

Editorial

The ontology of translation has been opening up its dynamism that is changing the space and nature of translation. From a singular act to an established discipline, and subsequently to an interdisciplinary field, translation is now evolving into a world of its own. The primary catalyst behind this dynamism is culture, which pervades the world through various media, most notably language. This issue of Translation Today exemplifies translation's ongoing evolution as a cultural phenomenon, featuring four insightful articles and four comprehensive book reviews.

The first article in this issue is *Bishnu Dey's Bengali Translations of Yeats: Resistant Domestication and the Translator's Visibility* by Abhishek Sarkar. It discusses how Dey's Bengali translations of W.B. Yeats apply a domesticating approach that rejects the idea of the invisibility of the translator in favour of a distinctive poetic style. Rather than adopting Yeats's unadorned epigrammatic compactness, Dey shapes the translations through his hallmark elliptical syntax and abstruse Sanskrit diction, tailored for an elite readership. The second article, titled *From Audiovisual Rewriting to Literary Fandom: Muyu Shuixin's Hongloulou Series across Bilibili and YouTube*, is by Zhong Zhenhao & Zhao Chaoyong. In this article, the authors examine how platform-based secondary creation reshapes the digital dissemination and fandom formation of Chinese classical literature by comparing Muyu Shuixin's Hongloulou commentary series on Bilibili and YouTube. They argue that secondary creation is not merely a derivative cultural practice but an important form of literary mediation that recontextualises canonical texts for contemporary viewers. The study indicates that although the series successfully cultivated a robust literary community within the Bilibili ecosystem, it did not achieve a comparable cross-cultural audience on YouTube. The third article titled, *Translation Strategies and Techniques in Chinese-to-English Military Translation: A Case Study*, by Umesh Kumar Gupta. This study looks at how Chinese military texts are translated into English by analysing 128 key terms from the Science of Military Strategy 2020. It finds that translators mostly rely on making the text natural for English readers (domestication), while also preserving unique Chinese military concepts. The findings reveal the challenges of military translation,

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arguing for a careful balance between accuracy, culture, and readability. The fourth article, titled *Translation as Cultural Negotiation: A Study of Maui and Fruits of the Barren Tree*, is by Parvinder Kaur & Priyanka Sharma. The authors argue that translation is far more than a mechanical conversion of words; it is a delicate act of cultural mediation that requires balancing fidelity to the original text with accessibility for a new audience. As translators navigate intricate socio-political and linguistic nuances, the process demands a careful synthesis of compromise, subversion, and creative reinvention.

The article section follows a diverse collection of book reviews which are woven around literary criticism, cultural studies, and translation theory. They put forth critical engagement with works that challenge traditional boundaries of text, culture, and performance. It features Yvonne Marinus's exploration of N. Scott Momaday's *The Way to Rainy Mountain*, alongside Priyada Shridhar Padhye's examination of performative translation drawing from O'Keeffe, Cercel, and Agnetta's edited book titled *Translation as Event: Performing and Staging Translation*. Furthermore, it has Naqui Ahmad John's analysis of Anthony Pym's *Risk management in Translation*. And the last book review in this issue is Anitta Jia's discussion engaging with Brian J. Baer and Serena Bassi's edited volume titled *The Routledge Handbook of Translation and Sexuality*.

This issue of the *Translation Today* showcases the endless possibilities of Translation and Translation Studies in this century. By bridging traditional literary analysis with digital fandom, military discourse, and cross-cultural negotiation, these scholarly contributions collectively entail the idea that translation is not merely a bridge between languages, but a lively, ever-expanding dynamic system that is shaping our world.

This issue wouldn't have been possible without the support of our esteemed editorial board members and anonymous reviewers. We extend our heartfelt thanks to them for their voluntary services. Finally, the editorial team urges readers to subscribe to this journal and support it by recommending it to libraries.

Enjoy reading!

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