<table>
<thead>
<tr>
<th>Course Title</th>
<th>Transcreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Code</td>
<td>ENG 576</td>
</tr>
<tr>
<td>Course Type</td>
<td>Elective Translation</td>
</tr>
<tr>
<td>Level</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>Year / Semester</td>
<td>3rd and 4th year / 5th – 8th semester</td>
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<tr>
<td>Teacher’s Name</td>
<td>Georgios Floros</td>
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<tr>
<td>ECTS</td>
<td>7.5</td>
</tr>
<tr>
<td>Lectures / week</td>
<td>2</td>
</tr>
<tr>
<td>Laboratories / week</td>
<td>N/A</td>
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</tbody>
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**Course Purpose and Objectives**

Transcreation is a fairly recent neologism, a compound fusing the terms translation and creation, in order to refer to the translation of advertising material. This course will explore this neologism, which is now being used among other terms to describe the translation of advertisements as a separate subfield within translation studies, both from a theoretical and an applied perspective. More specifically, the term transcreation will be discussed within the general framework of intercultural communication and within the specific framework of international marketing, as well as against competing terms within translation studies, such as localization and (tr)adaptation. Furthermore, concrete examples will be analyzed in order to highlight the specificities, fascinating challenges and multimodality of this particular type of translation.

**Learning Outcomes**

At the end of the course students will have gained a thorough idea of transcreation as opposed to other types of translation (adaptation, localization). They will also have acquired the skills to carry out a transcreation project according to the requirements of contemporary international marketing.

**Prerequisites**

| ENG 170 | Required | N/A |

**Course Content**

- Introduction: Navigation through terminological issues
- Principles of international marketing
- Transcreation and Translation Studies / Semiotics
- Principles of transcreation
- Researching for a transcreation task
- Student presentations

**Teaching Methodology**

The first half of the course is conducted with lectures. For the second half, the course heavily depends on students’ own presentations and discussions of the translation of advertisements.

**Bibliography**


**Assessment**

- Participation (15%)
- In-class presentation of project (35%)
- Final paper (take-home) 50%

**Language**

English