

https://dspace.org/

Translation in the South African popular media: A case study of YOU and Huisgenoot

Marus, Lia

2007-02-19T11:41:39Z
http://hdl.handle.net/10539/2044

Downloaded from a DSpace repository. https://dspace.org/

Abstract

This study represents a case study of translation in the popular media, with reference to two South African magazines, *You* and *Huisgenoot*. The aim is to investigate the translation processes and policies in the growing area of translation in the popular media in South Africa. As such it aims to examine: What is translated? Why it is translated? How is it translated? and Who translates it?, as well as whether the two readerships have common interests. The study contextualises the research in terms of the history of *Huisgenoot* and *You* and examines the translation practices in relation to theoretical issues associated with the popular media and translation. It was concluded that only material that is culturally relevant to the readerships of both magazines is translated in order for the subject matter of each magazine to be of interest to their respective audiences; translation is informed by instinct rather than formal translator training or theory; currently the bulk of translation is handled by *Huisgenoot* as the majority source of material is generated in English and the majority of translated material has South African-based content. The research report concludes with a discussion of how the translator's ethical persuasions affect the translation process.