

Editorial

As translation is pervasive across the globe, it is no longer limited to written media only, it has already expanded its coliseum to other forms of communication. Research and practice in subtitles and adaptation have increased exponentially and scholars are engaging themselves in the study of these forms of translation including interpreting, dubbing, subtitling and adaptation. In other words, there seems to be a scholarly interest in studying the new forms of translation along with the same forms of translation. In addition to this, the critical feminist analysis of translation and its other forms like transcreation is also in vogue. This issue of the journal is a showcase to present these developing areas of study in translation and its other forms. It has six scholarly articles to witness the changing research world of Translation Studies.

The first article titled *It's Mermazing! Mermaiding Slang: Wordplay and Translation from American English into Brazilian Portuguese* by Aauri Brezolin analyzes the wordplays in the mermaid slang from the American series *MerPeople*. The second article titled *Translation and Embodiment of Gendered Spaces: Reading The Great Indian Kitchen* by Sahana Pradeep and Sriparna Das examines the translatability of gendered spaces in Malayalam films with specific reference to *The Great Indian Kitchen*. The third article titled *From Page to Screen: Navigating the Influence of Culture on Adapted Fiction* by Aparna I Joy offers a comparative study between *The Time Traveler's Wife* and its filmed version with an inquiry into the cultural disparities. The fourth article, *Translation Trending: Comparing Recent Trends in Indian English Fiction and English Translations of Bhasha Fiction* by Sanju Thomas concentrates on the resurgence of translation to understand why Indian fiction resembles Indian fiction in English translation with a comparative study of the recent trends in themes and reception of Indian English novels and bhasha novels translated into English. The fifth paper titled *Creativity in Translation: Towards a Classification of Transcreation* by Minghai Zhu delves into the study of transcreation

by categorising it into partial (transcreation with a source text and total (transcreation without a source text). He names the latter one as TWIST. While categorizing the great transcreations of the world he proposes some training modules for the student translators and practitioners. The last paper of this issue titled *The Twice Translated Tale: A Translation Evaluation of Basanti* authored by Upama Rani and Umesh Kumar undertakes a comparative study of the two translated versions of Bhisham Sahni's *Basanti* by figuring out the different approaches to translation and choices of the two translators.

The study of translation has no end but it is always towards an end, that is why one can say there is no apotheosis in this study. It is the actual doing of translation that gives new impetus to the field of Translation Studies. Theoretically, the study of translation has been achieving new heights and its earlier tenets are getting metamorphosed. Translation Today as a journal has been an exemplary one to present the currents and crosscurrents of the field of Translation Studies. It has already created a buzz in academia. For its success, we always appreciate all the authors, reviewers and editorial board members. We are highly grateful to the reviewers and the authors of this issue who have made this issue possible. We request that all readers/scholars/teachers read this issue and send us your valuable feedback.

Read through the journal and enjoy it!

Tariq Khan
