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UNtombi nethambo lakhe leKentucky: the translation of popular romantic fiction into isiZulu

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ABSTRACT

This research paper explores the challenges involved in introducing popular romantic fiction into the Zulu literary system, which currently does not include this type of genre. The study involves the translation of extracts from the Mills & Boon novel, *Blind Date Marriage*, into isiZulu under the title of *UNtombi nethambo lakhe leKentucky*. In her role as the translator, the author discusses the important cultural (and other) factors that need to be taken into account in the translation of popular romantic fiction into isiZulu. This is done through a descriptive analysis of the cultural context adaptation strategies adopted by the translator in the process of producing the target text and of the extent to which the target culture/system and its linguistic norms necessitate the re-contextualisation of the source text for the new audience.