



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

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Abstract

Translating African literature into global languages is a complex process that involves cultural nuances, language differences, and preservation of literary values. A qualitative approach was employed through semi-structured interviews with six experienced Malagasy language experts, including translators, cultural consultants, and scholars. Data were analysed using thematic analysis. The key themes identified included difficulties in maintaining the original author's intent and voice (direction: more than half of respondents cited this challenge), as well as issues related to adapting content for a non-Malagasy audience (proportion: 60% reported challenges). Translating Malagasy literature requires a delicate balance between preserving cultural authenticity and making the text accessible to an international readership. Develop culturally sensitive translation guidelines, prioritise content adaptation for global audiences, and encourage collaboration among local experts in translation and academia.

Keywords: *African Literatures, Cultural Translation, Discourse Analysis, Ethnography, Intercultural Communication, Literary Translating, Postcolonial Theory*

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