



# Translating Across Cultures: Challenges and Strategies in Mali's African Literature Sector

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### Abstract

Mali's African literature sector faces significant challenges in translating works for global audiences due to cultural differences and varying literary traditions. The study employs a qualitative approach, drawing on interviews with translators, publishers, and authors from Mali's literature scene. Data is analysed using thematic content analysis. Translators often struggle with maintaining cultural authenticity while adhering to Western literary standards, leading to mismatches between the original text and its global audience expectations. Despite these challenges, there are emerging strategies such as developing local translation hubs and fostering intercultural dialogue that can help bridge the gap between traditional African literatures and international audiences. Stakeholders in Mali's literature sector should collaborate more closely with international partners to understand global audience preferences better. Educational programmes for translators could also enhance their ability to navigate these complexities.

### Keywords:

*African,*

*Geographic*

*Terms:*

*Mali*

*Relevant*

*Cultural Studies, Translation Theory, Cultural Diffusion, Cross-cultural Communication, Intercultural Communication*

*Concepts:*

*Methodological*

*Qualitative Analysis, Ethnography, Discourse Analysis*

*Terms:*

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