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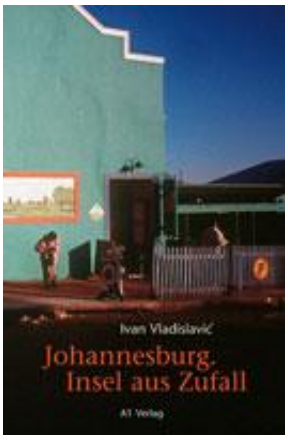
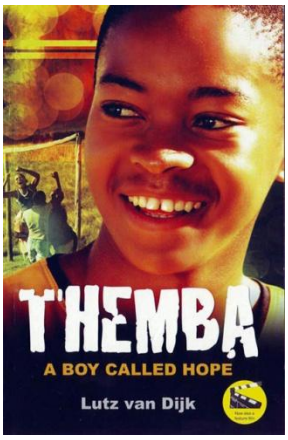
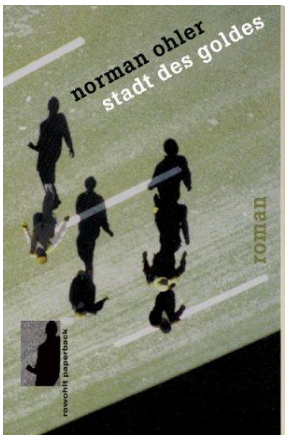
A Literary Relationship between South Africa and Germany: Adapting Marketing Strategies to Different Cultures

Research Report







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for the degree of M.A (Publishing Studies)
University of the Witwatersrand, South Africa
Supervisors: Dr Anette Horn, Ms Colleen Dawson
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PLAGIARISM DECLARATION

I, Anje Danielle Retief (Student number: 696107) am a student

registered for the degree of MA Publishing Studies in the academic year 2016.

I hereby declare the following:

I am aware that plagiarism, that is the use of someone else's work without their permission and/or without acknowledging the original source, is wrong.

I confirm that the work submitted for assessment for the above degree is my own unaided work except where I have explicitly indicated otherwise.

I have followed the required conventions in referencing the words, thoughts and ideas of others.

I understand that the University of the Witwatersrand may take disciplinary action against me if there is a belief that this is not my own unaided work or that I have failed to acknowledge the source of the ideas or words in my writing.

Signature:  Date: 10/03/2017

DEDICATION

To my supervisors, to Johannesburg and to those I love most.

ACKNOWLEDGEMENTS

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ABSTRACT

Gérard Genette famously noted that paratexts are 'those liminal devices', elements, both within and outside the book, that form part of the complex relationship between book, author, publisher, and reader. He determined that titles, forewords, epigraphs, and publishers' jacket copy are part of a book's 'private and public history'. By considering each of these liminal devices in the larger context of marketing strategies, this research report addresses the question of how paratexts are altered to appeal to different markets in different countries – specifically South Africa and Germany – and how this is done in relation to five translated novels: *Stadt des Goldes* by Norman Ohler; *Portrait with Keys* by Ivan Vladislavić; *Township Blues* and *Themba* by Lutz van Dijk; and *Fiela se Kind* by Dalene Matthee. The research report argues that the relationship between paratext and reader is of vital importance when it comes to understanding how cultures are perceived by foreign readers. With each comparison between the paratexts of the original and their translated novels, the research report demonstrates that paratextual alterations are predominantly influenced by alterations in time and geography; use or dismissal of clichés and stereotypes; educational value; and either techniques which familiarise or defamiliarise the reader. By uncovering the way novels are marketed to a foreign readership, it becomes possible to uncover why translations occur and how the source-culture is perceived.

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