



CHALLENGES OF PRESERVING CULTURAL IDENTITY IN LITERARY TRANSLATION

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Abstract: *Literary translation plays a crucial role in promoting cross-cultural understanding. However, preserving the cultural identity of the source text poses significant challenges. Translators often face difficulties in conveying culturally specific elements, such as idioms, metaphors, traditions, and historical contexts, without distorting the original meaning. This paper explores the main challenges of preserving cultural identity in literary translation, analyzes different translation strategies, and highlights the delicate balance between linguistic accuracy and cultural authenticity.*

Keywords: *Literary translation, cultural identity, translation challenges, equivalence, cultural adaptation, domestication, foreignization.*

This article sets out to explain literary translation complexities by venturing into the intricate challenges that this process throws at the translator concerning the issues of cultural nuances capture. It makes an examination of how the very history of literary translation has been both defined by its development, but also and perhaps more importantly, its adaptation over time within given theoretical frameworks informing translation practice, as well as specific translation difficulties. The article stresses the significance of literary translation to the process of channeling cultural exchange and underlines the role that translators play in bridging two languages and cultures' divide.

Conclusion



Preserving cultural identity in literary translation is a complex task that requires not only linguistic proficiency but also deep cultural awareness. Translators must carefully navigate between staying faithful to the original text and making it accessible to the target audience. Strategies like domestication and foreignization can be employed depending on the context, but a nuanced approach is often necessary. Ultimately, successful literary translation is one that maintains the essence of the source culture while ensuring clarity and resonance for the new readership.

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