

Promotion of Literature in Translation

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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
- *PEN report “To Be Translated or Not to Be”* (available at www.bookplatform.org, Resources section)
- *UNESCO Index Translationum*,
http://portal.unesco.org/culture/en/ev.php-URL_ID=7810&URL_DO=DO_TOPIC&URL_SECTION=201.html
- *Content & Consulting Diversity Reports*,
<http://www.wischenbart.com/page-30>
- *The Three Percent Problem* by Chad Post (e-book version only)
- *Jason Epstein: [Book Business: Publishing Past, Present, and Future](#)*, W. W. Norton & Company, 2012