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Nota di contenuto	1 Introduction: Transcreation in the digital age (Loukia Kostopoulou and Parthena Charalampidou) -- Part 1: Theoretical perspectives on transcreation -- 2 Transcreation as a means of distinction. The use of transcreation in the translation industry (Klaus Kaindl) -- 3 Transcreation. Coming to Hecuba (José Fernando Carrero Martín and Juan José Martínez Sierra) -- 4 Transcreation, a fact of culture. A creative strategy across audiovisual genres (Alessandra Rizzo) -- Part 2: The practice of transcreation -- 5 The localisation, transcreation and adaptation of cultural realia in video games: The case of cultural (re) presentation in Arena of Valor (Luis Damián Moreno García) -- 6 Transmedial strategies of retextualisations of multimodal humorous discourse. Turning image-macro memes into reels (Pietro Luigi Iaia) -- 7 From briefing to voiceover direction: The transcreation workflow in a practitioner's experience (Claudia Benetello) -- Part 3: Training the

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Sommario/riassunto

"This collection of essays represents an original and much needed contribution to the study of transcreation. The chapters are well-tuned to professional, media, technological and pedagogical realities on the ground, establishing useful links between theory and practice. Every essay in its own way takes existing scholarship forward by enriching our understanding of transcreation and carving new pathways for interdisciplinary study." -Dionysios Kapsakis, University of Roehampton, UK This edited book explores the practice of transcreation in a variety of contexts, from audiovisual material to digital and marketing material. Drawing on the latest developments in translation and media studies, the volume promotes an understanding of the transcreation process and the way it challenges the concept of translation (Chaume 2018) and impacts on training for translators, localizers and content creators. Chapters include both theoretical and experimental research contributions that investigate facets of transcreation in diverse media and genres and offer constructive insights in the discipline. This book covers the theoretical aspects and practices of transcreation in audiovisual and digital media and will appeal to scholars, researchers and professionals working in the fields of translation, especially audiovisual translation, transcreation, localization and new media. Loukia Kostopoulou is a Teaching and Research Fellow in Audiovisual Translation at the School of French, Aristotle University of Thessaloniki, Greece. Parthena Charalampidou is a Teaching and Research Fellow of Localization/Multimodal Translation at the School of French Language and Literature, Aristotle University of Thessaloniki, Greece.
