



TRANSLATION AND TRANSCREATION: THE SCIENCE AND ART OF CROSS-CULTURAL COMMUNICATION

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Abstract: *This article aims at examining the cross-cultural communication and particularly the differences between the terms: translation and transcreation. Translation concerns itself with the technical word-for-word kind of translation in the sense of a reproduction of information from one language to another. Transcreation, on the other hand, translates messages with emotions and inventively recreates the content with regard to cultural beliefs. This makes it important in marketing and media since the attraction of the audience's emotions makes them loyal. Though translation is a friendly field with the help of AI tools, transcreation melds cultural subtlety and actually, it is better to use the human touch to reflect the mood. Ultimately, both translation and transcreation allow for better and more contextually relevant communication in different globalized contexts.*

Key words: *language transfer, semantic meaning, intercultural communication, narrative adaptation, marketing communication, cross-cultural context, linguistic accuracy, cultural adaptation.*

With the development of international collaboration, the importance of translation is crucial more than ever. Nonetheless, traditional translations have sometimes struggled to provide the most authentic meaning of the emotional aspect of a message. Herein lies the distinction between translation and transcreation: While the aim in translation is to convert the text into another language as accurately as possible, transcreation focuses on the culture or emotions of the recipient audience while communicating a respective message. The article examines the transformation of these practices throughout history, theories suggested by prominent linguist and scholars, and the relevance of transcreation in the global era.

Indeed, the roots of modern translation theory go back to ancient times when great scholars like Cicero and St. Jerome dealt with translation as a means of bridging cultural divides. For instance, according to Cicero, translations should steer a middle course between literal and free interpretations if the meaning is to come across appropriately. Translation theories took on more systematic dimensions at the beginning of the 20th century when linguists like Eugene Nida and Roman Jakobson took the subject further.

Eugene Nida, starting in the 1960s, came to be known for his idea of dynamic equivalence, which centered on the acquiring of a translation equivalent in meaning and feeling to the original, rather than word-for-word translation. This notion made various translations more accessible and meaningful to the target audiences than ever before; thus, starting radical changes in translators' attitudes toward challenging texts. Indeed, Nida in his seminal book *Toward a Science of Translation* [1] has given detailed principles on precision-audience balance.



Another renowned linguist, Roman Jakobson, made his contribution to translation studies by classifying translation into three types-intralingual, within the same language; interlingual, between different languages; and intersemiotic, translation of verbal signs by non-verbal sign systems. Most notably, in "On Linguistic Aspects of Translation [2]," Jakobson has shown the subtlety and complications involved in the process of language transfer, especially with culturally bound elements.

While traditional translation has accuracy as the ultimate goal, transcreation favors creativity. Instead of mere translation of words, its aim is to evoke the same feelings, humor, and shades of cultural meaning in the target language. This process often involves reimagining the message to fit the cultural expectations and values of the target audience.

This issue has been debated by none other than the prominent translation theorist Lawrence Venuti himself in his book *The Translator's Invisibility* [3], where he talks about whether it is more vital to domesticate or foreignize texts in order to make these texts most relatable with a target culture. According to him, theories bring out the fact that some messages cannot be translated alone but must be re-created in order to resonate with the cultural expectations of the new audience, which is an important feature of transcreation.

Another example is literal translation, which requires the translator to be conscious not only in preserving the narrative structure but also of the emotive and cultural resonance of the work. On this note, Antoine Berman, a researcher on translation, states the "ethical imperative" of the translation. In "Translation and the Trials of the Foreign [4]", Berman proposes that translators ought to show respect to the cultural aspects of the source while finding means through which such aspects can reach the receivers.

Transcreation has been described best as both translation and marketing combined because it relies so much on audience psychology and cultural context. With this approach, key fields such as advertising, where the imperative is on emotional resonance; new digital content; and media have increasingly valued this type of approach. Consumer psychology studies support such an argument in that the adaptation of messages to the local culture increases relatability and brand loyalty.

For instance, the marketing research of Geert Hofstede [5] on the theory of cultural dimensions reveals that societies differ in terms of individualism, uncertainty avoidance, and power distance. Trans-creators try to utilize knowledge from such theories as Hofstede's when developing messages which will meet the cultural dimensions to make the advert or promotional material interesting to the targeted audience.

Along this line, Jean-Paul Vinay and Jean Darbelnet talk about the adaptability of linguistic elements in their work entitled *Comparative Stylistics of French and English* [6]. They introduce methods of adaptation to evoke emotions that could better resonate within transcreation.

Transcreation is perhaps most important in the realm of contemporary marketing, media, and entertainment. Brands like Coca Cola, McDonalds and Nike use transcreation to make the message culturally suitable in all the countries they operate in. One example is when the slogan for Coca – Cola – "Taste the Feeling" was translated

to the feeling that the brand gave. Trans-creators created a new but close meaning that would emotionally appeal to each audience, which showed how transcreation can build brand allegiance transcendent of culture.

The encoder industry has been shifting as seen with the continuous enhancement of artificial intelligence (AI) as well as machine learning. Though there's a great deal of advancement in using machine translation driven through artificial intelligence, it cannot bring in the essence of transcreation. Messages which need emotional charge, cultural sensitivity and perception, psychological analysis are still beyond the possibilities of automated transcreation and need to be translated by human trans-creators. As the years progress, transcreation should remain an essential resource for marketing and other creative professions, alongside leveraging AI capabilities for technology-based language translation while keeping the transfer distinct and enriched with cultural flavorist, which only professional trans-creators can bring.

Thus, thanks to the increased globalization in the world, the need for translation and transcreation remains higher and higher. Translating continues to be useful when it comes to sharing simple facts across different languages ad both translations and transcreation enable brands and creatives to communicate with diverse audiences on an emotional level. These theories and practices have been developed by such scholars as Eugene Nida, Roman Jakobson, and Lawrence Venuti, while today's marketers and trans-creators continue their work, applying that knowledge in new ways.

All in all, translation and transcreation are the tools with their specific goals and functions in multicultural interaction. Translation gives the sharpness and clarity for the literal sense as well as for reason whereas transcreation gives the freedom to reshape the past successful communication appeals for a new audience. Combined they help to deliver a less hindered transfer of thoughts and feelings in languages, and improve the general perception of multicultural populations and their values.

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