sensation for young children everywhere. But the franchise's success is not just about its initial idea. It's the way that Pokémon has evolved for different markets that has made it so successful.

One of the main things that the company decided to adapt for international buyers was the names of the Pokémon themselves. People in the West are less familiar with the idea of binding words together to make new product names. They liked the sound of 'Pokémon' without realizing it was a combination of 'pocket' and 'monsters.' The original Pokémon names were sometimes too similar-sounding, or complicated, for foreign buyers to understand.

Writers set about creating new names for the animals. They wanted to convey the ideas of the original game in a way that international children would appreciate. That means that many of the English names for Pokémon might be unfamiliar to Japanese children. The new names make use of English puns and animal names to create new words that even young children can understand. For example, 'Zenigame' is called 'Squirtle' in English, and 'Lizardo' is 'Charmeleon.' Squirtle is a combination of the words 'squirt' and 'turtle,' while Charmeleon is a combination of 'charm' and 'chameleon.'

One of the things that really increased the popularity of Pokémon in the U.S. was the release of the Pokémon cartoon series. Pokémon is dubbed by American voice actors so that children can understand what the characters are saying without reading subtitles.

Not everyone likes Pokémon, but its TV series has been adapted for North and South America, as well as Europe and Australia, and it has achieved huge ratings.

(300 words)