

CREAMT: a project on translation creativity and the reader's experience

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Researchers in the field of creativity agree that “creativity requires both originality and effectiveness” (Runco and Jaeger 2012, 93). This concept has also been used in Translation Studies (Kussmaul 1995; Rojo 2017): a translation is creative when it offers a novel solution (originality) that is useful (effectiveness) for a target audience.

Our EU-funded project, CREAMT, explores creativity in different modalities for literary texts: translation (translated by professional literary translators), machine translation using customized neural engines (Toral, Wieling, and Way 2018; Toral, van Cranenburgh, and Nutters 2021), and a post-edition (machine translation output corrected by professional literary translators) of the story 2BR02B by Kurt Vonnegut (1999).

Further we look at the impact of Vonnegut's story on 223 readers of these three translation modalities in two language combinations, English-Catalan and English-Dutch, by looking at narrative engagement (Busselle and Bilandzic 2009), enjoyment (Hakemulder 2004) and translation reception (Guerberof-Arenas and Toral 2020).

We present here the results from translation inception (creativity) and translation reception (reading different translation modalities).

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