

## Editorial

The debates and perceptions about translation and its tenets in academic spheres in this century have surpassed the rigidity and boundaries of scholarly pursuits. The developments in recent years point to new technologies that override translation practice and render it communicatively complete and intellectually satisfying. As a field of study or as a communicative act, translation draws its analyte and variables not only from verbal aspects of language but also from non-verbal ones. Dealing with the synergy between language & culture and the rapidly evolving mutualism of language & technology, translation looks ahead to eternity. Emerging as a formal discipline in the second half of the 20th century, Translation Studies has already witnessed several noted macro turns and micro turns aligned with language, culture and technology. Translation emerged as a multifaceted phenomenon that has a pervasive existence and a plethora of activities are subsumed in it. As a field of inquiry, it is heterogeneous and has an ever-evolving epistemology. An expression that may summarise the contemporary discussion and theoretical debates on translation is “translation beyond”. This issue of Translation Today exemplifies the concept of translation beyond. It has five insightful research papers and three engaging book reviews.

The first article titled, *Translation of Shop Signboards: A Hermeneutic Perspective* is by Priyada Shridhar Padhye. She studies the translation of Shop Signboards as hermeneutic text and critically she evaluates how the shop signboards become contested spaces where translation is at play that signifies hegemonic language policies, human migration and memory. The second article titled *Transcending Cultural Boundaries: Transcreation in Maria Tatar's Cinderella Narratives* is by Aishwarya B. and Raichel M. Sylus. They study the cultural contexts that influence the transcreations of the Cinderella narratives. This study takes into account the ancient Egyptian tale of Rhodopis to the Chinese Cinderella version by outlining how the translators overcome the cultural differences. The third article titled, *Reclaiming Agency from the Colonial Writers: The Case of Maridas Pillai* is by Uma Damodar Sridhar. The author

delves into finding how Maridas Pillai - the first translator of the Bhagavata Purana into French, reclaimed his agency, subverting the narratives of colonial power, authorship and originality. The fourth article titled, *A Systematic Critique of the Persian Translator's Performance in Translating Metaphors from English to Persian* is by Hamidreza Abdi. He puts forth his arguments on the translation of live and dead metaphors with specific reference to the Persian translation of Fitzgerald's (1925) *The Great Gatsby* by applying Larson's taxonomy of translation strategies. The fifth article titled, *Impact of Semantic Fields on AI and Human Translation of Camel, Alcohol and Rain* is by Abdullah Saleh Aziz Mohammed. He discusses the significance and challenges of culture concerning the translation between Arabic and English by using machine and human translations and componential analysis.

Along with five articles, this issue also contains three book reviews. The first book review by Md. Zeeshan Alam focuses on T. Mancheno's *Ma(r)king the Difference: Multiculturalism and the Politics of Translation*. The second book review is by Tufan De and it concentrates on *Towards Responsible Machine Translation: Ethical and Legal Considerations in Machine Translation* edited by H. Moniz & C. Parra Escartin and reviewed. In the third book review and the last item of this issue, Suklal Saren examines the book named *The K-Wave On-Screen: In Words and Objects* by J. Kiaer, E. Lord & L. Kim.

Translation Today has been in scholar's mouths for two decades now. It is constantly advancing and thriving to offer the best to the readers. In the times of AI-based writing aids, the journal has enhanced its focus on publishing high-quality and genuine research through a robust review of submission and content selection process. This could be possible only due to the unwavering support of voluntary reviewers and editorial board members across the globe. Translation Today appreciates their effort.

Hope the readers will find this issue riveting.

Tariq Khan

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