

Transcreation in the Creative Industries (AST020L727S) (Not Live)

Formerly AST020L724Y

[View Online](#)



[1]

Dionysios Kapsakis, 'Translation in the Creative Industries generic article'. [Online]. Available: https://www.languages-media.com/press_interviews_2020_kapsakis.php

[2]

'Mapping the Creative Industries: a Toolkit | Blog | Creative Economy | British Council'. [Online]. Available: <http://creativeeconomy.britishcouncil.org/blog/10/04/08/mapping-creative-industries-toolkit/>

[3]

M. De Mooij, 'Translating Advertising', *The Translator*, vol. 10, no. 2, pp. 179–198, Nov. 2004, doi: 10.1080/13556509.2004.10799176.

[4]

Viviana Gaballo, 'Exploring the Boundaries of Transcreation in Specialized Translation' [Online]. Available: <https://edipuglia.it/wp-content/uploads/ESP%202012/Gaballo.pdf>

[5]

Dionysios Kapsakis, 'Translation in the creative industries: An introduction' [Online]. Available: https://www.jostrans.org/issue29/art_kapsakis.pdf

[6]

Daniel Pedersen, 'Exploring the concept of transcreation – transcreation as "more than translation"?' [Online]. Available:
https://www.academia.edu/10238994/Exploring_the_concept_of_transcreation_transcreation_as_more_than_translation

[7]

D. Pedersen, 'Exploring the Concept of Transcreation - Transcreation as 'More than Translation?', *Cultus*, vol. 7, 2014 [Online]. Available:
<http://www.cultusjournal.com/index.php/archive/16-issue-2014-v-7-transcreation-and-the-professions>

[8]

Zethsen, Karen, 'Beyond Translation Proper—Extending the Field of Translation Studies', *TTR : traduction, terminologie, rédaction*, vol. 20, no. 1, pp. 281–308, doi:
<https://doi.org/10.7202/018506ar>. [Online]. Available:
<https://www.erudit.org/en/journals/ttr/2007-v20-n1-ttr2280/018506ar/>

[9]

M.-N. Guillot, 'Cross-cultural pragmatics and translation: The case of museum texts as interlingual representation', in *Translation: a multidisciplinary approach*, J. House, Ed. Basingstoke: Palgrave Macmillan, 2017, pp. 73–95 [Online]. Available:
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1765618>

[10]

T. Kristensen, 'Localisation and tourist brochures', *Perspectives*, vol. 10, no. 3, pp. 193–205, Jan. 2002, doi: 10.1080/0907676X.2002.9961444.

[11]

M.-H. Liao, 'Museums and creative industries: The contribution of Translation Studies', *The Journal of Specialised Translation*, vol. 29, 2018 [Online]. Available:
http://www.jostrans.org/issue29/art_liao.php

[12]

R. Neather, ““Non-Expert” Translators in a Professional Community”, *The Translator*, vol. 18, no. 2, pp. 245–268, Nov. 2012, doi: 10.1080/13556509.2012.10799510.

[13]

M. Z. Sulaiman, ‘The misunderstood concept of translation in tourism promotion’, *The International Journal of Translation and Interpreting Research*, vol. 8, no. 1, Apr. 2016, doi: 10.12807/ti.108201.2016.a04.

[14]

M. Z. Sulaiman and R. Wilson, *Translation and Tourism: Strategies for Effective Cross-Cultural Promotion*, 1st ed. 2019. Singapore: Springer, 2019 [Online]. Available: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9789811363436&uid=^u>

[15]

Louise Ravelli, *Museum Texts: Communication Frameworks*. Routledge, 2006 [Online]. Available: <https://www.amazon.co.uk/Museum-Texts-Communication-COMMUNICATION-Jan-01-2006/dp/B007S7J9VE>

[16]

I. Torresi, *Translating Promotional and Advertising Texts*. Hoboken: Taylor and Francis, 2014.

[17]

J. Hartley, Ed., *Creative industries*. Malden, Mass: Blackwell, 2005 [Online]. Available: <https://roe.idm.oclc.org/login?url=https://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781405137454&uid=^u>

[18]

R. Davies and G. Sigthorsson, *Introducing the creative industries: from theory to practice*. Los Angeles: SAGE, 2013 [Online]. Available: <https://app.talis.com/textbooks/9781446281567>

[19]

G. Deutscher, Through the language glass: why the world looks different in other languages. London: Arrow, 2011 [Online]. Available: <https://roeuni.overdrive.com/media/2901047>

[20]

M. Clarke, Verbalising the visual: translating art and design into words. Lausanne: AVA Academia, 2007.

[21]

D. Vesela and K. Klimova, 'Creative industries and their relation to translation/interpreting practice and to innovation', Global Journal of Computer Science, vol. 5, no. 1, Nov. 2015, doi: 10.18844/gjcs.v5i1.28.

[22]

J. Hartley, Creative industries. Malden, MA: Blackwell Pub, 2005 [Online]. Available: <https://roe.idm.oclc.org/login?url=https://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781405137454&uid=^u>

[23]

D. Katan, 'Translation at the cross-roads: Time for the transcreational turn?', Perspectives, vol. 24, no. 3, pp. 365–381, Jul. 2016, doi: 10.1080/0907676X.2015.1016049.

[24]

D. Katan, M. Ben Taïbi, and Taylor & Francis (Londyn), Translating cultures: an introduction for translators, interpreters and mediators, Third edition. Abingdon: Routledge is an imprint of the Taylor & Francis Group, an informa business, 2021.

[25]

G. Massey, E. Huertas-Barros, and D. Katan, The Human Translator in The 2020s. Milton:

Taylor & Francis Group, 2022.

[26]

S. Laviosa and M.
Gonza

Iez Davies, Eds., The Routledge handbook of translation and culture. Abingdon, Oxon: Routledge, Taylor and Francis Group, 2020 [Online]. Available: <https://roe.idm.oclc.org/login?url=https://www-vlebooks-com.roe.idm.oclc.org/Vleweb/Product/Index/1998722?page=0&uid=^u>

[27]

T. Flew, The creative industries: culture and policy. Los Angeles, [Calif.]: SAGE, 2012 [Online]. Available: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781446254226&uid=^u>

[28]

K. Malmkjær, Translation and creativity. New York, NY: Routledge, 2020.

[29]

C. Spinzi and A. Rizzo, Eds., Translation or transcreation?: discourses, texts and visuals. Newcastle upon Tyne: Cambridge Scholars Publishing, 2018.

[30]

J. Berger, Ways of seeing. London: Penguin, 2008 [Online]. Available: <https://roe.idm.oclc.org/login?url=https://www-vlebooks-com.roe.idm.oclc.org/Vleweb/Product/Index/661959?page=0&uid=^u>

[31]

S. Anholt, Another One Bites the Grass: Creating International Ad Campaigns That Make Sense. John Wiley & Sons, 2000.

[32]

A. Esser, M. Bernal-Merino, and I. R. Smith, Eds. Media across borders: localizing TV, film and video games, vol. Routledge advances in internationalizing media studies. New York: Routledge, 2016 [Online]. Available:
<https://roe.idm.oclc.org/login?url=https://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781315749983&uid=^u>

[33]

Sissel Marie Rike, 'Bilingual corporate websites — from translation to transcreation?', The Journal of Specialised Translation, vol. 20, pp. 68–85, 2013 [Online]. Available: http://www.jostrans.org/issue20/art_rike.php

[34]

R. Tomei, Advertising Culture and Translation : From Colonial to Global. Newcastle-upon-Tyne, UNKNOWN: Cambridge Scholars Publishing, 2017 [Online]. Available:
<https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=4820192>

[35]

K. Sturge, Representing others: translation, ethnography and the museum, vol. Translation theories explored. Manchester: St. Jerome, 2007.

[36]

K. K. Zethsen, 'Beyond Translation Proper—Extending the Field of Translation Studies', TTR: Traduction, terminologie, rédaction, vol. 20, no. 1, 2007, doi: 10.7202/018506ar.

[37]

S. Bermann and C. Porter, A companion to translation studies, vol. Blackwell companions to literature and culture. Chichester, England: Wiley-Blackwell, 2014 [Online]. Available:
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1598002>

[38]

B. Bolander, Language and power in blogs: interaction, disagreements and agreements, vol. Pragmatics&beyond new series. Amsterdam: John Benjamins Publishing Company, 2013 [Online]. Available: <http://site.ebrary.com/lib/roehampton/Doc?id=10813549>

[39]

C.
Milln
,

and F. Bartrina, The Routledge handbook of translation studies, vol. Routledge handbooks in applied linguistics. London: Routledge, 2013 [Online]. Available: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780203102893&uid=^u>

[40]

D. Jennings, Net, blogs and rock 'n' roll: how digital discovery works and what it means for consumers, creators and culture. London: Nicholas Brealey, 2007.

[41]

D. Katan, Translating cultures: an introduction for translators, interpreters and mediators, 2nd ed. Manchester: St. Jerome Pub, 2004 [Online]. Available: <http://www.loc.gov/catdir/toc/ecip048/2003018476.html>

[42]

B. Moeran, The business of creativity: toward an anthropology of worth, vol. Anthropology and business: crossing boundaries, innovating praxis. Walnut Creek, CA: Left Coast Press, 2014 [Online]. Available: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1585262>

[43]

T. deWaal Malefyt and B. Moeran, Advertising cultures. Oxford: Berg, 2003.

[44]

A. Moore, *The creative person's website builder: how to make a pro website yourself using WordPress and other easy tools*. Cincinnati, Ohio: How Books, 2012.

[45]

B. Adab and C. Valdés, Eds., 'The Translator: Vol 10, No 2' [Online]. Available:
<http://www.tandfonline.com/toc/rtrn20/10/2?nav=tocList>

[46]

J. Simmons, *The invisible grail: how brands can be used to engage with audiences*, Revised edition. Rochester: Urbane Publications, 2016.

[47]

L. Raw, Ed., *Translation, adaptation and transformation*, vol. Bloomsbury advances in translation. London: Bloomsbury, 2013 [Online]. Available:
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1748705>

[48]

B. Williams, D. Damstra, and H. Stern, *Professional WordPress: design and development*, Third edition. Hoboken: John Wiley & Sons, 2015 [Online]. Available:
<http://site.ebrary.com/lib/roehampton/Doc?id=10381068>

[49]

T. Flew, 'Toward a Cultural Economic Geography of Creative Industries and Urban Development: Introduction to the Special Issue on Creative Industries and Urban Development', *The Information Society*, vol. 26, no. 2, pp. 85–91, Feb. 2010, doi: 10.1080/01972240903562704.

[50]

T. Flew, *The creative industries: culture and policy*. London: SAGE, 2012.

[51]

'How to Make a Living in the Creative Industries'. [Online]. Available: <http://www.wipo.int/publications/en/details.jsp?id=4040>

[52]

P. Stoneman and ebrary, Inc, *Soft innovation: economics, product aesthetics, and the creative industries*. Oxford: Oxford University Press, 2010 [Online]. Available: <http://site.ebrary.com/lib/roehampton/Doc?id=10356804>

[53]

C. Mathieu, Ed., *Careers in creative industries*. London: Routledge, 2015 [Online]. Available: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780203136164&uid=^u>

[54]

'BRITISH COUNCIL_MappingCreativeIndustriesToolkit_2-2.pdf'. [Online]. Available: http://www.acpcultures.eu/_upload/ocr_document/BRITISH%20COUNCIL_MappingCreativeIndustriesToolkit_2-2.pdf

[55]

E. Bielsa, *Cosmopolitanism and translation*, vol. Translation theories explored. Milton Park, Abingdon, Oxon: Routledge, 2016.

[56]

D. Hesmondhalgh, *The cultural industries*, 3rd ed. London: SAGE, 2013.

[57]

'Creative economy outlook and Country profiles: Trends in international trade in creative industries - webditcted2016d5_en.pdf'. UNCTAD [Online]. Available: http://unctad.org/en/PublicationsLibrary/webditcted2016d5_en.pdf

[58]

'From cultural to creative industries: International Journal of Cultural Policy: Vol 11, No 1' [Online]. Available: <http://www.tandfonline.com/doi/full/10.1080/10286630500067606>

[59]

N. Garnham, 'From cultural to creative industries', International Journal of Cultural Policy, vol. 11, no. 1, pp. 15–29, Mar. 2005, doi: 10.1080/10286630500067606.

[60]

Y. (Viola) Chen, 'Translation, the Knowledge Economy, and Crossing Boundaries in Contemporary Education', Educational Philosophy and Theory, vol. 48, no. 12, pp. 1284–1297, Oct. 2016, doi: 10.1080/00131857.2015.1068684.

[61]

D. Carr, Promise of cultural institutions. Walnut Creek, CA: AltaMira Press, 2003.

[62]

A. J. Liddicoat, 'Intercultural mediation, intercultural communication and translation', Perspectives, vol. 24, no. 3, pp. 354–364, Jul. 2016, doi: 10.1080/0907676X.2014.980279.

[63]

A. J. Liddicoat, 'Translation as intercultural mediation: setting the scene', Perspectives, vol. 24, no. 3, pp. 347–353, Jul. 2016, doi: 10.1080/0907676X.2015.1125934.

[64]

L. Humphrey, Little Book of Transcreation. London: Mother Tongue Ltd, 2011.

[65]

I. Torresi, Translating promotional and advertising texts, vol. Translation practices explained. Manchester: St. Jerome, 2010 [Online]. Available:
<https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1743923>

[66]

M. Cronin and S. Simon, 'Introduction: The city as translation zone', Translation Studies, vol. 7, no. 2, pp. 119–132, May 2014, doi: 10.1080/14781700.2014.897641.

[67]

I. Torresi, Translating promotional and advertising texts, vol. Translation practices explained. Manchester: St. Jerome, 2010 [Online]. Available:
<https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1743923>

[68]

P. G. Rubel and A. Rosman, Eds., Translating cultures: perspectives on translation and anthropology. Oxford: Berg, 2003.

[69]

J. Clifford, G. E. Marcus, and School of American Research, Writing culture: the poetics and politics of ethnography, vol. A School of American Research advanced seminar. Berkeley, Calif: University of California Press, 1986.

[70]

C. Geertz, The interpretation of cultures: selected essays. London: Fontana Press, 1993.

[71]

D. Kenny and K. Ryou, Across boundaries: international perspectives on translation studies . Newcastle: Cambridge Scholars, 2007.

[72]

M.-N. Guillot, 'Cross-Cultural Pragmatics and Translation', vol. Palgrave advances in language and linguistics, J. House, Ed. Basingstoke: Palgrave Macmillan, 2014, pp. 73–95.

[73]

D. Abend-David, Ed., Media and translation: an interdisciplinary approach, Paperback edition. New York: Bloomsbury Academic, an imprint of Bloomsbury Publishing Inc, 2016.

[74]

G. B. Brodie Emma Cole and E. C. Cole, Eds., Adapting Translation for the Stage (Routledge Advances in Theatre & Performance Studies). Routledge; 1 edition [Online]. Available: https://www.amazon.com/Adapting-Translation-Routledge-Advances-Performance/dp/1138218871/ref=mt_hardcover?_encoding=UTF8&me=

[75]

K. K. Krebs, Ed., Translation And Adaptation In Theatre And Film. Taylor & Francis Ltd, 2013.

[76]

M. Borodo, Translation, globalization and younger audiences : the situation in Poland: Volume 25. Oxford: Peter Lang, 2017.

[77]

R. S. Silverman, Ed., Museum as Process: Translating Local and Global Knowledges (Museum Meanings). Routledge; 1 edition [Online]. Available: <https://www.amazon.com/Museum-Process-Translating-Knowledges-Meanings/dp/0415661>

579/ref=sr_1_1?ie=UTF8&qid=1504961720&sr=8-1&keywords=Museum+as+a+Process

[78]

P. Schlesinger, 'The creative economy: invention of a global orthodoxy', *Innovation: The European Journal of Social Science Research*, vol. 30, no. 1, pp. 73–90, Jan. 2017, doi: 10.1080/13511610.2016.1201651.

[79]

C. Landry and P. Wood, *The Intercultural City*. Earthscan Publications Ltd. [Online]. Available:
<http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=nlebk&AN=208923&authtype=shib&custid=s8507611>

[80]

H. Ringrow, *The language of cosmetics advertising*. London: Palgrave Macmillan, 2016.

[81]

R. Tomei, *Advertising Culture and Translation : From Colonial to Global*. Newcastle-upon-Tyne, UNKNOWN: Cambridge Scholars Publishing, 2017 [Online]. Available:
<https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=4820192>

[82]

John O'ReganJane WilkinsonMike Robinson, *Travelling Languages: Culture, Communication and Translation in a Mobile World (Hardback)* - Routledge. Routledge, 2014 [Online]. Available: <https://www.routledge.com/product/isbn/9780415739375?source=igodigital>

[83]

Y. Gambier, *Border Crossings : Translation Studies and other disciplines*: 126. Amsterdam/Philadelphia, NETHERLANDS: John Benjamins Publishing Company, 2016 [Online]. Available:
<https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=4661486>

[84]

Camilla Østergaard Pedersen, 'Exploring the concept of transcreation PhD Thesis'. [Online]. Available: <http://pure.au.dk/portal/files/61306039/Thesis.pdf>

[85]

Daniel Pedersen, 'Transcreation in Marketing and Advertising – An Ethnographic Study1 PhD Thesis'. [Online]. Available: http://pure.au.dk/portal/files/99715430/Transcreation_in_Marketing_and_Advertising_An_Ethnographic_Study1.pdf

[86]

Routledge handbook of translation and politics. London: Routledge, 2018.

[87]

D. Pedersen, 'Managing transcreation projects', Translation Spaces, vol. 6, no. 1, pp. 44–61, Oct. 2017, doi: 10.1075/ts.6.1.03ped.

[88]

'Cultusjournal - Transcreation and the Professions (2014, 7)'. [Online]. Available: <http://www.cultusjournal.com/index.php/current-issue>

[89]

'Creative Industries'. [Online]. Available: <http://www.thecreativeindustries.co.uk/>

[90]

'VIDEO: Transcreation as a convention-defying practice | Claudia Benetello | Pulse | LinkedIn'. [Online]. Available: <https://www.linkedin.com/pulse/video-transcreation-convention-defying-practice-claudia-be>

netello

[91]

'transcreation'. [Online]. Available:
<http://www.translationsinlondon.com/transcreation-translating-for-the-creative-industries/>

[92]

Elena Manca, Ed., 'Cultus - Tourism Across Cultures', vol. 1, no. 9, 2016 [Online]. Available:
<http://www.cultusjournal.com/index.php/current-issue>

[93]

D. Katan, Ed., 'Cultus - Transcreation and the Professions', vol. 7, 2014 [Online]. Available:
<http://www.cultusjournal.com/index.php/archive/16-issue-2014-v-7-transcreation-and-the-professions>

[94]

Claudia Benetello, 'Transcreation as Creation of a New Original: a NortonTM Case Study'. 11AD [Online]. Available:
<https://www.youtube.com/watch?v=IF-F89RhWM&feature=youtu.be>

[95]

Mediating Emergencies and Conflicts: Frontline Translating and Interpreting (Palgrave Studies in Translating and Interpreting). Palgrave Macmillan; 1st ed. 2016 edition, 12AD [Online]. Available:
https://www.amazon.co.uk/d/cka/Mediating-Emergencies-Conflicts-Frontline-Translating-Interpreting-Palgrave/1349716413/ref=sr_1_1?ie=UTF8&qid=1492608787&sr=8-1&keywords=federici+emergency

[96]

'LISA: Homepage'. [Online]. Available:
<https://web.archive.org/web/20110101195336/http://www.lisa.org/Homepage.8.0.html>

[97]

'Mind the gap in tourism discourse: traduzione, mediazione, inclusione | Altre Modernità (2019)' [Online]. Available: <https://riviste.unimi.it/index.php/AMonline/issue/view/1392/showToc>

[98]

S. Bassnett, Translation. New York: Routledge, 2014 [Online]. Available: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780203068892&uid=^u>

[99]

K. Sheehan, Controversies in contemporary advertising, Second edition. Los Angeles: SAGE, 2014 [Online]. Available: <http://dx.doi.org/10.4135/9781452233130>

[100]

S. Anholt, 'Travel and tourism companies: Global brands', Journal of Vacation Marketing, vol. 5, no. 3, pp. 290–295, Jul. 1999, doi: 10.1177/135676679900500308.

[101]

K. Malmkjær, Translation and creativity. New York, NY: Routledge, 2020.

[102]

J. Yorke, Into the woods: a five-act journey into story. New York, NY: The Overlook Press, 2015.