

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

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THE TRANSLATION OF GENERAL BOOKS BY BOOK PUBLISHERS IN ZIMBABWE

BY

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
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ABSTRACT

The research was based on the study of the publishing of general book translations in Zimbabwe with particular focus on the activities by book Publishers. Through observation and experiences the researcher was triggered by the shortage of translated material in the publisher's library and in bookshops. The aim of the research was discover the impact of the translation sector of the publishing industry on the transmission of information from other societies into the Zimbabwean society. From the consultation of literature through journals and other online materials the researcher established that translations are vital for international information transfer and acquisition for quicker national development on social, political and even economic platforms from other culture portrayed in the translated works. The researcher used a mixed research methodology and questionnaires and interviews were used to collect data. The questionnaires were distributed to editorial staff while the interviews were conducted with managerial staff. The target population of the research consisted of the book publishers in Zimbabwe and a sample of four publishers was used and the target was editors and publishing managers. The researcher found out that translations have been done, but mostly have been to Shona and Ndebele because minority language translators are unavailable. The researcher also found that translations of general books are also affected by challenges like lack of funding; poor reading and book buying habits. Therefore it was the researcher's realisation that in order for the translation of general books to avoid death there has to improved stakeholder activity in stimulating reading habits; and collective activity by funders to assist in the funding of translation projects. The researcher chiefly recommended that concerned parties conduct literacy campaigns to stimulate reading habits in the country. From the findings it was clear that the lack of these was the major challenge for the production of general book translations and their stimulation would in turn improve book buying habits in Zimbabwe.