



* What is semiotics?

- Semiotics /si:mɪ'ɒtɪks, ,sɛmɪ'ɒtɪks/ or semiotic studies is the scientific study of signs and sign systems. Language is a sign system. Language uses verbal signs.

3. Intersemiotic translation

- ▶ **Intersemiotic translation, or 'transmutation'** – 'an interpretation of verbal signs by means of non-verbal signs'. For example verbal signs of a text like a novel are translated to visual signs of a film.
- ▶ **Verbal signs → Non-verbal signs**

* What is 'transcreation'?

'Transcreation' is the creative adaptation of video games and advertising in particular.

- **Transcreation** is a term coined from the words "translation" and "creation", and a concept used in the field of translation studies to describe the process of adapting a message from one language to another, while maintaining its intent, style, tone, and context. A successfully transcreated message evokes the same emotions and carries the same implications in the target language as it does in the source language. It is related to the concept of localization, which similarly involves comprehensively adapting a translated text for the target audience.^[1] Transcreation highlights the translator's creative role.^[2] Unlike many other forms of translation, transcreation also often involves adapting not only words, but video and images to the target audience

*** What is 'localization'?**

- **'Localization' is the linguistic and cultural adaptation of a text for a new locale.**



Maria Tymoczko

Maria Tymoczko (1943 Ohio, US): She has researches in both literature and translation studies and has integrated the two fields in *Translation in a Postcolonial Context* (1999) which won the Michael J. Durkan Prize for the best book published in Irish language and cultural studies.

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- 2. Also 'translation' is a 'cross-cultural' act (the act which involves different cultures) which involves representation, transmission and transculturation.**

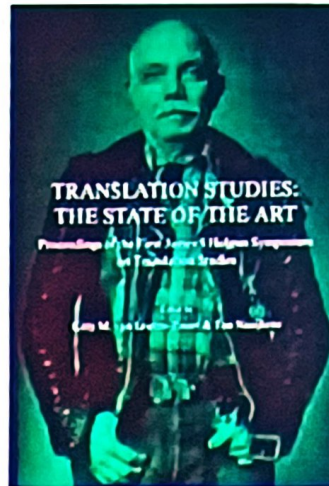
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1.2 What is translation studies?

- 'Translation Studies' is the scientific study of translation as an academic subject. It began in the second half of the twentieth century; 1950s, thanks to **James Holmes** and to some extent

Mary Snell-Hornby.



Mary Snell-Hornby

Mary Snell-Hornby (2 April 1940),

a British-Austrian translator and scholar

○ Since 1989 Mary Snell-Hornby holds dual nationality: British and Austrian.

**integrated concept
based on the theory
and practice
of translation**



What is the purpose of specialized translating and interpreting programs?

- ▶ The purpose of these programs is to train future **professional commercial translators and interpreters**. These programs are also good as they help the trainees enter the **market**