Promotion of Literature in Translation

International training workshop
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AN INTRODUCTION

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FACTORS THAT (usually) CONTRIBUTE

- independent publishers [“cottage industry” J. Epstein, 4%]
- more translations worldwide
- geopolitical situation [“exoticism”]
- a diverse local literary offer and a vivid publishing scene (understandable for the outsiders’ gaze)
- successes of “path pavers” [Pamuk, Larsson …]
- cultural migrants, diaspora authors [Rushdie, Naipaul, Maalouf, Hosseini …]
- bridge-languages [English, Russian, regional ones]
- qualified editors, “readers”, translators
- money
FACTORS THAT (usually) HINDER

- costs more, difficult to market
- restructuring of publishing business, commercialization
- disproportionate share of translations from English [60 to 70% of all]
- geopolitical situation [lack of “exoticism”]
- lack of context in the recipient country
- “big” languages less open to translations [the 3% problem]
- diverse markets/ diverse interests
- lack of qualified editors, “readers”, translators
- “national marketing” dominates over demand-creating approach
quoted sources

- Book Platform studies on publishing, translations and reading habits in Armenia, Georgia and Ukraine at [www.bookplatform.org](http://www.bookplatform.org)

- PEN report “To Be Translated or Not to Be”(available at [www.bookplatform.org](http://www.bookplatform.org), Resources section)


- Content & Consulting Diversity Reports, [http://www.wischenbart.com/page-30](http://www.wischenbart.com/page-30)

- The Three Percent Problem by Chad Post (e-book version only)