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A Brief Ice Breaker Strategy in Translation

(A tribute to Yuri Andrukhovych and Andrey Kurkov)

1. Be sociable, it helps to attract attention of those, who organise literature trips abroad in your country.
2. Learn foreign languages, it increases your chances to become the participant of some foreign literature festival in eyes of the organisers.
3. Do take part in foreign literature festivals and discussions, as often, as it is possible. If you feel lack of competence in some questions, it is high time to improve your skills and widen your knowledge.
4. Be more sociable and look for contacts with foreign press.
5. By association with foreign press you can become an opinion leader and give comments on the events of your country or region.
6. By doing the previous step you attract attention of literature agents and publishers, which is very close to being translated.
7. Never criticise your colleagues – better strategy is to lighten strong sides of authors that you like rather than to speak on weak sides of those whom you don't.
8. Gain needed competence to become a good analyst of the news from your country and region.
9. After you've become translated, work with diaspora in countries, which you visit as an author. Inspire them to open regular literature clubs, where they can invite other authors from your country. It is necessary to make a rotation of names to attract new attention of locals to your country's culture and literature.
10. Inspire diaspora to make your country a trend – it is easier to make culture of your country fashionable in cities with overwhelming young population (students), as they are more open. This kind of fashion can be ethno-oriented or may touch ideas that go beyond the ethnic pops – it is the matter of dialogue to understand, how to develop it in the future.