



Translating African Literature for Global Audiences: Challenges and Strategies in Tanzania

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Published: 22 September 2012 | **Received:** 21 June 2012 | **Accepted:** 07 September 2012

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DOI: [10.5281/zenodo.18964125](https://doi.org/10.5281/zenodo.18964125)

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Abstract

African literature faces challenges in translation for global audiences due to cultural specificity, linguistic differences, and varying reader expectations. The study employed a comparative analysis of existing translations from various sources including academic journals, literary magazines, and translation manuals. It also involved interviews with Tanzanian readers and translators. Translators reported difficulties in maintaining the cultural nuances and idiomatic expressions typical of African literature when translating into English for Tanzanian audiences, where there is a strong preference for colloquial language over formal writing styles. The study identified that while direct translations can be effective in preserving certain aspects of the original text, more nuanced strategies such as cultural adaptation and reader engagement are necessary to ensure the literature's accessibility and authenticity. Translators should consider incorporating elements of Tanzanian culture into their translations, using a mix of formal and colloquial language, while also engaging with readers through feedback mechanisms.

Keywords: *African literature, Translation studies, Cultural translation, Translating for global audiences, Tanzanian literature, Comparative analysis, Intercultural communication*

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