



Translation Challenges and Strategies in Ethiopian Context: An Action Research Study on Translating African Literature for Global Audiences

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Abstract

Translation challenges in African contexts often involve preserving cultural nuances while maintaining linguistic accuracy for global audiences. Ethiopian literature faces unique hurdles due to its diverse dialectal and idiomatic variations. An action research approach was employed, involving workshops with translators, scholars, and local community members. Data collection included surveys, interviews, and focus group discussions. The study revealed a significant need for culturally sensitive translations to maintain the authenticity of African literature while ensuring global accessibility. A notable theme identified was the importance of engaging local experts in translation processes. Effective strategies emerged from this research, including leveraging community knowledge and adopting flexible translation techniques that accommodate dialectal variations within Ethiopian contexts. Future projects should prioritise collaborative efforts between translators and local audiences to ensure translations are not only linguistically correct but culturally resonant.

Keywords: *Africanization, Cultural Translation, Diaspora Studies, Ethnography, Framework Development, Intercultural Communication, Translation Studies*

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