

TRANSCREACTION



Objective



Transcreation



**CULTURAL AND
LINGUISTIC
CONTEXT**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**CULTURAL AND
LINGUISTIC
CONTEXT**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**CULTURAL AND
LINGUISTIC
CONTEXT**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**Cultural and linguistic
Context**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**Cultural and linguistic
Context**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**Cultural and linguistic
Context**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**Cultural and linguistic
Context**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**Cultural and linguistic
Context**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**Cultural and linguistic
Context**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**Cultural and linguistic
Context**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



**Cultural and linguistic
Context**



EXAMPLE



**Role of the
Transcreator**



**Impact on
interpretation**



**Ethical
Considerations**



**Contemporary
relevance**



Case Studies



Summary



**Question and
Answer**

TRANSCREACTION



Objective



Transcreation



Cultural and linguistic Context



EXAMPLE



Role of the Transcreator



Impact on interpretation



Ethical Considerations



Contemporary relevance



Case Studies



Summary



Question and Answer

OBJECTIVES

The main objectives of the group is to educate our classmates about the concept of transcreation, its significance in art appreciation, and its impact on the understanding and interpretation of artworks. Specifically, our report aims to:

1. Define Transcreation
2. Highlight the Cultural and Linguistic Context
3. Explore Examples
4. Discuss the Role of the Transcreator
5. Analyze the Impact on Interpretation
6. Address Ethical Considerations
7. Discuss Contemporary Relevance
8. Provide Case Studies
9. Engage the Audience
10. Conclude with Takeaways and;
11. Lastly, our group will end the report with a Q&A Session

TRANSCREATION

Transcreation is a fusion of the word "translation" and "creation." It describes copywriting content in a source text that needs to be made coherent, relevant, etc. in a new language. Transcreation is used to make sure that the target text is the same as the source text in every aspect: the message it conveys, style, the images and emotions it evokes and its cultural background. It is a creative adaptation process that goes beyond literal translation, focusing on preserving the message, tone, and impact of the original content while tailoring it to a different language or culture.

Cultural and Linguistic Context

The word "transcreation," which is a combination of the words "translation" and "creation," describes the process of translating a communication from one language to another while maintaining its context, intent, style, and tone. Within the realm of art, transcreation entails interpreting not only the artwork's literal meaning but also its creative expression, cultural subtleties, and feelings. The following are a few facets of the language around transcreation in art:

1. Cultural Nuances
2. Emotional Impact
3. Artistic Expression
4. Tone and Style
5. Poetic Devices
6. Intertextuality
7. Audience Perception
8. Collaboration with Artists

Example

The perception of artworks has been greatly influenced by their transcreation and reinterpretation in various cultural contexts. We may examine how these adaptations have affected how viewers interact with the work by showcasing some examples of them.

Leonardo da Vinci's famous work, the Mona Lisa, is one instance of a transcreation. This painting has undergone numerous cultural interpretations over time. Marcel Duchamp's production of the "L.H.O.O.Q" artwork is one noteworthy adaption. Duchamp challenged conventional ideas of art and posed queries on originality and authorship by embellishing a replica of the Mona Lisa with a beard and mustache. In addition to changing the artwork's appearance, this transcreation generated conversations on the function of the artist

Rules of the Transcreator

The rule of transcreation is very simple, one must take the idea and preserve the idea. If we take the picture pasted on the case study slide as an example, although the design and the concept changed, the technique used and the style used is not just based but is literally the same with the original one

IMPACT ON INTERPRETATION

The process of translating creative work such as a work of literature or art—from one language and culture to another while maintaining its meaning, aesthetic, and emotional resonance is known as transcreation. Transcreation can result in different interpretations when applied to artwork for a number of reasons:

- **Cultural Nuances** - different cultures may have unique symbols, metaphors, or references that may not have direct equivalents in another language.
- **Language Peculiarities:** Words in different languages may have multiple meanings, shades of connotation, or cultural associations.
- **Contextual Shifts:** The cultural, historical, or social context in which an artwork was created may not directly translate.
- **Emotional Tone:** The emotional impact of an artwork can vary based on language and cultural interpretations of emotions.

IMPACT ON INTERPRETATION

- **Aesthetic Sensibilities:** Different cultures have distinct aesthetic preferences. What is considered visually appealing or harmonious in one culture may not resonate the same way in another.
- **Wordplay and Puns:** Translating wordplay or puns can be particularly challenging, as they often rely on specific linguistic features that may not exist in another language.
- **Sociopolitical Context:** Art often reflects the sociopolitical climate of the time and place it was created.

All things considered, transcreation is a difficult process that calls for a clear awareness of the artistic aim in addition to a thorough comprehension of the source and target cultures. A complex tapestry of interpretations that may speak to a variety of audiences worldwide is made possible by this dynamic process.

Address Ethical Considerations

In transcreation, preserving the integrity of the original artwork means it preserves the message, the emotional connection and the contents while adapting the content for another cultural context. In a creative approach, it aims to resonate and create an impact as the original did. It ensured that the message and emotions conveyed and showed in the original is maintained, even if the language and cultural references are different.

Contemporary Relevance

Transcreation in the appreciation of art is still very important today. It entails interpreting and modifying art in various situations, languages, and cultures—a task that is especially crucial in our increasingly interconnected world. It's relevant for the following reasons:

- 1. Cultural Diversity:** Because art has an international reach, transcreation aids in bridging cultural divides and increases art's accessibility and significance for a larger audience. It makes it possible to celebrate and preserve a variety of artistic traditions.
- 2. Language Barriers:** Transcreation ensures that audiences can completely understand the intended message even in situations when language is a barrier, especially in an era of global exhibitions and online art venues.

Contemporary Relevance

3. Curation of Art: Transcreation is a common tool used by curators to present exhibitions that respect the integrity of the art while connecting with local audiences. This flexibility is essential for encouraging participation.

4. Political and Social Context: Contemporary topics are frequently addressed through art. Through contextualizing art to make it relevant to contemporary political and social challenges, transcreation encourages thought and discussion.

5. Cross-Media Adaptation: Art is often modified for use in a variety of media in the digital age. In order to maintain the integrity of art throughout these changes, transcreation is essential.

Contemporary Relevance

In conclusion, transcreation in the appreciation of art is crucial in the modern world to preserve the richness of artistic expression while making art more inclusive, approachable, and relevant across cultures and languages.

Case Studies



Summary

Transcreation is a process through which a message is delivered that differs in how it is perceived by the audience. It seeks for art to be delivered such that connects diverse groups to view and express how they interpret such art. It does mean that it renders how the audience will give criticism to which art may be perceived in many ways, for the message of the art does not only come from the author but with its audience that indulges themselves with such artistic expression of the world

Question and Answer

- 1. It describes copywriting content in a source text that needs to be made coherent, relevant, etc. in a new language.**
- 2. There are 5 contemporary relevance of transcreation including Cultural Diversity. State the remaining 4 contemporary relevance.**
- 3. Where does the word “transcreation” come from?**