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A Journey to Local to Glocal : Translation to Transcreation

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Introduction: Translation and transcreation both play vital role in the translation process, without transcreation translation could lack the depth of its meaning of original work. The term Transcreation is a combination of the word's translation and creation (Team E., 2021). It can be stated as linguistic translation. Transcreation needs cultural understating and creativity. While translating any word, line, or text it is most needful to understand its context. So, it is necessary to translate any text concerning with the transcreation. In transcreation writers becomes creative partner of original writer. Translator translates the original work with the help of original writer without changing its contextual meaning. Translators build bridge between cultures, customs, social backgrounds. In the machine translation the translation is done literally but translation doesn't mean word to word translation, it should be creative and focusing on social, cultural and political interpretation of the original text. Translator must have to put his heart in the process while doing translation. Translation and transcreation always played very important role in the literary history, if Russian writers like Fyodor Dostoevsky, Leo Tolstoy, Anton Chekov, Alexander Pushkin would not have been translated into English, world couldn't get exposure to the great Russian Literature.

If Geetanjali would not have been translated into the English language, India could have missed the Nobel Prize for Literature. Even 21st century's first Nobel prize for literature awarded to the Chinese author Gao Xingjian whose work is translated into English language. Translators puts their soul while translation and trans create the world for example, Madhorubhagan by Perumal Murugan which is critically acclaimed, widely loved novel in Tamil literature. (Gurumurthy, 2016) If the present novel was not translated into English language the global readers may not have known the rare traditions, customs, social beliefs and local practices in the Tamil Nadu. The novel and its context are trans created in the translated novel which is entitled as One Part Woman (2010). It has become worldwide famous novel. It has crossed all local and national boundaries and it reached into the global market. Readers across the globe have appreciated social, religious, mythological, political, context trans created in the translate novel. Thus, with help of translation and transcreation local and regional literature is developed and distributed to the

reader in global market that transforms global reader into glocal reader.

Awards to the translated works are putting local writers to glocal positions and it is helping to create a new world through the process of transcreation.

Consider how uninteresting and limited our reading experiences would be if we didn't have access to translated works such as *The Odyssey*, *One Hundred Years of Solitude*, *Waiting for Godot*, *Don Quixote*, *Kafka on The Shore*, *The Little Prince*, *Anna Karenina* and numerous others. Moreover, think about how dire the literary landscape would be if future writers didn't have access to classic works written in languages other than English for education and inspiration. That's why today, I want to explore the transformative power of translated books, particularly the process of transcreation. I will provide an overview of the process, its importance, and recommend some noteworthy works that have been successfully translated.

Translators are getting fame, recognition across the globe in the form of awards and appreciation. International Booker prizes, J.C.B prize, Impac Dublin prize pays half of prize money to the translator of the award-winning book. It inspires the mob associated with the translation work to work profoundly and present the original works in the target language through the process of transcreation. Few years ago, translators not used to get much attention in comparison with writers, they were only remunerated for such works without any fame and popularity. Due to the awards translators are getting applauded and they are getting status like writers. they are getting fame, prize money. a prize money keeps inspiring another new upcoming translator to be into translation business.

In year 2005 the International Booker was awarded for the first time still under the title 'Man Booker International Prize' Since 2005 Each year, the Prize is given to a book that has been translated into the English language and has been published in either the United Kingdom or Ireland. It is intended to recognize and value world-class fiction on a global basis. The prize is worth £50,000, which is shared equally between the author and the translator. Additionally, each shortlisted title receives £2,500. Geetanjali Shree, an Indian author, received the prestigious international Booker prize in 2022 for her novel *Tomb of Sand*. Originally written in Hindi, the book was later translated into English (Alquist, 2022)

J.C.B Prize is an Indian literary award founded in 2018, the award annually awarded to Indian fiction book which is published in India in English language or translated into the English language which should be written by Indian author, award prize money is 25 lacs for main writer and 10 Lakh for the translator, they give 1 lac to five short listed novels. This year's J.C.B. prize winner novel name is the *Paradise of food* which is originally written in Urdu and later on translated in English by Baran Farooqi. (TRIPATHI, 2022)

Since its inception in 1994, the International Dublin Literary Award has grown to become one of the most lucrative literary prizes in the world, offering a cash prize of €100,000 (roughly equivalent to INR 89,27,300). This prestigious

award is presented to a novel written in or translated into English. One fascinating aspect of the award is that it accepts nominations from public libraries worldwide, with both authors and translators being eligible to win. It is noteworthy that public libraries from various parts of the world are responsible for submitting the nominations, and the prize is open to both authors and translators. (Team T. o., 2021)

There are many more awards across the globe for translation work in English. Now days some of organizations have started translation fellowships and residencies for the translators. The awards, fellowships are motivating translators to trans create the work enthusiastically.

Transcreation is a process that goes beyond literal translation, taking into account the cultural nuances and language differences between the source and target languages. This allows the translator to adapt the content to suit the target audience, ensuring that the tone and message resonate with them. This is particularly important for elements such as straplines, puns, and wordplay, which often require creative adaptations to convey the same meaning and impact as the original. Translators face a unique challenge as they can't assume the same shared knowledge in readers that writers can. This is due to language being closely tied to geography and community. As such, certain cultural practices, customs, and traditions might be difficult to explain in other parts of the world. Therefore, it's the translator's responsibility to provide an explanation that makes sense. This process is far more creative than simply using Google Translate to translate hundreds of pages word-for-word. Instead, it involves the translator capturing the original book's essence while also interpreting and adapting it as needed for the new audience. The goal is to create a book that retains the same energy and spirit as the original while remaining faithful to the author's vision. The process of translating books is a nuanced endeavor, requiring the translator to strike a balance between staying faithful to the original work while also creating a compelling book in its own right. The translator's primary objective is to recreate the emotions and sentiments experienced by the reader while remaining loyal to the artist's creative vision.

Indian novels in local languages are Trans created into English language and they are widely appreciated by the readers all across the globe in 2022

In year 2022 in Indian market of Fiction English there are only few books which are originally written in English was bestsellers. all market of bestselling was taken by Translated novels into English, all books are sticked to with regional content. people wanted to know the diversity of India

1. Rohzin by Rahman Abbas, Translated from Urdu language by Sabika Abbas Naqvi. Rohzin is which own Sahitya academy.
2. Ret Samadhi (Tomb of Sand) by Geetanjali Shree, Translated from Hindi language by Daisy Rockwel. The novel has won the International Booker prize, becoming the first novel translated from Hindi to do so. (SALAM, 2022)

3. The paradise of food by Khalil Jawed, Translated from Urdu language by Baran Farooqi. The novel won the J.C.B prize of 2022.
4. Valli by Sheela Thomas, Translated from Malayalam language by Jayasree Kalathil.
5. Imman By Manoranjan Byapari, Translated from Bengali language by Arunava Sinha.
6. Song of soil by Chuden Kabimo, Translated from Nepali Language by Ajit Barel.

All above books were best sellers in 2022 and it proves that translated work could do the magic in the literary world. All novels depict stories of various social, political, economic, psychological, backgrounds, culture and diversity of India. Transcreation gives a platform to local literature to present it at national and international level.

It is observed that by machine translations and translations by individual are literal and focusing on denotative meaning, it is most prominent to focus on the semantics and pragmatics of the language which is going to translate in the target language, translator must know the socio-political, cultural, religious, personal, background of the original writer. While transcreating any text translator should have proper knowledge of the linkages between words and their connotative meaning in the original language. 'Transcreation is basically understood by translation buyers as an effective way to ensure that the marketing message is culturally relevant and appropriate for the target audience. What is unclear is whether translators are involved in the process at all. (Gaballo, 2012)' Thus, we find that translator tries to translate the text which is conveying culturally relevant and most appropriate information which was presented in the original text. The target readers must test the same touch of the originality of the primary language and its connotative meaning as well.

Conclusion : Transcreation presents an excellent opportunity for translators who possess the drive to go beyond mere translation, acquire the required skills, and take on the entire creative process. On the other hand, if translators are unwilling to do so, or if they opt to focus solely on textual translation without considering the bigger picture, their contribution will be limited to that of a freelance translator. Transcreation empowers translators to apply their creativity and cultural expertise to generate material that strikes a chord with a fresh audience. Transcreation involves crafting original content that effectively conveys the writer's voice and message in a different language. It is not a straightforward translation; instead, it is a carefully crafted recreation customized to suit the specific cultural, customary, and mythological nuances of the target language. Transcreation involves recreating the original content in a new cultural and linguistic context. Literature plays a crucial role in bridging the gap between global and local communities. The process of translation and transcreation provides an opportunity to showcase local texts on a global platform, making them accessible to a wider

audience. This allows for the creation of a 'glocal' space where local literature can be shared and celebrated on a global scale.

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