

UKRAINIAN  
TRANSLATION  
INDUSTRY  
CONFERENCE



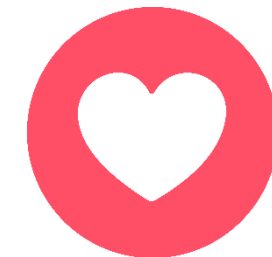
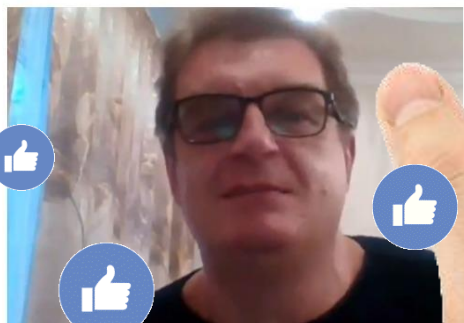
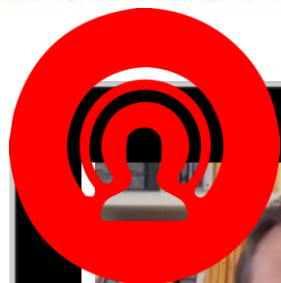
**Webinar-2018**

***Transcreation.  
Honing Your Skills***

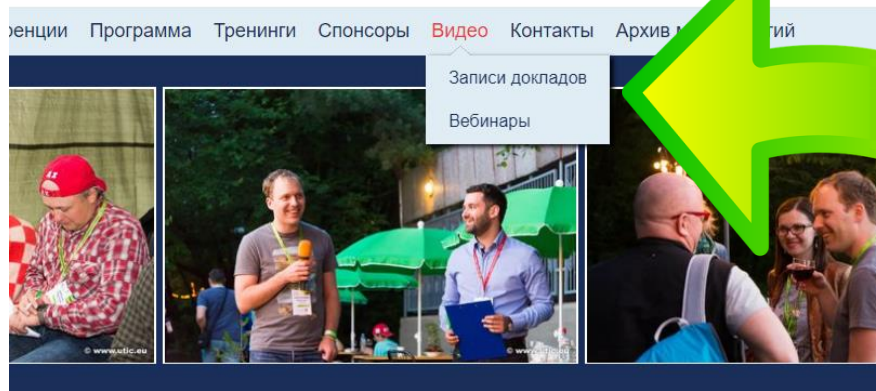
**Alessandra Martelli**

Thursday, September 20<sup>th</sup>

# Facebook Live



# Where to find our videos




с удовольствием вспоминаем лучшие моменты  
то для участников #UTICamp конференция  
глашаем вспомнить эти дни, наполненные  
ли презентациями и новыми впечатлениями.

пропустили UTIC-2016, посмотрите полный отчет  
язательно приезжайте к нам в следующий раз —



**All video of speeches and webinars:**  
[utic.eu/video/](http://utic.eu/video/)

# Subscribe to our YouTube channel



This is a channel from UTIC bringing the latest trends and the best speakers of the translation industry

**Ukrainian Translation Industry Conference**  
1 045 подписчиков

ПОДПИСАТЬСЯ 1 ТЫС.

ГЛАВНАЯ ВИДЕО ПЛЕЙЛИСТЫ КАНАЛЫ ОБСУЖДЕНИЕ О КАНАЛЕ

**UTICamp: Official video**  
1 528 просмотров • Год назад

UTIC-2016 event: UTICamp is the first international translation conference held in the open air!

Ukrainian Translation Industry Conference is where talented independent translators, successful managers, bright educators and agile software developers get together to establish valuable connections, have meaningful discussions with peers, learn

ПОДРОБНЕЕ...

**FEATURED CHANNELS**

- InText Translation Co...**  
ПОДПИСКА ОФОРМЛЕНА
- Globalization and Loca...**  
ПОДПИСКА ОФОРМЛЕНА

[www.youtube.com/user/UTICConf](http://www.youtube.com/user/UTICConf)

# Speaker



- ❖ Alessandra Martelli (AITI) is a copywriter and translator based in Turin, Italy,
- ❖ She creates and translates marketing copy for online and offline promotion, materials for the travel and tourism industry, and medical content with a focus on medical technology.
- ❖ Alessandra is also a trainer with a qualification in teaching, and the author of [21 Free Tools for Translators](https://alessandramartelli.com/21-free-tools-for-translators/).

Website: [alessandramartelli.com](https://alessandramartelli.com)

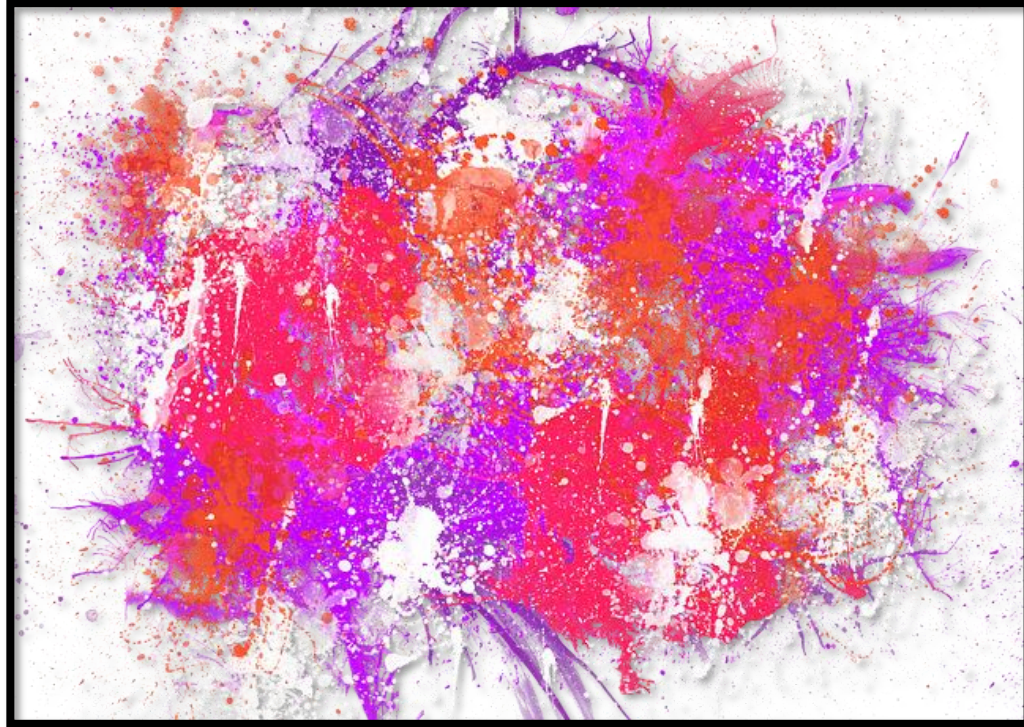
Twitter: [@aless\\_writes](https://twitter.com/aless_writes)



**Stanislav Bogdanov**  
COO of the UTIC



# All about creativity?



Random doodle  
Pixabay

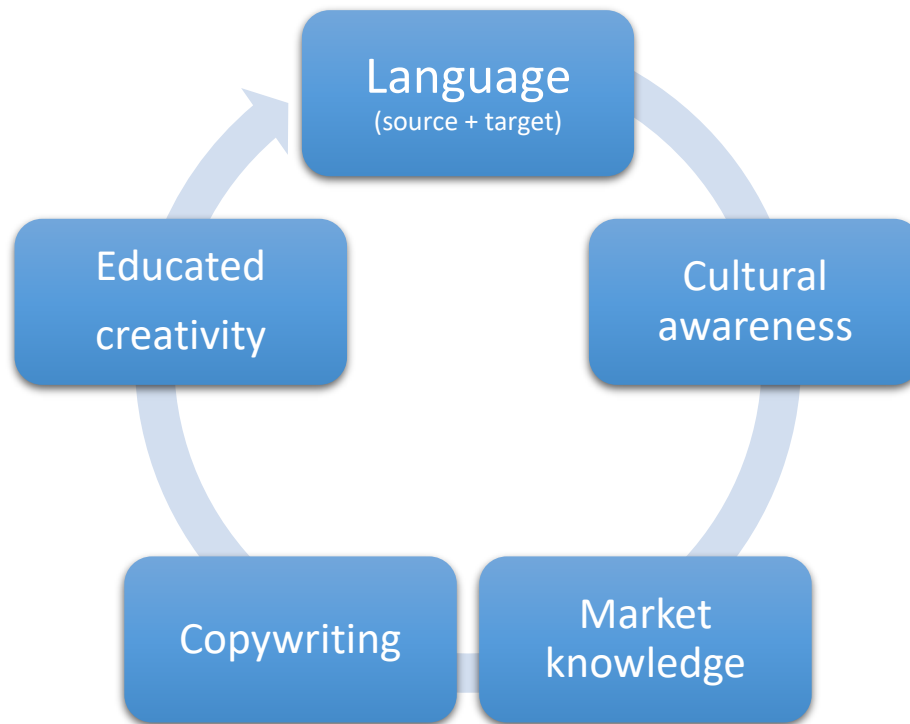
# All about creativity?



La città che sale (The City Rises)  
Umberto Boccioni, 1910-1911



# The big picture



# Educated creativity, in context

The ability to **recreate the feel and impact** of a source text whilst **playing by the rules** of a specific project

- Visuals
- Layout restrictions
- Character limitations
- Medium-based project specifications
- Brand guidelines

# Can creativity be trained?

No consensus, sorry.

**BUT**

there's something that might help.

# Can creativity be trained?



## Divergent thinking

Process aimed at generating many creative ideas by exploring different approaches and solutions

- Brainstorming and concept mapping
- RPGs (not kidding)
- Drawing and free writing
- Sleep (again, not kidding)

# Can creativity be trained?



## Openness to experience

- Active imagination
- Appreciation of arts and aesthetics
- Self-awareness (feelings)
- Appreciation of adventure and varied experiences



# Cultural awareness



# Market knowledge

## ➤ Target audience(s)

- demographic / social groups
- cultural influences / beliefs
- attitude, tone, trends

## ➤ Industry-specific context

- sub-markets and niches
- competition
- regulations and restrictions

## ➤ Target audience(s)

- social media (listening)
- TV shows, magazines (e.g. teen, women's)
- national statistical reports
- TV shows and entertainment

## ➤ Industry-specific context

- industry reports
- boards of trade
- business and trade magazines
- national advertising and marketing codes
- advertising archives

# Coloribus

The screenshot displays the Coloribus website's Advertising Archive section. A dropdown menu is open from the 'Advertising Archive' link in the top navigation bar, listing categories: Media, Markets, Industries, Brands, Agencies, Creatives, Advertising Awards, and Reference concepts. The main content area features four award event cards: Mobius Awards 2018 (California, USA, Deadline: Oct 1st 2018), Red A Awards (Deadline: ...), Kinsale Awards 2018 (DUBLIN, IRELAND, Upcoming: Sep 2018), The Lisbon International Advertising Festival 2018 (Lisbon, Portugal, Upcoming: Sep 2018), and Cresta Awards 2018 (New York, USA, Upcoming: Oct 2018). Below these is a 'LATEST ADS & COMMENTS' section with a filter bar for Market, Industry, Media, Awards, Date, and a search field. Four video thumbnails are shown with titles: 'Waste of Film', 'You Are Unique', 'The GT10-100 Challenge', and 'Moving Moments'.

**COLORIBUS** [Search] Advertising Archive [Menu]

[Join Coloribus](#) [About Coloribus](#) [Support](#) [Dropdown] Research [Menu] [Log In](#)

**MOBIUS Awards**  
Mobius Awards 2018  
California, USA  
Deadline: Oct 1st 2018

**Red A Awards**  
Red A Awards  
Deadline: ...

**KINSALE**  
Kinsale Awards 2018  
DUBLIN, IRELAND  
Upcoming: Sep 2018

**Lisbon International Advertising Festival**  
The Lisbon International Advertising Festival 2018  
Lisbon, Portugal  
Upcoming: Sep 2018

**cresta**  
Cresta Awards 2018  
New York, USA  
Upcoming: Oct 2018

**LATEST ADS & COMMENTS** [See all works >](#)

Market **All** Industry **All** Media **All** Awards **All** Date **All** Brand, work title, agency, etc. [Search](#)

**Waste of Film**

**You Are Unique**

**The GT10-100 Challenge**

**Moving Moments**

# Ads of the World

Date Range  
All Time

Medium  
All Mediums


Industry  
All Industries

Country  
All Countries


Sort by  
Latest

Apply Clear


96,617 Results




Ekstra Bladet  
Unmasking a Racist  
Agenda




Budget Direct  
Insurance Solved -  
(Super Cut)



Subaru  
Every Moment is a  
Chance To Do



Coolway  
Cat



Coolway  
Elevator



# Deliberate practice

“... we argue that the differences between expert performers and normal adults reflect a life-long period of **deliberate effort to improve performance** in a specific domain.”

K. Anders Ericsson

- Purposeful and systematic
- Focused attention
- Practice on chunks + feedback implementation
- Upgrade the challenge

# Deliberate practice: writing and language

- Reverse engineering (e.g. target, ToV)
- Create alternative headlines
- Fine-grained analysis
- Tailor to a new audience (e.g. teens)
- Find new “reasons why”
- Adapt for new medium (e.g. Twitter)



Government's Lack of Urgency on Product Safety Called Out  
Agency: Grey, UK  
April 2018

# Deliberate practice: writing and language

- Word chains
- Explore topics in different formats  
(e.g. essay – poem – aphorism)
- Write à la ...
- Revise older works
- Read
- Critiques



# Wrap up

- Transcreation requires a complex skills set
- Creativity is an element of an orchestra, not a soloist
- Openness to experience
- Deliberate practice
- Research skills + references



[www.alessandramartelli.com](http://www.alessandramartelli.com)  
[@aless\\_writes](#)

# Questions





# Our next webinar



## ***The Business of Sharing***

with **Jeanette Stewart**

October, 4<sup>th</sup>  
**19:00 (GMT+3)**

# II Белорусский форум переводчиков

Сайт / Web site:

<https://translationforum.by/>

#tib\_forum2018

Регистрация и билеты /

Registration and tickets:

<https://www.talaka.org/projects/2957/fund>

Где / Where:

[Business-club IMAGURU Minsk,](#)  
[Fabritsiusa str. 4, Belarus](#)

Когда / When:

September 29th, 2018



#tib\_forum2018

Автор идеи и организатор:  
переводчик-фрилансер Юлия Тимошенко

**II БЕЛОРУССКИЙ  
ФОРУМ  
ПЕРЕВОДЧИКОВ**

**29.09.18**

09:00–18:00  
Место  
проведения:  
бизнес-клуб  
«Имагуру»,  
ул. Фабрициуса, 4,  
г. Минск,  
ст. м. Институт культуры

**Докладчики:**

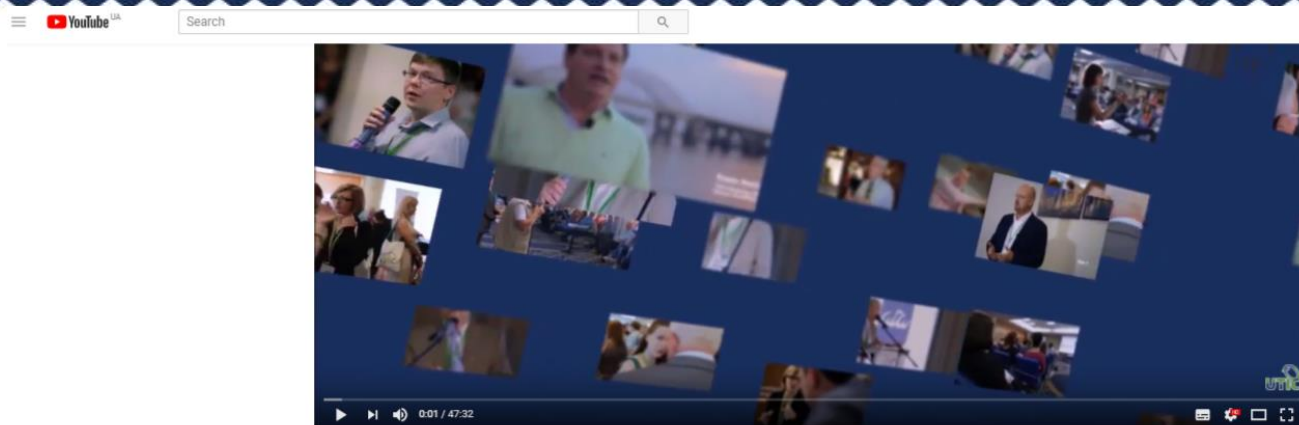
Юрий Бурденков (BY)  
Владимир Бурденков (BY)  
Алексей Козуляев (RU)  
Анна Коломийцева (UA)  
Аделаида Кузнецова (BY)  
Александр Маркевич (BY)  
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Андрей Яшаров (UA)

Обмен опытом с коллегами  
Информативные доклады  
Эффективный нетворкинг  
Располагающая атмосфера

[www.translationforum.by](http://www.translationforum.by)  
[info@translationforum.by](mailto:info@translationforum.by)

# Join us on social media



UTIC Webinar-2017. Grammarly Under the Hood

45 views

1 0 SHARE



## Ukrainian Translation Industry Conference

Published on Nov 3, 2017

Let's have a look at linguistics from a different point of view. We invite you to discover computational linguistics and take a glimpse under the hood of Grammarly. What magical spells does it use to detect all text errors and free mankind from grammar illiteracy? Who teaches it to find more and more lawbreaker mistakes?

All the secrets and magic will be revealed! We will talk about what NLP is, why and where we need it, and take a peek into the day of a Computational Linguist.

### About the speaker:

After graduating from Lviv Polytechnic National University two years ago, Oksana joined Grammarly as a Computational Linguist. At Grammarly, she is working in the area of Natural Language Processing. Her current projects are focused on error correction and stylistics.

Oksana is also passionate about coding. She is one of the organizers of the DjangoGirls workshops that aim to teach women to code in Python.

### Follow us on:

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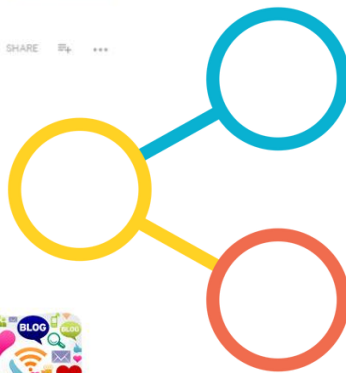
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