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WRITING SKILLS: A STUDY OF TRANSLATION, TRANSCREATION, AND TRANSLITERATION

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ABSTRACT



At times, despite our best efforts, we struggle to articulate our intended message. Once the ideal words are discovered, their translation may pose a challenge. Exploring idioms, cultural nuances, puns, and other linguistic elements! Certain language choices cannot be directly translated without altering their original meaning. This challenge is especially evident when dealing with expressive language. In today's globalised world, life and career success need an accurate translation. Due to the high demand for translation services and their widespread use, many language services have emerged. Working in numerous languages is difficult. Text is translated from one language to another. Language translations must accurately communicate the original meaning. Transliteration involves character-by-character conversion from one alphabet or script to another. The translation just conveys word meaning. However, transliteration does not reflect language nuance. Transliteration just considers word characters, unlike translation. Transcreation involves translating and altering a work for the target language audience. The translation goes beyond matching source content with the target language vocabulary. Transcreations match the original content's tone and intent to make it accessible to a wide audience. In some cases, a transcreator may change translated words so much that they lose meaning. Native speakers understand the new text's message. Both languages must be well-versed for the translator to accurately reproduce the original. A skilled target language writer must comprehend the grammar, syntax, semantics, and socio-cultural context of both languages. Translation converts text across languages. Accurate translations communicate the same passion and purpose. The analysis will consider language-specific cultural and linguistic differences. Translation requires knowledge of both languages' grammar, punctuation, and writing systems. Language mechanics, along with vocabulary and grammar, are crucial to communication. As such, mastery over tools like translation, transcreation, and transliteration to improve our productive writing skills happens to be quite constructive and effective.

Keywords: *Writing Skills, Tools, Translation, Transcreation, Transliteration, Effective.*

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Language encompasses far more than the mere transmission of verbal expressions. Furthermore, it serves as a manifestation of culture, society, and belief. Advocating for a global language will probably result in the erosion of the culture and heritage conveyed through indigenous languages. Throughout history, we have employed the practice of Translation to effectively communicate with individuals from other linguistic communities. The purpose of translation is typically to convey ideas, texts, information, or even emotional states in written form. Nevertheless, the practice of translation is declining as a result of the rise of Transcreation and Transliteration.

Writing is a fundamental aspect of language acquisition and should be a primary focus for educators, learners, and scholars. Among all the language abilities, writing is the most formidable barrier for language teachers due to pupils' limited familiarity with written communication. The primary objective of language acquisition is to enhance the learner's proficiency in the four fundamental language skills: listening, speaking, reading, and writing, with the ultimate aim of attaining language mastery. Writing skills are essential for learners to develop independence, coherence, fluency, and creativity in their written expression. These talents enable learners to effectively convey their thoughts and engage with the intended message. Writing in a foreign language poses an even greater challenge. Developing clear and concise English writing skills is a crucial objective for every individual learning the English language. The act of writing proficiently, whether in one's native language or a foreign one, not only enhances mental clarity and organises

thoughts, but also plays a crucial role in securing future employment opportunities by effectively presenting oneself on paper. The majority of international corporations utilise the English language for client communication. Proficient personnel frequently need to compose English documents, although not being native speakers. Although they possess a solid command of spoken English, many of them have neglected the components of effective writing. Consequently, the majority of individuals tend to write in a manner that mirrors their spoken language or convert their thoughts from their native tongue. The result is the production of documents that are ambiguous to the reader or employ an unsuitable style. First-language interference frequently leads to grammatical errors as well.

Furthermore, our writing style, coherence, tone, and attitude convey significant information about our personality, which is well understood by recruiters and employers. The differentiation between resumes in a competitive job market is not solely based on the content written on the paper. Exhibiting eloquence, coherence, and sophistication in a foreign language can set you apart from others. Hence, proficient English writing has the potential to provide opportunities across various professional domains, given the scarcity of individuals who possess this skill.

Writing is the greatest barrier for language teachers among all the language skills, as students have limited experience in written expression. Writing is the greatest barrier for language teachers among all language abilities, as pupils have limited experience in expressing themselves through writing.



Translation is the process of converting text from one language to another while preserving the same meaning, allowing for the possibility of translating any text into any language. The primary objective of the source is to accurately and organically communicate its intended meaning. Non-translators perceive translation as a mere text, but translators view it as an "activity". Translation centres on the work of translators in converting a given text into another language, while also emphasising the individual outcome produced by the translator.

The transcreation technique encompasses both linguistic modifications and the localization of foreign materials during the translation process. Translation is the act of writing or rephrasing literature in different languages by either the original author or another writer. However, when a separate author translates an original text, it enters a process of re-creation known as trans-creation. The process of rewriting undergoes multiple modifications due to variations in language. Due to the cultural specificity of language, the original text and its fundamental meaning are predominantly lost, regardless of the author. Ultimately, the entire text is reconstructed once more. Furthermore, when the original text assumes a different shape within the diverse genres of literature, not only does the outline or structure of the text change but also the topics and focal points of the plot are modified.

Transliteration is a process that converts a word from a source language (foreign) to a target language and frequently incorporates methods from machine translation. The goal of machine translation is to maintain the semantic meaning of the speech to

the greatest extent possible while adhering to the syntactic structure of the target language. Transliteration aims to maintain the original pronunciation of the source word as closely as feasible while adhering to the phonological patterns of the destination language.

Presently, there is a worldwide inclination towards adopting more stringent standards for evaluating writing proficiency, which directly affects students who are not natural English speakers. In the contemporary day, mastery of (scholarly) composition is necessary for individuals occupying diverse positions, including English educators, students, and business executives. Producing documents in the appropriate style, specifically the academic style, is the ultimate goal. This includes many forms of documents such as essays, reports, presentations, and research papers. When utilised appropriately, the academic style offers a sophisticated and polished impression.

They encompass a broader range of skills and knowledge beyond the basic talents often taught in educational institutions. Writing, reading, listening, and speaking are integral aspects of the life of any educated individual, as they all include the process of communication. Written communication functions as a medium for individuals to express their thoughts and acquire an understanding of others' viewpoints. Acquiring expertise in the skill of writing is certain to elicit praise. Paradoxically, although the importance of writing is widely acknowledged, this skill is not actively instructed, exercised, or improved as previously observed.

Effective writing is characterised by its emphasis on the topic and exclusion of unneeded or



tangentially related information. It also demonstrates a clear organisational pattern that allows the reader to easily follow the progression of ideas. This is achieved through the inclusion of a well-defined introduction, body, and conclusion, as well as the use of transitional devices.

The text includes well-developed supporting ideas that are enhanced by the use of specific information, examples, vivid language, and sophisticated word choice. Additionally, it adheres to the norms of conventional written English, including proper punctuation, capitalization, and spelling, and demonstrates variation in sentence structure.

EXPLORING TRANSLATION AS A MEANS TO ENHANCE WRITING ABILITY

Translation is vital for the dissemination of information, knowledge, and ideas. Effective and empathic communication between diverse cultures is crucial. Translation has a crucial role in fostering societal harmony and peace. A translator's role is to accurately convey the sense, meaning, or message of the original text from the source language to the target language using their knowledge and vocabulary. Consequently, the approach and the result of such efforts undertaken by various individuals on the identical text are inevitably going to differ. Over time, these strategies have acquired several names and have been studied by critics and experienced linguists worldwide. Now, let's briefly examine the many procedures and their respective titles that have gained significance and usefulness in the field of translation.

Proficiency in translating is more crucial and sought-after. In our present-day diverse society,

there is a need for communication that is both effective and efficient, while also demonstrating empathy, between different languages and cultures. Translation facilitates efficient and meaningful global communication. The courier serves as a means of transmitting knowledge, safeguarding cultural legacy, and playing a crucial role in the advancement of the global economy. Proficient translators are crucial.

TRANSLATION PROVIDES THE FOLLOWING ADVANTAGES

Meeting the Communication Needs of a Multicultural World: In today's diverse and multilingual society, it is crucial to have efficient and effective communication among individuals who speak different languages and belong to various cultures. A common misconception held by many individuals is that possessing English language proficiency equates to universal communication ability. It is a fact that not all individuals are fluent in English, and many possess just a limited grasp of the language, which hinders their ability to communicate effectively. Translating the text from one language to another requires a translator who is highly skilled and informed, as there are additional aspects of a language beyond simply the words that need to be taken into account to achieve an effective and true translation.

Translation services generate employment prospects for translators. With the expansion of global business, the formal boundaries between countries are decreasing, leading to an increased demand for translations. Translation services are experiencing significant demand for languages such as English, German, French, and others. There is also potential for future growth in languages like Chinese.



Translators and interpreters play a crucial role in disseminating information globally. Translators facilitate communication between individuals of diverse languages, enabling them to exchange ideas with anyone they desire. Inter-governmental collaboration becomes necessary when conflicts are on the verge of erupting since it allows for the sharing of ideas and the development of solutions across countries. Translators facilitate effective communication by converting written documents from one language to another, while interpreters overcome obstacles in oral communication. An exemplary instance is the Bible, which has been translated into a minimum of 530 languages throughout the centuries.

To summarise, translation and interpreting play a vital role in facilitating efficient global communication. In our interconnected world, they promote the interchange of knowledge, safeguard cultural variety, and foster international commercial initiatives.

TRANSCREATION CAN IMPROVE WRITING SKILLS

Traditionally, translation has been employed to adapt text from one language to another. Nevertheless, translations of low quality seldom manage to convey the essence of the original message. For creative text, advertising, and marketing initiatives, a literal translation based solely on numerical data is inadequate. Transcreation is the sole choice for delivering messaging that is both effective and culturally suitable.

While translation is an essential component of every transcreation endeavour, the total process is

significantly more intricate. Transcreation is occasionally known as creative translation. It is employed to convert source text from one language to another. Nevertheless, a literal translation is seldom satisfactory for adapting marketing messaging to a different target demographic. Linguists possess a greater degree of flexibility compared to typical translators, all the while preserving the essence of the original content.

The primary obstacle in the transcreation process lies in guaranteeing the cultural suitability of the ultimate text. Failure to employ appropriate idioms and phrases can result in a marketing message lacking impact. The transcreation process may need significant modifications to your original text, depending on the target language.

Promotion and Sales

A multilingual marketing effort is crucial when introducing a product in multiple areas. Nevertheless, global marketing tactics are not simply a matter of translating your original content into several languages. Transcreation is essential for ensuring that your marketing messages resonate authentically with your intended audience. Several prominent brands have had difficulties when directly translating marketing materials such as slogans. Marketing translation is applicable in this context, but, it must be accompanied by thorough market research and transcreation endeavours.

Television programming

The increasing popularity of streaming services and online video-sharing platforms has led to a greater demand for international television material. Transcreation maximises the accessibility of audio



and televisual content for new audiences. Transcreation services are crucial when employing either dubbing or subtitles.

Interactive Electronic Entertainment Software

The video game industry is experiencing significant growth. Nevertheless, for video game producers to have a significant impact in other regions, it is necessary to utilise transcreation services. Every aspect, ranging from the names of characters and weapons to the speech, must be modified to suit the preferences and understanding of different target audiences. Unfamiliar audiences may find specific cultural references perplexing. Through the process of transcreation, all of these features are enhanced, resulting in a richer gaming experience.

Applications for Mobile Devices

When there is a need to quickly launch an application, it can be tempting to depend on machine translation to satisfy strict time constraints. Nevertheless, automated translation systems are seldom efficient. It is imperative to carefully consider the user experience when adapting applications for individuals who are not native speakers. Effective app localization extends beyond mere translation. If you do not prioritise transcreation in your localization efforts, you are setting an app release up for failure.

Online Platforms

Website transcreation holds significant importance. Transcreation is the only method that guarantees your content, whether it's a landing page or a complete corporate website, will create the desired impact on a new target audience. In addition to enhancing accessibility for individuals who are not native speakers, a transcreated website that is filled

with precise language will stimulate higher click-through rates and decrease bounce rates.

ADVANTAGES OF TRANSCREATION

- ✓ Although ordinary translation may appear to be a cost-effective method, investing in transcreation will ultimately provide the most advantageous long-term outcomes.
- ✓ Communication that is tailored to align with the cultural norms, values, and beliefs of a specific group or community.
- ✓ For any brand seeking to engage in global commerce, it is imperative to be cognizant of cultural disparities. Before conducting market research, it would have been advisable to ascertain any distinct cultural prerequisites. When modifying marketing messages and online material for new audiences, it is crucial to ensure that you do not cause offence or confusion among unfamiliar groups. Moreover, the impact of the same message may vary throughout different regions of the globe. Insufficient cultural comprehension, under the most unfavourable circumstances, can repel potential consumers and inflict lasting harm on your reputation.
- ✓ While your product or service may be exceptional, it is crucial that your marketing messages and advertising material accurately represent your brand. The transcreation technique guarantees the preservation of all elements during the translation.



- ✓ The greater the amount of time and effort you have dedicated to modifying your content, the higher the probability that new clients will actively interact with your business. A recognised and valued customer base is more inclined to select your brand over competitors. Consequently, this results in a rise in sales and a favourable profit margin.
- ✓ Transcreation not only prevents the occurrence of embarrassing translation errors, but it also ensures that the messaging is consistently culturally suitable.

USING TRANSLITERATION TO ENHANCE WRITING SKILLS AND PUBLIC SPEAKING ABILITIES

Transliteration is employed when a word or phrase needs to be expressed in a language that uses a distinct writing system. Translation facilitates comprehension of words in one language by individuals who speak a different language. In essence, the translation of a foreign term entails the interpretation of its meaning. Transliteration, conversely, enhances the accessibility of a language for individuals who are unacquainted with its alphabet. Transliteration prioritises sound over meaning, making it particularly valuable when referring to individuals, locations, and cultures from other countries. The importance of translation in our everyday lives is highly complex and multifaceted. Translation not only facilitates worldwide engagement but also enables nations to establish interactive relationships in other domains such as technology and politics. Phonetic Transliteration aims to accurately represent the sounds of the source

language. It provides insight into the pronunciation of the word in a manner consistent with that of a native speaker. Orthographic Transliteration refers to a method that focuses on maintaining the visual appearance of the original word.

Transliteration is the act of transferring written text from one script to another while maintaining the original text's sound. Transliteration, in contrast to translation, does not entail altering the meaning of the text. Instead, it aims to faithfully depict the sounds of the original text using a foreign writing system. Transliteration is a valuable tool for rendering written content understandable to individuals who are unfamiliar with the original writing system, as well as for enhancing communication among individuals who employ distinct writing systems.

Both translation and transliteration offer significant advantages. Translation facilitates enhanced intercommunication among individuals employing distinct languages, while also enabling the exchange of information and ideas across linguistic and cultural impediments. Transliteration facilitates the comprehension of written text for those who may lack familiarity with the original script, enabling them to acquaint themselves with the phonetics of a language and so enhancing their ability to read and write in the desired script. Transliteration can effectively depict the pronunciation of words, facilitating correct pronunciation for individuals who lack familiarity with the language.

CONCLUSION

Writing is considered a crucial talent due to the increasing emphasis on written communication in



today's text-driven environment. Writing has consistently been seen as a crucial proficiency in the process of acquiring the English language. The significance of this lies in its ability to strengthen grammatical structures and vocabulary that educators aim to impart to their students. The allocation of sufficient time for learners to enhance their writing skills is crucial in classes with English Language Learners (ELLs). This will ensure their preparedness to successfully communicate in both real-life and academic contexts. Upon thorough examination of the literature, it was determined that several researchers have identified the necessity for ESL students to have exposure to a diverse range of genres, strategies, and methods to achieve success in English writing.

Writing is equally crucial for translation as reading. Translation facilitates the conveyance of ideas from the source language to the target language, whereas writing aids in the comprehensive understanding of the entire message. Accurate translation ensures that the text or words effectively communicate the identical meaning, emotion, and intention as the original message. Additionally, it will consider any possible disparities in culture and wording between the two languages. Fluency in multiple languages is the basic requirement for a translator, however, a skilled translator must possess an advanced level of comprehension in terms of spelling, grammar, and punctuation, as well as the ability to discern both literal and subtle nuances in the source text. Translation is a combination of writing artistry and proficiency in comprehending languages and cultures. An adept translation not only duplicates the information into another language but

also reconstitutes the text in a manner that exudes originality and fluency in the intended language. Recently, there has been a noticeable decline in the prominence of translation, whether it is in spoken or visual form. Instead, transliteration through Transcreation is emerging as a new and evolving field. This demonstrates how the plot and emphasis change across different genres to cater to the preferences of readers or viewers. Each genre possesses a distinct audience with varying expectations. Consequently, writers and translators must employ their ingenuity to fulfil the expectations of their readership.

Studies have demonstrated that engaging in writing activities fosters the acquisition of knowledge and improves the ability to think critically. It has been observed that advanced cognitive abilities, such as analysis and synthesis, appear to reach their full potential only when aided by spoken language, namely written language. The three tools of translation, transcreation, and transliteration are highly helpful in creating a favourable environment for the development of one's writing talents. Utilising these tools helps the practitioner achieve mastery in writing.

Writing capability, defined as the ability to effectively communicate our comprehension, is a significant component of language instruction. Based on the findings of this study, it is recommended to prioritise writing education in teacher training, conduct research to address students' lack of motivation and negative attitudes towards writing, implement writing activities to enhance students' perception of writing and reduce writing anxiety and fear, and provide step-by-step instruction in writing



skills. As such, the concepts of translation, transcreation and transliteration contribute largely to the efforts put into developing writing skills.

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