Showcasing Australian Literature in China through Translation

The translation of literary work encompasses both the translation of a literary text and the translation of a culture.

The aim of the project is to identify the trends, norms and perceptions pertaining to Australia’s literary contributions in mainland China to increase understanding of how to promote Australian literature in China.

The potential impact of this project is an enhanced understanding of (a) how to promote Australian literature to Chinese publishers and Chinese readers, and in turn (b) how Australian publishers can market their texts for translation into Chinese. This project will be of interest to Australian and Chinese publishers, translators, literary funding bodies and translators.

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Funded by
Department of Foreign Affairs and Trade (DFAT)
Australia-China Council

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