

UNVEILING THE ART OF LANGUAGE TRANSFORMATION

TRANSLATION VS. TRANSCREATION

BASICS BEHIND TRANSLATION

THE MUST

1. Perfect comprehension of the source language
2. Perfect comprehension of the target language
3. Knowledge of the subject matter

COMPREHENSION OF LANGUAGE

KEY CRITERIA

Vocabulary

Semantics

Grammar

Pragmatics

Syntax

Contextual Awareness

LANGUAGE TRANSFORMATION

TRANSLATION

The process of converting text or speech from one language into another while maintaining the original meaning, tone, and context as accurately as possible.

Translation aims for fidelity to the source text, preserving the core message while adapting it to the target language

TRANSCREATION

transcreation involves creatively adapting content to resonate emotionally and culturally with the target audience while maintaining the essence of the message. It often involves a more liberal approach, allowing for artistic interpretation and adaptation of the content

LOCALIZATION

Adapting content not only linguistically but also culturally for a specific locale or target audience. It involves adjusting idioms, cultural references, and even design elements to suit the cultural norms and preferences of the audience.

ADAPTATION

Modifying content, such as literature, scripts, or cultural works, to fit a different medium, audience, or context while retaining the core elements and message.

TRANSLATION

Translation is the process of converting text from one language to another while striving to retain the original meaning, tone, and context as faithfully as possible. Key aspects of translation include:

- Accuracy: Ensuring the faithful representation of the source text in the target language.
- Clarity: Maintaining coherence and comprehensibility without altering the intended message.
- Cultural Context: Adapting content to fit cultural nuances while preserving the essence of the original.

TRANSCREATION

Transcreation, on the other hand, goes beyond literal translation. It involves creatively adapting content to resonate emotionally and culturally with the target audience while conveying the essence of the message. Key aspects of transcreation encompass:

- Creativity: Infusing originality and creativity to convey the message in a culturally relevant and impactful manner.
- Emotion: Evoking similar emotions and responses in the new cultural context without adhering strictly to the source text.
- Adaptability: Modifying content to align with local preferences, idiomatic expressions, and cultural sensitivities.

CORE DIFFERENCES

Objective:

Translation aims for accuracy and faithfulness to the source material, while transcreation focuses on emotional impact and cultural resonance.

Approach:

Translation prioritizes maintaining the original meaning, while transcreation involves creative adaptation and reimagining the content.

APPLICATION SCENARIOS

WHEN TO USE TRANSLATION

- Technical documents, legal texts, academic materials.
- Situations where accuracy and precision are paramount.

VS

WHEN TO USE TRANSCREATION

- Marketing content, slogans, brand names.
- Instances where emotional connection and cultural relevance are crucial.

KEY TRANSLATION THEORIES

Equivalence
theory

Functional theory

Scopos theory

DEFINITIONS

EQUIVALENCE

Central to many translation theories, it focuses on achieving equivalence between the source and target text, aiming to convey the same meaning, style, and effect in the target language while considering cultural and linguistic differences.

FUNCTIONAL

Focus on the communicative function of the text rather than a word-for-word translation. These theories prioritize conveying the intended message and purpose, adapting to the needs of the target audience.

SKOPOS

Introduced by German scholar Hans Vermeer, this theory emphasizes the purpose or function of the translation (the "skopos"), considering the intended use and audience of the translated text as primary factors guiding the translation process.

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DECISION MAKING PERSPECTIVE

EQUIVALENCE THEORY:

Guides translation based on fidelity to the source text and cultural adjustments.

FUNCTIONAL THEORY:

Guides translation based on achieving clear communication and effective messaging.

SKOPOS THEORY:

Drives translation decisions based on meeting the specific purposes and needs of the target audience.

SIMILARITIES

FOCUS ON COMMUNICATION

- Functional Theory: Prioritizes effective communication by focusing on the communicative function of the text rather than word-for-word translation.
- Skopos Theory: Centers on achieving the purpose or function of the translation, emphasizing effective communication for the intended audience.
- Equivalence Theory: Aims to convey the intended meaning and effect of the source text in the target language, focusing on clear communication.

CONSIDERATION OF TARGET AUDIENCE

- Functional Theory: Considers the needs and expectations of the target audience, adapting the translation to suit their communicative requirements.
- Skopos Theory: Emphasizes tailoring the translation to meet the expectations and needs of the specific target audience.
- Equivalence Theory: Acknowledges the importance of adapting cultural nuances, idioms, and expressions to ensure the translation is comprehensible and relevant to the target audience.

ADAPTABILITY AND FLEXIBILITY

- Functional Theory: Allows for adaptation and flexibility in translation strategies to effectively convey the intended message.
- Skopos Theory: Advocates for flexibility in translation strategies, suggesting that the translation approach should align with the communicative purpose.
- Equivalence Theory: Recognizes the need for adaptation and cultural adjustment to ensure equivalence between the source and target texts.

CULTURAL SENSITIVITY

- Functional Theory: Incorporates cultural elements and nuances in the translation to maintain relevance and clarity.
- Skopos Theory: Considers cultural aspects and context, ensuring that the translation aligns with the cultural expectations of the target audience.
- Equivalence Theory: Addresses cultural differences and adapts cultural references to maintain equivalence and relevance in the target language and culture.

FOCUS ON COMMUNICATION

1

EQUIVALENT

մրջյունից փիղ դարձնել
make a mountain out of a
molehill

3

FOCUSING ON PURPOSE

Redefine Your Adventure
Открой новые грани своего
приключения
Հայերենը թարգմանենք
միասին

2

FUNCTIONAL

մինչ հանդիպում
see you later

Redefine Possible!

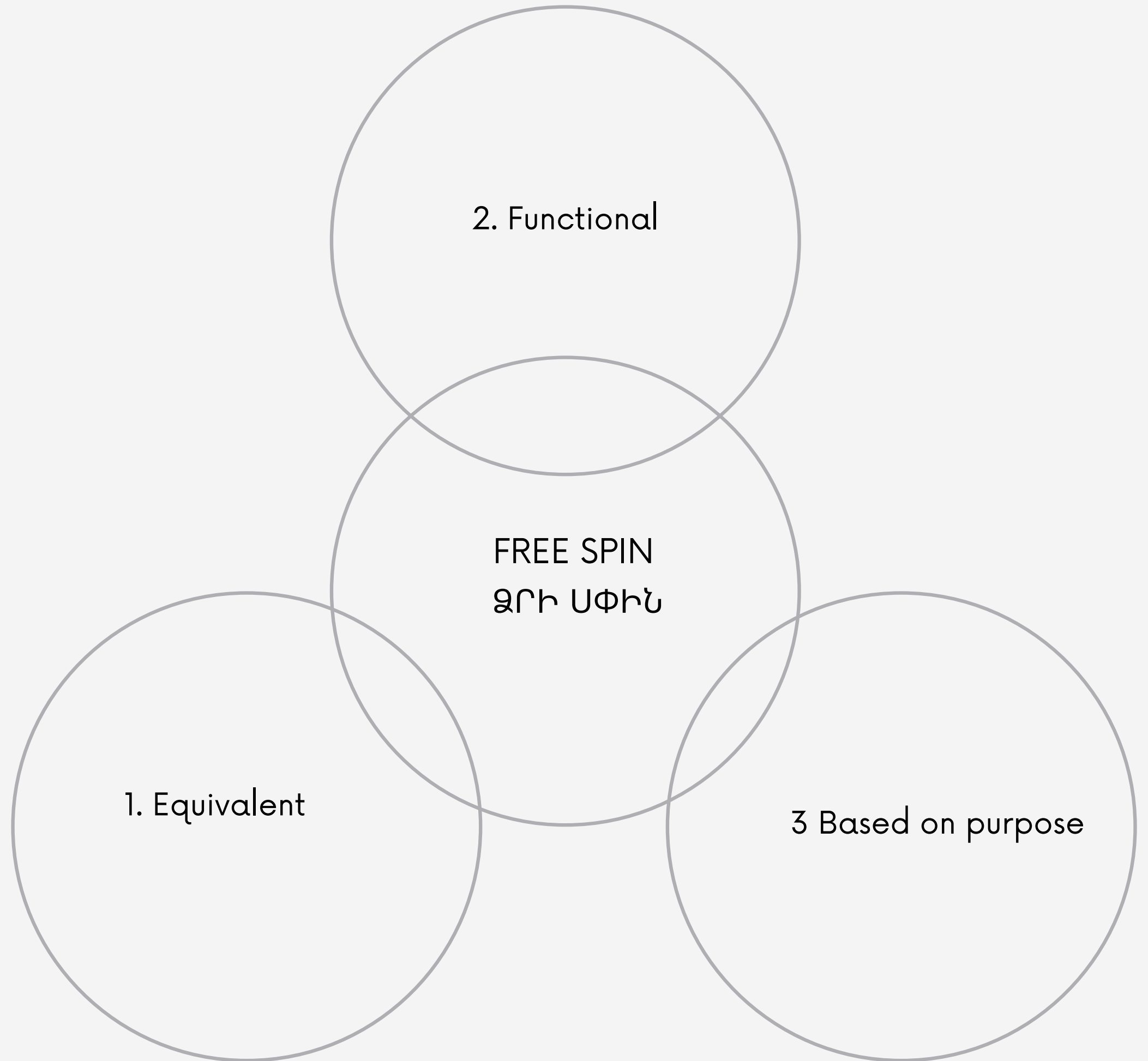
Покоряй невозможное

Discover serenity in the lap of
nature

Погрузитесь в умиротворение
природы

Հայերենը թարգմանենք միասին

**CONSIDERATION
OF TARGET
AUDIENCE**



ADAPTABILITY AND FLEXIBILITY

1

EQUIVALENT

He is on cloud nine/over the moon/ after winning the competition

Он на седьмом небе от победы в соревновании!

Հաղթանակից հետո նա յոթերորդ երկնքում է:

2

FUNCTIONAL

She's a real social butterfly
Она настоящая душа компании
Հայերեն՝ն

3

FOCUSING ON PURPOSE

Keep it simple
Проще — лучше
Հայերեն՝ն

CULTURAL SENSITIVITY

«МЫ ВАС ПОХОРОНИМ» — ЗНАМЕНИТАЯ ФРАЗА НИКИТЫ СЕРГЕЕВИЧА ХРУЩЁВА, АДРЕСОВАННАЯ ЗАПАДНЫМ ПОСЛАМ НА ПРИЁМЕ В ПОЛЬСКОМ ПОСОЛЬСТВЕ В МОСКВЕ 18 НОЯБРЯ 1956 ГОДА. ФРАЗА, ВЫРВАННАЯ ИЗ КОНТЕКСТА ЗАПАДНЫМИ СМИ, ПРОИЗВЕЛА УЖАСАЮЩЕЕ ВПЕЧАТЛЕНИЕ НА ЖИТЕЛЕЙ ЗАПАДА. НА САМОМ ДЕЛЕ ПОЛНОСТЬЮ ОНА ЗВУЧАЛА ТАК: «НРАВИТСЯ ВАМ ИЛИ НЕТ, НО ИСТОРИЯ НА НАШЕЙ СТОРОНЕ. МЫ ВАС ПОХОРОНИМ», ТО ЕСТЬ СОЦИАЛИЗМ (И В ПОСЛЕДУЮЩЕМ — КОММУНИЗМ) ЭФФЕКТИВНЕЕ, А СЛЕДОВАТЕЛЬНО ПЕРЕЖИВЁТ КАПИТАЛИЗМ. ИМЕЛСЯ В ВИДУ ИЗВЕСТНЫЙ ТЕЗИС МАРКСА О ТОМ, ЧТО ПРОЛЕТАРИАТ ЯВЛЯЕТСЯ МОГИЛЬЩИКОМ КАПИТАЛИЗМА. ВСЛЕДСТВИЕ ОБРАТНОГО ПЕРЕВОДА НА РУССКИЙ ЯЗЫК ВЫСКАЗЫВАНИЕ РАСПРОСТРАНИЛОСЬ В ВИДЕ «МЫ ВАС ЗАКОПАЕМ».

1

EQUIVALENT

2

FOCUSING ON PURPOSE

3

FUNCTIONAL

4

FOCUSING ON PURPOSE

TRANSCREATION

Transcreation stands out for its unique approach in adapting content to resonate with a specific audience while retaining the essence of the message. Several core aspects define the practice of transcreation:

CREATIVITY AND ADAPTATION

CREATIVE FREEDOM:

Brand: Coca-Cola

Original English Slogan: "Open Happiness"

Russian Transcreation: "Открой вкус жизни"

Explanation: While "Open Happiness" focuses on an emotional connection in English, in Russian, to retain the essence of the brand while appealing to local sentiments, the transcreation adapts to "Открой вкус жизни" which translates to "Open the taste of life." It retains the idea of an inviting, enriching experience but emphasizes the idea of exploring the vibrant flavor of life, aligning more closely with cultural preferences and values in Russian-speaking markets.

ADAPTABILITY:

Brand: McDonald's

Original English Slogan: "I'm Lovin' It"

Russian Transcreation: "Вкусно быть вместе"

Explanation: The original English slogan "I'm Lovin' It" focuses on the individual's experience and enjoyment. In the Russian transcreation, "Вкусно быть вместе" the emphasis shifts to the idea of shared experience and togetherness while enjoying the food. This adaptation reflects a cultural preference for communal experiences in Russian culture, aligning with the brand's message while emphasizing the pleasure of shared moments while dining at McDonald's. This adaptation showcases adaptability in transcreation by maintaining the brand's essence while catering to cultural preferences in the target market.

EMOTIONAL RESONANCE

EMOTIONAL CONNECTION:

Brand: Burger King
Original English Slogan: "Have It Your Way"
Russian Transcreation: "Будьте как дома"

Explanation: The original English slogan "Have It Your Way" emphasizes personalization and choice at Burger King. In the Russian transcreation, "Будьте как дома", the adaptation aims to create a welcoming atmosphere by invoking a sense of comfort and familiarity. It shifts the focus from direct personalization, and being a common phrase in Russian culture that reflects hospitality and a welcoming atmosphere, it creates a sense of comfort and belonging, aligning with the idea of personalization that the original slogan aimed to convey.

IMPACTFUL MESSAGING:

Brand: Apple
Original English Slogan: "Think Different"
Russian Transcreation: "Думай по-новому"

Explanation: The original English slogan "Think Different" encourages a unique perspective and innovative thinking. In the Russian transcreation, "Думай по-новому" ("Think in a new way"), while not a direct translation, it retains the essence by inviting individuals to embrace a fresh approach to thinking. This transcreation emphasizes the concept of novelty and forward-thinking, fostering an emotional connection by encouraging a mindset of innovation and creativity. It aims to resonate with the audience's desire for innovation and originality while aligning with Russian language nuances, where direct translation "думай по-другому" is very likely to evoke negative feelings, implying that one thinks in a wrong way, and need to think in a different way.

CULTURAL CONTEXT

LOCAL RELEVANCE

One prominent example of a product name change due to cultural sensitivity is the Chevrolet Nova. In Spanish-speaking markets, "No va" translates to "it doesn't go" or "it doesn't work" in English. The name "Nova" could be perceived negatively as a car that doesn't function properly, which is not an ideal association for a car brand.

To adapt to this cultural sensitivity, Chevrolet rebranded the Nova as the "Caribe" in Spanish-speaking countries. This change avoided the negative connotation of the name and made it more appealing to consumers in those markets.

KEEPING IN MIND

ORIGINAL INTENT PRESERVATION:

Maintaining Essence: While allowing for creative adaptation, transcreation aims to retain the core essence and objectives of the original content.

Balancing Creativity and Faithfulness: Striking a balance between creative adaptation and staying true to the original message is crucial in transcreation.

AUDIENCE-CENTRIC APPROACH:

Brand Consistency: Despite adaptation, transcreation ensures that the brand's voice, values, and identity remain consistent across different cultural contexts.

Tailored Messaging: Content is reworked to resonate specifically with the sensibilities, preferences, and behaviors of the target audience.

BEST PRACTICES

ESTABLISH CLEAR OBJECTIVES

Define goals for translation or transcreation to guide the process.

COLLABORATION AND COMMUNICATION

Close cooperation between translators, marketers, and cultural experts.

QUALITY ASSURANCE:

Review, feedback, and revisions for accuracy and impact.
