

Trans-creation: A Literary Voyage towards Genre of Aesthetic Art Forms

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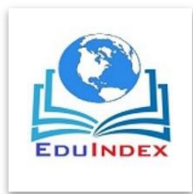
Abstract

Trans-creation is the joining of two words translation and creation. Written form of literature was evolved from oral literatures during Anglo-Saxon Period in England. This evolution was nothing but the first level of trans-creation. Aesthetics is a mixture of nature of art and our experience of it. The paper will go through the difference between translation, localization and trans-creation. Translation or localization goes with the languages, where one can simply substitute the literary work with other words according to the context, society and culture. Trans-creation is a mixture of language and creativity. A person without the ability of creativity and language skills cannot become a good creator of this genre. Translator doesn't have to be live, but trans-creation into art forms happens live and hence trans-creator has to be live. The qualities of a good maker of aesthetic art forms are listed out in the paper. The paper also portrays few examples of articles based on trans-creation and visual citations of Tamil poetry turned into a dance form. The different types into which a literature can be transformed are also depicted in the paper such as dance, music, dance-drama, street play etc. This paper is a voyage which shows the importance of trans-creating the literary works into an aesthetic art form, especially for new generation. The significance of digital aid to spread trans-created works is highlighted. A coin does have two sides, similarly the paper holds up the limitations of trans-creation. The entanglement of language, literature and aesthetic art brings out a beautiful braid of the design and crux of trans-creation into aesthetic art forms in this paper.

Keywords: *Aesthetic art forms, Creativity, Trans-creation, Translation*

1. Introduction

The narrow difference between Translation, Localization and Trans-creation is an important aspect to be travelled through by the students of language and literature. Translation is challenging and the other two are much more than just a challenge. This paper focuses on the trans-creation in aesthetic art forms. The origin of the study is an article related to trans-creation. The whole thought process was a mixture of oral literature being transformed into literature, which in turn transformed into creative art forms. The art of creativity is something very unique which is capable of transforming ideas into different forms. The word Aesthetics is concerned with beauty. Aesthetic art gives us an experience through its beauty where we enjoy a combination of feelings such as joy, inquisitiveness, rage, grief, suffering, etc. Aesthetics adds another shade of literary beauty into the text. Examples of trans-creation of literature in art forms are cited in the paper to give a clear view about this. The positive always attracts negative, hence these positives of trans-



creation too have limitations which is mentioned within. In the busy world, people have very less time to read the literary works, and also people go behind entertainment from aesthetic arts. Hence, trans-creating the literary works into any aesthetic form is very important in the present era.

2. Objectives

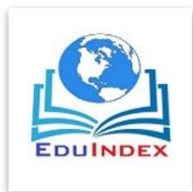
The objectives of this paper are to differentiate between the process of translation, localization and trans-creation, to project the importance of trans-creation's role in spreading literature, to define the levels of trans-creation in literature, to highlight the qualities of a standard trans-creator and to envisage the significance of trans-creation in the digital era.

3. Interpretation

Taking words from the source language and replacing them with the words of the target language is known as translation. This can be considered as the foundation of trans-creation. A word for a word or a meaning for a meaning is the process of translation. Reading comprehension, researching, analyzing and composing skills are the four macro-skills of a translator. After the invention of internet and its widespread usage, steps were taken by scientists and software development companies to come up with perfect translating machines. If not a translator, a translating machine can be replaced instead of translator for this process. Localization is a level up than translation; it's all about whom they are speaking to. Here the knowledge of the culture of the target language plays a vital role. Reading comprehension, researching, analyzing, composing skills and cultural skill (culture of both, the source language and the target language) can be considered as the macro levels of localization. The person must be aware of the different languages which he is dealing with like the nature and mentality of audience in the languages, culture, context and genre which he is working with. The text must make sense when it moves into another region which belongs to the target language, which means the translator must narrow down the ideas based on the regional or cultural basis. Trans-creation is much more advanced and challenging than translation but it's somewhere near to localization. To me it's somewhere beyond translation and localization. It originated in marketing and advertising field, where a message from one language is adapted into another language without losing the tone, style, intent and context. It's all about communicating ideas with the same impact on the target audience without losing the meaning and power of the original text. Trans-creator must ponder over his brain and search for creativity. On a whole, a new message is trans-created from the original text and message. Trans-creator has the freedom to recreate the idea of the original text into the target language without spoiling the beauty of the original text.

3.1 The levels of Trans-creation

Trans-creation can be divided into three levels, which is travelling with us secretly through our histories. The First level is when Oral literature was trans-created into the written form during Anglo-Saxon period. The ballads and other folklore songs or stories were oral during the initial days in England and it was later adapted into the practice of writing. Changing the oral form into written form using creativity with several literary devices by anonymous creators is the first time where the transformation of creativity happens, which is trans-creation itself. Language and communication is a barrier in the first level. The Second level was when the written forms of stories and narratives were transformed into drama (mystery and morality plays) and later into movies. The textual format takes a high leap towards the actions here. The textual characters are played by the actors in church to spread the religion and morality to the people. This was informative and entertaining at the same time. The movies came into role after dramas which



provided a better spread of the message through it's a better wideness of audience. Language and communication is partially a barrier here because the actions may make sense to the audience who doesn't understand the language but not the dialogues. The Third level is when the literary forms are transformed into dance-drama, dance, street-plays, drama, etc and can be further transformed into other musical forms to an extent. This transformation at third level provides a much better view about the message to the audience at worldwide with the help of technology.

3.2. Qualities of a Trans-creator

Creativity is the soul of trans-creation as the word itself says. A good creator must be well versed in the language from which the text or literary piece is taken. He must read and re-read, interpret and re-interpret the text from several points of view. He can consult critics and collect their view to understand it exhaustively. When it comes to trans-creating a literary work into aesthetic art form he must not lose the literary aspects of the work, but he can modify the work without losing the flavor of literature. The aesthetic idea of the maker must be so high that he could perfectly depict the work without spoiling the central theme from the original text. He must be very careful that the idea should not be conveyed in a wrong manner. Machines can create accuracy to a particular level but it cannot give the feel, intensity or emotion. The expressions and movements in the art forms of dance, drama, street play or dance-drama pave the way to reach the audience in a much better way. Smart work and hard work is also another important feature of a good creator.

3.3. The two strands

Understanding the language and the text with the crux of the text is very significant quality of a good composer. The indispensable aspects of showcasing perfectly trans-created art forms are a combination of two strands. The major strand consists of; composing the movements, rendering the perfect abhinaya or bhava, choosing the music according to the situation to be portrayed, the lyrics or dialogues to be written or rendered if it is obligatory. The minor strand consists of the nature of audience (in most of the cases it can be generalized), the costumes which could provide a much better view about the characters, the properties to show the situations or actions and the stage arrangements which includes background and lighting. Both the categories are equally important in the case of delivering a standard trans-creation. These strands will reach the audience with a high impact which in turn will be key features in evaluating the trans-creation. Practicing and working out with trials helps to make the presentation a better one. Language and communication is not a barrier here as the movements and actions speaks here. Though language plays few roles at few corners of the performance, in a very few cases, the way the creator expresses the text through different ways such as expressions and movements in dance, will connect the message of the source to the audience.

3.4. Digitalization and Trans-creation

The world is leading to the digitalized routines. Digitalized world has its own style of shopping, dieting, studying, food delivery and even conducting a surgery aided by video conference from doctors or surgeons who are miles far away. People have no time or no patience to sit and read literature; hence the trans-created versions of literatures are live and short which promises to provide the crux of the original text in a rich manner. Everything is interconnected through the network now. Digital Humanities is a promising field to the society. The digitalization will help trans-creators in developing their work as they can research about the text easily unlike old days and they can also market it through networks or other digitalized formats to attain world wide audience of the literature through the process of trans-creation. With the help of developing



digitalism, our future generations will see a next level of trans-creation, probably the fourth level. The virtual reality can be connected with trans-creation to establish the fourth level of trans-creation.

4. Case study

Anita Ratnam has given a whole new perspective to the story far behind ages (between 5th and 8th centuries). Anita portrayed an impressive narration of Andal's work Nachiyar on the stage. Andal is the female Tamil poet-saint from South India. She made her presence on stage as the alter-ego of Andal. The narration was a combination of English and Tamil, both singing and reciting the verses with well choreographed movements. The performance was an amalgamation of Bharatanatyam, Carnatic music, ritual chanting and spoken word. Andal's dialogue with the inner self and her thought process were portrayed by an excellent choreography where the dancers moved around in a circular motion with a mirror to portray the inner voice of Andal.

Bharata Kalanjali, a 52 year old institution reworked the original version of Jayadeva's Gita Govinda (Tamil adapted version by Vaggeyakara D. Pattamal) in 1984. Gita Govinda is a 12th century Sanskrit love song between "Radha and Krishna". He attained the Ashtapadhi ragas as learnt from her guru. The 24 songs are in format of Pallavi, Anupallavi and Charanam unlike the real Ashtapadhi (that is 8 couplets) . The trans-creation is once more recreated now with Bharatanatyam. Hence here poetry from 12th century is transformed into a dance-drama in 1984 and now into Bharatanatyam dance. These trans-creations have the magical power to push in the crux of story into the audience more than the real ones.

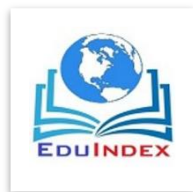
A YouTube video can be taken as an example where the semi-classical performance of Mahakavi Subramanya Bharathiyar's poem Chinnanchiru Kiliye is being performed. The creator uses two different costumes, lighting effects and fresh composition of the music according to the lyrics and situation to deliver the message to the audience.

5. Limitations of Trans-creation

The limitation here is that creativity destroys creativity. To be specific, the creativity in trans-creation will lead to a destruction of creativity and imagination which we get in reading a work. The chance of declining of the reading habit of the society is very high as the trans-created versions have many traits to attract the audience. The creativity and imagination level of the audience will also decline to a lower level because the power of imagination and creativity is a result of reading or feeling the text visually and mentally. Plagiarism is a threat in the digital world. Hence the trans-created art forms may be plagiarized in different manners in the digital world.

6. Conclusion

Trans-creation is one of the salient features in the literature and aesthetic art form to convey the creator's or author's idea. In the case of reaching the audience, the trans-created version of the text will help as it reaches to a wider audience rather than to the audience of one particular language speaking community unlike translations, localizations or the original text itself. The classic works can be recreated for the new generation and teach them the values and ideas of the ancient texts.



The digital world gives a positive touch to the emerging field of trans-creation because of it has the super power to throw out the art works to the world wide level.

Acknowledgement

With immense pleasure I, Ms. M P Greeshma, presenting the paper “Trans-creation: A Literary voyage towards genre of Aesthetic art forms” thank Jain Deemed-to-be-University for organizing the International Conference on ‘Indigenous Languages and Translation Studies’. I thank my guides from Bharathiar University who provided insight and expertise that greatly assisted my paper. I wish to thank all the people who gave me unending support.

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