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Transcreation meaning in tamil

Transcreation is a process similar to translation which involves adapting a content from one language to another. However maintaining the integrity, tone and style of the source document. Transcreation meaning includes different cocepts for instance cultural adaptation, internationalization, marketing translation, free-style translation etc. In short transcreation is translation+ creation that emphasizes the translator’s independent creative role.As the global market is expanding rapidly, the marketing and advertising measures are evolving as well. Therefore, to be effective and efficient the marketing should be in such a manner that the target audience connect to the message. Thus, giving them a reason to buy the product or the service. In addition to language translation, business transcreation includes culture, mores, dialects, idiom, humor, and other factors.Renowned brands like coca cola, Volkswagen etc. tend to transcreate advertisements according to the region they advertise it in. This is to ensure that their corporate brand identity is properly conveyed in highly diverse markets around the world. Consumers are the base and ultimate source of success for any business. Therefore, in order to establish a relationship between the consumers the brand may have t create an emotional connection.USES OF TRANSCREATIONThe concept of transcreation includes language translation, cultural and emotional relativity. So, when a company wants to deliver their native message with different cultures and languages, they hire a translation agency to translate and create their message for use in international markets. However, the message in the source content should not be lost.Transcreation, just like translation, transcription and transliteration helps to expand business into a new market. It may also involve removing some local messages, or re-organizing information to capture your target audience’s interest. Therefore, it can be a effective tool for globalization. Moreover, we can use it in all media: radio advertisements, voice overs, websites, banner advertisements, etc.One may use transcreation, when the brand has more nuance content. Moreover, to make the target audience understand the brand’s message and voice, specifically advertising and marketing collateral. The emotion, tone, style and intent of the advertising message should remain the same.BENEFITS OR ADVANTAGES OF TRANSCREATING CONTENTCreative translation is essential in your corporate and marketing texts. The benefits of transcreation does not limit to the most visible material. Some of the following are the benefits of taking transcreation services.Effective marketing calls for a great deal of creativity, and this also applies to multilingual marketing.It’s effective in all communication where creativity is needed to reinforce the message.It increases the brand awareness among different groups and regions.Further, businesses use it for marketing and advertising field as a way to adapt creative messages or slogans to global audiencesA proper advertisement transcreation may result in a new message, not a new idea, therefore expansion of the business.Transcreation significantly contributes to optimizing your localized content for search engines.A website may be completely fail if its linguists simply translate it by a google translator or bilingual dictionary. Therefore, it is very important for a international organization to invest in a translation agency that offer transcreation help as well.DIFFERENCE BETWEEN TRANSLATION AND TRANSCREATIONBoth translation and transcreation have the same objective of converting a content from one language to another maintaining the integrity. However, transcreation focuses on providing custom translations in accordance with the region. Having a consistent message in local languages is the best marketing strategy to achieve a global presence. The following are the oints of difference between translation and transcreation.While translation focusses on replacing the words from the source to the target language, transcreation services focusses on conveying the same message and concept in a new language.While translators seek to reproduce the wording and intent of a message. Transcreators are copywriter linguists who seek to evoke the emotional response by re-creating the message in accordance with the target audience.The process of translation starts with a source text. Transcreation starts with a creative brief of the content in your source language. A thorough understanding of the concepts of the advertisement is necessary to trigger the result.While translating a document they translator has to ensure accuracy and authenticity of the content and the format. Transcreation ensures the delivery of the message to the target audience however the content may not be exact.One may calculate the cost of translation on per word or per page basis; whereas transcreation is charged on hourly or project complexity basis.Translation is about conversion of the exact content in a different language. Transcreation is about creating new content that captures the brand voice and message in an entirely new language. No matter what services you take, the first step is to know the type of service that can get you maximum outcome. Nowadays, most online translation agencies such as ourselves include transcreation in their services, to help clients consolidate their positions in local markets. What’s the difference between Translation, Transcreation, and Transliteration?In this globalized world, translation has become an essential tool for success in various spheres such as business and communication. The ever-increasing demand for translation services and their wide application has led to the emergence of different language services.Translation, Transcreation, and Transliteration. These three terms sound very similar and it is easy to get confused. In fact, it is a common misconception that these terms can be used interchangeably.The truth, however, is that translation, transcreation, and transliteration refer to three completely different processes.This blog aims to dispel all shadow of a doubt you may have over these three terms. By providing you with more clarity on the matter, you will be able to choose the right service for your needs!1. What is translation?Translation has a long history. According to historians the first-ever translations of text date back to the 3rd century BCE. During the Middle Ages, Latin became the most influential language in Europe.Hence, many works we know today actually translated from Latin. For instance, Alfred the Great, king of Wessex, England, initiated the translation of Bede’s Ecclesiastical History and Boethius’ Consolation of Philosophy from Latin into the Anglo-Saxon vernacular.Outside of Europe, the Arabs undertook the translation of scientific and philosophical works of the Ancient Greeks.It was in the 14th century when the first translation in English made - Geoffrey Chaucer’s Knight’s Tale was an adaptation of Boccaccio’s epic poem Teseida in Italian.Source Undoubtedly, translation has come a long way since then. Nowadays technology has made its way into it. Machine translation, neural machine translation as well as post-editing machine translation are the leading trends in this sphere.Although human translators play a central role in the process of translation, technology has definitely enabled them to do their job faster and more effectively.But what exactly is translation?To put it simply, translation is the process whereby the meaning of the source text conveyed in the target language. The main goal of translation is to keep the meaning and essence of the original text.Many people think that when a translator works on a certain text, they translate it word for word and they tend to forget that different languages work differently in terms of punctuation, linguistic nuances, and structure.Thus, the translator has to adapt the original text to the grammatical and punctuation norms of the target language as well as the culture aimed at. This whole translation process can turn into a rather creative wordplay.Translators are required to have native-like proficiency in the languages they work with. Having additional degrees, certifications, and qualifications related to the languages and fields they work in is vital for a successful career in this industry.Also read: How To Recruit The Right TranslatorSome companies that avail translation services even insist that their translators are native in the language they translate into since a native speaker has a greater feeling for their mother tongue.Still, knowing two languages fluently is not enough to do the job. Translators have usually additional qualifications in various fields of expertise such as law, marketing, medicine, etc. This ensures that they will be able to produce an excellent translation.2. What is transcreation?Transcreation is a translation process whereby the tone, intention, and style of the original text is maintained in the target text. Transcreation might even involve changing imagery, names of brands and products as well as adapting the slogan of a company to the new market or audience it is targeting.Source For instance, KFC’s slogan Finger-licking good! was adapted to the German-speaking market as Huhnwiderstehlich gut!. This is an excellent example of transcreation.Similar to its’ English slogan, the brand has maintained the wordplay in its’ German transcreation. Huhn (pronounced as /hu:n/) means chicken in German which is the most frequently used ingredient in KFC’s products.The team working on the transcreation of KFC’s slogan noticed how similarly Huhn sounds to the prefix un (pronounced as /un/) in unwiderstehlich (meaning irresistible in English). This is how Huhnwiderstehlich gut! (meaning Irresistibly good!) was created.SourceKFC’s slogan is a great example of how transcreation works. Clearly, this a rather a creative process. Sometimes it might require a complete transformation of the content translated so that it can better resonate with the audience and the culture that the text targets.How is translation different from transcreation?Transcreation can be easily confused with translation. Thus, it is important to note these two terms denote two completely different processes. To put it simply, in transcreation, the transcreator offered more freedom of expression than in translation. This could the most distinctive difference between translation and transcreation.While translation primarily focuses on communicating the meaning of a text and hence, relying more on using the right words, transcreation takes into consideration not only the meaning of a text, but also its’ style, tone, intent as well as the visual aspects of the source text and adapts it so that it aligns with the beliefs, culture, and traditions of the audience it is aimed at. If you haven’t read our article on Transcreation Services: Key to Global Marketing Success, don’t forget to take a look at it.The term “transcreation” isn’t as widely used as compared to “translation”. But it is done and shown almost everywhere! From billboards to individual product packaging design, transcreation can be involved in all those marketing campaigns.Translation or Transcreation? Which service should I take?Words from English can be changed to Chinese, for example, when the product is to be sold in Chinese-speaking countries.You might be wondering what is the difference between transcreation and translation then?In this article, we will teach you the 5 key ways of how transcreation differs from translation.You can find translators who specialise in marketing translation. It is a fusion of both translation and localisation. You’ll still get the words translated from the source to target language but it will not cover the creative side of marketing. Texts such as idioms, slang, reference, and cultural quirks will be considered in marketing translation.Transcreation:Transcreation, also known as creative translation or international adaptation, allows you to do one step more than marketing translation.On top of translating texts, transcreation also takes into account the visual advertising materials. It recreates the marketing materials from one culture to another.Marketing translation only translates the copy of the content. Images and visual representations will not be covered. It changes the text within them, making them understandable and relatable for the target audience.Transcreation:On the other hand, transcreation works with all the elements of your materials — text, design, artwork, marketing angle, etc.Transcreation’s scope of work is more complete for marketing campaigns as compared to translation.For example, if you plan to transform a website landing page for a new target audience or market, marketing translation would only help you with the main text portion. Whereas, transcreation would make sure all the taglines, puns, images, colours, design, and even logo are culturally suitable for your intended audience.There’s a difference between translating ordinary texts and translating marketing copy. Since the scope of transcreating is greater than showcasing interpretation, the skills required for it are unique and more demanding in terms of creativity.Transcreation:A transcreator should be a highly creative professional with perfect language and marketing skills. They should have a good grasp of the skills of a translator, copywriter, and marketer.For marketing translation, the translator’s goal is to make sure that the message is well-suited for the target audience so that they can understand the meaning of the text. Directly translating a sentence word for word may not be good enough for locals to understand what you are trying to get across.Thus, translators will have to adapt the text with the goal of helping the target audience understand in mind.Transcreation:In transcreation, the goal of the transcreator will be to make the message speak naturally to your target audience. It also aims to stir up the same emotions and reactions as the original message on top of simply understanding the meaning of the words.In short, marketing translation generates a, “Oh, I see what you mean! Totally get what you are saying,” reaction and transcreation generates a, “oh my gosh! I get it and how is it that I want to reconnect with my childhood friends again?” reaction.As discussed in the four points previously, the intention, skills, and scope are rather different for translation and transcreation. With their differences, it’ll mean that the creation process will vary as well.The process of translation starts with the original content in text format and ends with the content in the target language in text format as well.Transcreation:On the other hand, transcreation needs to start from scratch. It needs to be thought with an entirely new local perspective. At times, it is even necessary to reevaluate the whole project or campaign and start all over again.To sum it all up, translation — or marketing translation — is simply a text-based translation of one language to another language.Transcription is taking into account every part of marketing and re-creating the original content into something powerful and suitable for the target audience’s culture.Contact us today for both transcreation and translation services.

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