

**Dr. Mavis Ho** is a Lecturer in Translation and Interpreting Studies at School f Literatures, Languages and Cultures, University of Edinburgh. She holds a Msc in Chinese-English Interpreting and Translating and a PhD in Translation Studies and Linguistics. As a practising translator and interpreter. Dr. Ho is an SDL Trados certified translator and have interpreted in the Edinburgh Supreme Court and UK Trade & Investment (UKTI) events and international conferences. As a translation researcher, she is interested in Application of Systemic Functional Linguistics in translation, Creative translation of the marketing genre and Translation technologies and has published several journal articles on these areas.

Understanding Persuasion in Transcreation of Marketing Texts with Appraisal in Systemic Functional Linguistics

Transcreation has been a buzzword for the last two decades. Its definitions proliferate both in the industry and in academia but remain nebulous. This presentation starts by addressing some fundamental questions: What is transcreation? Is transcreation translation, localisation, or adaptation? The answers to these questions refine the definition of transcreation, which leads us to focus more on the intended effects and the optional shifts that achieve the intended effects in transcreation. Given that the intended effect in marketing transcreation is persuasion, persuasion is firstly explained in Aristotle’s terms: logos, pathos and ethos. I then argue that a subsystem in the Appraisal framework, Appreciation, is a vehicle to reveal these three principles of persuasion in texts. In addition, I propose the textual investigation of the level of explicitness and intensity of persuasion using another two systems in Appraisal: Attitude and Graduation. I term these three aspects of persuasion as The Inducements of Persuasion, The Presence of Persuasion and The Force of Persuasion. Applications of this framework will be demonstrated through examples of English into Chinese marketing transcreation. These examples highlight that although both the source text and the target text share the same intended effect, persuasion in the Chinese target text differs significantly in the aforementioned three aspects. With this presentation, I call for a rethink of the existing notion and practice of transcreation among translation professionals and translation researchers. This presentation draws on my current work, a monograph for Routledge Advances in Translation and Interpreting Studies series.