



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

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Abstract

Translating African literature for global audiences is a complex process fraught with challenges that vary across different contexts and cultures. A qualitative approach was employed through semi-structured interviews with literary translators, scholars, and representatives from local publishing houses in Namibia. Data were analysed using thematic analysis. Translators reported significant difficulties in maintaining the cultural integrity of African texts while ensuring readability for a global audience. Specifically, there is a high proportion (70%) of interviewees who noted challenges in preserving idiomatic expressions and metaphors that are central to African literature's aesthetic qualities. The study underscores the importance of collaborative efforts between translators, cultural experts, and publishing professionals to navigate these challenges effectively. Recommendations include developing culturally sensitive translation methods that prioritise authenticity while also considering reader comprehension needs. Establishing a regional platform for sharing best practices in African literature translation could facilitate such collaborations.

Keywords: *African Literatures, Namibia, Translation Studies, Cultural Adaptation, Discourse Analysis, Intercultural Communication, Hermeneutics*

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