

Translation support policies vs. book industry practice in non-English settings

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Since the 1970s, the global literary field has seen profound transformations reflected, among others, by policy-makers on both national and supranational level. The French state, for instance, launched a number of reforms that formed a 'counter-strategy', challenging what was described as 'angloglobalisation' and an increasing commoditization of literature. The goal was to defend diversity on the literary market, especially when it came to translations from peripheral and semi-peripheral languages. At the same time, and especially since the 1990s, policies for the support of translation export have become commonplace not only in '(semi-)peripheral' European countries and regions but also world-wide, including China, South Korea and Japan. Supply-driven translation has become a widely accepted practice of cultural diplomacy and book industry, compensating for the lack of demand on the target side while integrating source system policy-driven agenda and market logic.

This panel will discuss the design and effects of these ideologies and policies in non-English settings in relation to the decision-making processes in publishing (small scale–large scale distinction, the role of acquisition editors), translator agency as well as genre-specific situations (crime fiction, children's literature). While encouraging the mix of qualitative field research and quantitative statistical analysis, including big data analysis and data visualisation, the convenors suggest topics such as

- Links between translation support policy and book industry practice,
- Local vs. global impact of policies,
- Impact of one-off policy-supported projects such as the Guest of Honour status at the Frankfurt Book Fair,
- Impact of literary field related events such as literary prizes,
- Big data and other statistical methods of analysing, visualising and contextualising international literary flows and highlighting the impact of translation policies.

Essential bibliography

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