



# Translating African Literature for Global Audiences: Challenges and Strategies in Zimbabwean Context

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## Abstract

The field of African literature has seen a growing interest from global audiences in recent years, driven by increasing availability and accessibility of translations across different languages. The research utilised semi-structured interviews with translators, focus group discussions with readers, and a content analysis of translated texts. Data was collected from professional translators working in Zimbabwe's publishing industry. A notable finding is the significant proportion (72%) of translators who reported difficulties in maintaining cultural nuances while translating African literature for Western audiences. The study highlights the importance of context-specific approaches to translation, emphasising the need for more culturally sensitive guidelines and resources for Zimbabwean translators. Recommendations include developing specialized training programmes focused on cross-cultural communication skills and establishing a collaborative network between translators and cultural experts.

**Keywords:** *African Studies, Cultural Translation, Discourse Analysis, Ethnography, Oral Traditions, Postcolonial Theory, Textual Criticism*

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