

CONNECTING TRANSLATION INDUSTRY SERVICES IN PARALLEL TO TRANSLATION ACADEMIA CONTRIBUTIONS FOR TEACHING TRANSCREATION EFFECTIVELY

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Abstract:

Background of the topic

Undeniably, translation practices advanced, across history, translation theoretical studies. It is of a normal evaluation, since translation is, by nature, a subject of practical field, at the first place, where mastering a foreign language could do the translational processing naturally without running to actual theoretical studies from the past. This is one of reasons why the theoretical and the practical contributions did not have a parallel evolution. Later on, visions have changed. Since recent decades ago, the number of translation studies become, unstoppably, increasing, where some topics occupied scholars' interest and others were more or less discussed. For example, transcreation is one of the topics that had variations of interest, both in academia and in translation market. So why is translation market advancing translation academia when discussing transcreation? In other words, how to learn and teach transcreation effectively relying on both theoretical and practical fields' contributions?

Purposes

The present research aims to highlight the reason behind speaking loudly and practising transcreation technique in translation services. But on a comparative scale, few academic research studies are conducted regarding this field of investigation. The objective is to connect them both in the teaching process.

Methodology

This research has followed the qualitative approach in order to demonstrate how transcreation is making advancement in translation market but a delay is marked when discussing transcreation in academia, for teaching purposes.

Findings

The study has provided interesting results, where academic investigations never stop providing useful contributions regarding translation studies topics in academia, but the research area focus was oriented toward some topics and not others, such as some neighbouring concepts in meaning to transcreation that generated confusions eventually.

Practical implications

This gap, of discussing transcreation in translation industry more frequently but very less in academia, has pushed the scholars to re-think regarding translation studies and more specifically the target oriented translation processing, where each method has been defined separately, in order to seize confusions when teaching translational methods.

Originality and value

This research is one of the very few that discuss the gap between practical and theoretical fields and try to bridge the void between them for teaching purposes. It, actually, aims to demonstrate with explanations that clarify why and how one field is advancing the other.

Keywords: translation industry, academia, transcreation, advancement, delay

RELIER LES SERVICES DE L'INDUSTRIE DE LA TRADUCTION PARALLELEMENT AUX CONTRIBUTIONS DU MILIEU DES RECHERCHES ACADEMIQUES POUR ENSEIGNER DE MANIERE EFFICACE LA TRANSCREATION.

Résumé :

Contexte du sujet

Indéniablement, les pratiques de traduction ont précédé à travers l'histoire les études théoriques sur la traduction. Il s'agit d'une évaluation normale, puisque la traduction est de nature un sujet du domaine pratique, en premier lieu, là où la maîtrise d'une langue étrangère pouvait faire le traitement traductionnel naturellement sans courir aux études théoriques au passé. C'est l'une des raisons pour laquelle les contributions théoriques et pratiques n'ont pas eu une évolution parallèle. Plus tard, les visions ont été changées. Depuis les dernières décennies, le nombre d'études de traduction a augmenté de façon ininterrompue, là où certains sujets ont suscité l'intérêt des chercheurs et d'autres ont été plus ou moins discutés. Par exemple, la transcréation est l'un des sujets qui a suscité des variations d'intérêt, à la fois dans le milieu des recherches académiques et dans le marché de la traduction. Alors pourquoi le marché de la traduction avance-t-il le milieu des recherches académiques sur la traduction lorsque la transcréation est en question? En d'autres termes, comment apprendre et enseigner la transcréation de manière efficace en s'appuyant sur les deux domaines du théoriques et pratiques?

Objectifs

La présente recherche vise à mettre en évidence la raison pour laquelle on parle à voix haute et on pratique la technique de transcréation dans les services de traduction. Mais sur une échelle comparative, peu de recherches académiques sont menées concernant ce champ d'investigation, afin de relier les deux domaines dans le processus d'enseignement.

Méthodologie

Cette recherche a suivi l'approche qualitative afin de démontrer comment la transcréation fait des progrès sur le marché de la traduction, mais un retard est marqué lorsqu'il s'agit de discuter de la transcréation dans le milieu des recherches académiques à des fins éducatives.

Résultats

Cette étude a fourni des résultats intéressants, là où les recherches académiques ne cessent de fournir des contributions utiles concernant les sujets d'études de traduction dans le milieu des recherches académiques, mais la concentration du domaine de recherche s'est orientée vers certains sujets et pas d'autres, tels que certains concepts voisins de signification à la transcréation et qui ont éventuellement créé des confusions.

Implications pratiques

Cette lacune, qui fait de la transcréation un sujet plus fréquemment discuté dans l'industrie de la traduction mais très peu dans le milieu des recherches académiques, a poussé les chercheurs à repenser aux études de la traduction et plus particulièrement le traitement de la traduction orientée vers la cible, là où chaque méthode a été définie séparément, afin d'éviter les confusions lors de l'enseignement des méthodes de traduction.

Originalité et valeur

Cette recherche est l'une des rares qui aborde l'écart entre les domaines pratiques et théoriques et tente de combler le vide entre eux à des fins éducatives. En fait, elle vise à démontrer, à l'aide d'explications, pourquoi et comment un domaine précède l'autre.

Mots-clés : industrie de la traduction, milieu des recherches académiques, transcréation, avancement, retard

1. Introduction

The impossibility of translation and also the need for creativity in the delivery of an adequate target expression gave the chance to transcreation to take action as a translational processing. It is obvious that transcreation is a free translation method that does not focus on the source oriented strategy. The combination of translation plus creation made of it a very demanding service in translation market. It is the special part that makes of it a «buzzword»¹. Transcreation has been modestly discussed in academia, but in translation industry, and especially since the globalisation era begins, it becomes a much recommended service, for the purpose of extending global markets and gaining new local markets abroad. Transcreation gives the possibility for translation to face difficulties. It makes possible the transfer of concepts and their effects from a language into another or even in the same language. Creation option in transcreation gives access to the transcreator to modify the source content or takes the clients' demands a priority when creating the new target expression. Therefore, transcreation is the recommended method in translating advertisements, for example.

Theoretical and practical contributions create the void that is going to be filled with explanations in the present study. We will be tracing the evolution of the term in both fields: the theoretical and the practical side in translation, where contributors from scholarly or non-academic backgrounds were agents in widening this gap. But it is important to start questioning in order to clarify the transition from probabilities to conclusions. So, why is translation market advancing translation academia when discussing transcreation? Maybe translation market is concerned more with creating new versions for the new target receiver, where translation academia is being sufficient with the neighbouring concepts of free translational processing. Another question, how could it be possible that a practical field make advancement without the theoretical records? Perhaps when the discipline is by nature of a practical field, theoretical part can only be built and enriched when more practices are done. Last but not least, how could translation industry contributions be a plus to translation academia? They could be a plus when studies are conducted out of the observation and the analysis of practitioners contributions, so they add more significance to the understanding of the adopted translational processing and to the theories that are followed.

2. Literature review

Transcreation is a translation technique that has: a). the nominal appropriation of *transcreation* as a word, a concept and a practice, because:

the term 'transcreation' is not abusive of any other established concept in Translation Studies, i.e. it does not duplicate or fully match any other term, not even the more general term 'translation', and therefore it has its own right to exist (no case of unlawful appropriation!)²;

b). the theoretical contributions that tend to define, explain or distinguish transcreation as a unique technique from any other translational method (Lal 1957³, De Campos 1969⁴, Portela 2003⁵, Bernal M. 2006⁶, Di Giovanni 2008⁷, Milton & Bandia 2009⁸, Bollettieri Bosinelli 2010⁹, Gaballo 2012¹⁰ etcetera); and c). the practical contributions since the last decades before the new millennia¹¹. So despite the existence of the above stated potentials, transcreation is still a topic of debate among scholars.

Jemery Munday and Yves Gambier had a conversation regarding transcreation¹², mainly as a profession. They did not attempt to add as much as they were trying to discuss what it is already available on the

¹ Gaballo, V: «Exploring the boundaries of transcreation in specialized translation». *ESP Across Cultures* n° 9 (2012): 95.

² Gaballo, V: «Exploring the boundaries of transcreation in specialized translation». *ESP Across Cultures* n° 9 (2012): 96.

³ Lal, P: «Great Sanskrit Plays in Modern Translation», ND Publishing, New York, 1957.

⁴ Nóbrega, T. M., & Milton, J: «The role of Haroldo and Augusto de Campos in bringing translation to the fore of literary activity in Brazil». In *Agents of Translation*, Amsterdam/Philadelphia, n° 81, (2009): 259.

⁵ Portela, M: «Untranslations and Transcreations». *Text*, 15, (2003): 305-320.

⁶ Bernal-Merino, M: «On the translation of video games», *The Journal of Specialised Translation* n° 6 (2006): 22-36.

⁷ Di Giovanni, E: «Translations, transcreations and transrepresentations of India in the Italian media». *Meta: journal des traducteurs/Meta: Translators' Journal* n° 53.1 (2008): 26-43.

⁸ Milton, J & Bandia, P.F: «Agents of Translation». John Benjamins, Amsterdam/Philadelphia, 2009

⁹ Bertuccelli, M, Bertacca A, and Bruti S: «Threads in the complex fabric of language: linguistic and literary studies in honour of Lavinia Merlini Barbaresi», Felici Editore, Paterno, 2008, 59-68.

¹⁰ Gaballo, V: «Exploring the boundaries of transcreation in specialized translation». *ESP Across Cultures* n° 9 (2012): 95-113

¹¹ <https://www.spectra-agency.com/blog/the-history-of-transcreation>

¹² Gambier, Y: «A conversation between Yves Gambier and Jeremy Munday about transcreation and the future of the professions». *Cultus: the Intercultural Journal of Mediation and Communication* n° 7 (2014): 20-36.

translation platform, from the theoretical and specially the practical side. Munday started the conversation by saying that transcreation is trying to occupy a space in translation studies or services in order to take the spot light and appears different than adaptation and translation itself. He also added that any translational effort, despite the method used, is qualified as creative. Gambier replies saying that the English glossary of translation piled a list of terms that add more confusion to the word transcreation, because they all seem to be working on the same principle. He said that since we are having a different concept of communication, translation seems to be a rejected work because we and the new market are in need for creativity. The two scholars carried out their conversation regarding the dichotomy of subservient translator Vs creative translator. The latter put an end to the romanticised image of the translator, who kept considering the source content as sacred or seeing the technology-assisted translations as a threat for taking the lead of translation as a profession in the new digital era. They both acknowledged the fact that transcreation is lately used on hypermedia texts, such as marketing and advertisement for its multimodal and sensitive content.

In the same year, Bernal-Merino (2014) discussed transcreation in his book: *Translation and localisation in video games: making entertainment software global*. He saw that transcreation and adaptation are terms of the same connotation, where transcreation in particular did not have its fair portion of scholarly contributions, «it seems that there is a lack of theoretical grounding to validate this term against the more traditional ‘translation’»¹³. He added that «all translations are transcreations since they require a certain degree of creativity on the translators’ part, although they are not creating anything from scratch but from a declared source»¹⁴. Creativity, as the unique quality of transcreation, is found in translation as in transcreation. So, it seems, to them, that there is nothing special in transcreation. If it does not share the creativity quality with translation, it does share the resemblance with adaptation, and vice versa.

On the other part, the practitioners never seize providing transcreational services or clarifications regarding the term since the late 1990s. One matter to acknowledge is that localisation is the confusing term in translation market sphere, unlike academia sphere, where adaptation is the confusing word. It is important to note that localisation came into practice only when globalisation attempted to earn more local markets abroad since the nineties. To clarify more, standardisation of products and advertisements and the internationalisation of the marketing strategy are accurate opposite to localisation, and of course not synonyms to globalisation. So if transcreation and localisation are having the same meaning, these two opposing concepts should also be the opposite of transcreation, but no way to establish such synonymic or antonymic relationship. Another proof, transcreation has been practiced since an unidentifiable date but the term, as a scholarly topic, has been coined in Lal’s (1957) scholarly studies according to Gaballo¹⁵, where others claim its first appearance in De Campos studies (1969), according to Nóbrega & Milton¹⁶.

3. Methodology

The present study has followed the qualitative approach in order to demonstrate how translation market is advancing translation academia when transcreation is a subject of discussion or practice. This gap has been widening over the last decades, but this investigation is providing the reason why the disparity in academic and practical contributions has been marked, for educational purposes of the concept transcreation.

4. Results

The following table represents the practitioners’ contributions regarding the definition of the term. Most of the selected agencies are for more than 20 years in the business. No promotional intentions are held. The quotes have been analysed for educational purposes only.

The agency’s name	The definition
1. Lionbridge agency.	To advertise your company's products or services, you have created engaging, effective messaging to connect with your target audience. But without transcreation

¹³ Bernal-Merino, M: «*Translation and localisation in video games: making entertainment software global*». Routledge, New York, 2014.

¹⁴ Bernal-Merino, M: «*Translation and localisation in video games: making entertainment software global*». Routledge, New York, 2014.

¹⁵ Gaballo, V: «*Exploring the boundaries of transcreation in specialized translation*». *ESP Across Cultures* n° 9 (2012): 97.

¹⁶ Nóbrega, T. M, & Milton, J: «*The role of Haroldo and Augusto de Campos in bringing translation to the fore of literary activity in Brazil*». In *Agents of Translation*, Amsterdam/Philadelphia, n° 81, (2009): 259.

	<p>services, delivering that message can be trickier than you think—even in your own language. Coop, a major Swiss supermarket chain, learned this the hard way a few years ago, when it led its summer ad campaign with the question, “Chame das grille?” The word “grille” is derived from the verb “grillen” in High German as spoken in Germany, but in Switzerland the local Swiss German term is “grilliere.” Using the High German word caused an uproar among Coop’s Swiss customers — and prompted months of cross-border debate (in German only) about linguistic norms.¹⁷</p>
2. ITC Global Translations agency	<p>What is transcreation?</p> <p>Transcreation is a creative translation process that involves adapting the source text so that the message and emotional intent are the same in the target language. A hybrid of translation and creation, transcreation is a process that combines language, emotion and culture. It requires artistic skills and talent, along with a deep understanding of two cultures.</p> <p>If we’ve learned anything in our first steps towards globalization, it’s that we don’t all speak the same language, literally and figuratively. Each culture has its own ideas, beliefs and taboos, as well as its own methods of verbal, non-verbal and written communication. Transcreating a message doesn’t mean replacing a word with its equivalent in another language, but recreating an equivalent message targeting a new culture.</p> <p>In professional settings, transcreation is most often used in marketing and advertising projects aimed at a culture that’s different from the company’s native culture. It enables companies to adapt plays on words, taglines and slogans to create hooks adapted to the target audience that have the desired effect. The goal of this type of message is to create an emotional response or an immediate reaction. This means the tone, context and style are just as important as the words.¹⁸</p>
3. Poli Lingua agency	<p>Transcreation – What it is and how it Works?</p> <p>Transcreation is, from a certain perspective, the highest form of translation. Content native to your own language is not simply translated – it becomes a new text, one completely native to the target language. The transcreation process empowers you to connect to a foreign target audience in ways that would otherwise simply not be possible. Transcreation is the single most effective way to retain your message and focus when they cross cultural and linguistic borders. That’s precisely because the transcreation process means changing the words in which ideas are expressed to give them emotional impact in a new context. The transcreated content is designed to bring into play the (often very different) lexicon, phraseology, imagery and sequencing that will resonate most powerfully for the people you need to receive your message. Ultimately, transcreation is the art of talking to your audience in their internal language, so that they really hear what you have to say.¹⁹</p>
4. Translate Media agency	<p>The transcreation process</p> <p>The process of taking a message in one language and conveying it in another, without the loss of style, tone or context is a complex one but one that our team has plenty of experience in. We ensure that we collect as much information as possible before embarking on your transcreation project so that we can perfect the preferred tone of voice, register and style before committing any resources to crafting your marketing copy. We have a dedicated team of transcreators who you can liaise with to discuss your requirements on an ongoing basis – ensuring that every client receives the highest quality transcreated content, regardless of the target region or audience.²⁰</p>

4.1. Analysis

¹⁷ <https://www.lionbridge.com/blog/translation-localization/transcreation-services-why-and-when-you-need-them/>

¹⁸ <https://www.itcglobaltranslations.com/transcreation-services/>

¹⁹ https://www.polilingua.com/transcreation_services.htm

²⁰ <https://www.translatemedia.com/translation-services/transcreation/>

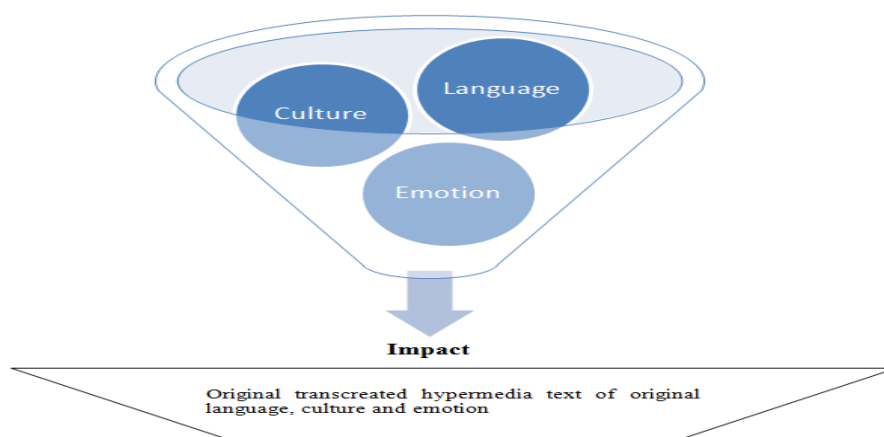
For Lionbridge agency, transcreation is applied particularly on advertising contents to create engaging and effective connection with the target client. According to their experts, it is not used for promotional purposes only, but for establishing good relationship with their target audience and avoids the misunderstanding.

For ITC Global Translations agency, transcreation is a creative translation that works on the triple combination of content composed of: language, emotion and culture. According to their professionals, it is applied on marketing and advertising projects, where the target language and audience are taking the priority for their different cultural background.

For Poli Lingua agency, transcreation is the highest form of translation. It is transcreating a new hybrid-media texts that are native to the target language, as if they were original in the source language. The aim is to keep on the emotional impact on the target audience.

For Translate Media agency, transcreation relies on a deep documentation on the projects to be transcreated before operating. The agency is assuring that they have a special crew of translators who do transcreation on marketing contents.

The following pictogram demonstrates transcreation market schema:



Transcreation market pictogram

The funnel is passing the triple combination of the hypermedia source text: the multimodal language, the cultural background and the emotional effect through the filter of the impact. This latter should be valid too on the target audience. At this level, an original transcreated hypermedia target text is created of original language, culture and emotion. In order to connect academia to translation market contributions, it is important to demonstrate how each body is perceiving transcreation from the two different angles: theoretical and practical ones.

	Scholars standpoint	Practitioners standpoint
Similarities in its nature	<ul style="list-style-type: none"> - Hypermedia text. - Cultural background. - Emotional effect. - Creation of a valid impact on the target audience. 	
Differences in its nomination	- Adaptation	- Localisation

Table of similarities and differences of perceiving transcreation in the theoretical and practical fields

4.2.Discussion

Translation scholars introduced transcreation as a scholarly term back in the late fifties, according to some academic records. The interval took so long. An estimation of twelve years lasted in order to evoke the topic again in the same field of application: on poetry. Another long pause has been reported at this time. At this stage, the scholars have been busy with developing the neighbouring concepts, such as: adaptation, domestication and free translation...etcetera. In the nineties and on, where the digital era was on the rise, it was discussed again but mainly in translation industry. In academia, transcreation becomes more and more a

confusing term, sometimes to adaptation and other times to localisation, because the neighbouring concepts were already on the centre of attention during the pause period and in the digital era period. These confusing concepts earned their stable position and clear understanding, because plenty of scholars presented scholarly contributions about them. On the other hand, translation market adopted transcreation only when globalisation and localisation were very demanding to translation services that create modifiable contents of impact and also would fit more the new target receiver. In fact, transcreation never stopped doing its job during the globalisation era, but since it was applied on marketing and advertising contents, the word localisation took the fame title for its closeness to the business glossary.

Teaching or learning about transcreation should be based on the two platforms: theoretical and Practical contributions. Students are in need of accurate definitions and a clear understanding of the transcreational processing. As a solution, terms should be unified, to seize confusion, and academic contributions should be conducted upon practical study cases from transcreation market.

5. Conclusion

The neighbouring concepts in meaning to transcreation occupied the attention of interesting studies by scholars in academia, the thing that made of transcreation a technique of translation that is rarely discussed in academia. On top of that, and due to the lexical chaos, localisation also took the spotlight and all the attention of practitioners in translation market, even if they are aware of the fact that they are following the transcreational processing while translating, but since it is very closer to the lexical field of the following words: globalisation, business, translation marketing...etc. these disciplines are actually what asks for transcreational services and since few records are registered under this term, they prefer using a common word from the economical files.

Connecting scholars' and practitioners' contributions to each other may seize the confusion of terms among students and professors, because the parallel evolution of the concept in both theoretical and practical field can simply make the educational process a lot easier and very effective.

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Sitography

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