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## SELF-HELP LITERATURE IN TURKEY FROM THE PERSPECTIVE OF TRANSLATION STUDIES

Volga YILMAZ GÜMÜŞ <sup>[1]</sup>

## Abstract

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*There has been a great upsurge in the number of self-help materials, particularly the books, at the global and local scale. Translation is of particular importance in this market since self-help trends enter the local markets through translated works. Books of particularly American or European origin that have entered the Turkish publishing market through translation have resulted in an increase in the number of same genre books produced in the Turkish language. These translations create a large self-help market every year together with the ones written originally in Turkish. This study sets out to provide an overview of self-help publishing in Turkey with respect to objects (i.e. translated and indigenous self-help books). In order to achieve this aim, the study borrows concepts from Even-Zohar's systemic approach to translation. With an overview of the self-help literature and with the analysis of the corpus of self-help books published in Turkey, this study aims to contribute to the research in the field of self-help literature from the perspective of Translation Studies. The present study has shown that translations from the West have contributed to the development of a 'young' literature, inspiring the production of similar works in the Turkish culture.*

## Keywords

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Self-Help Literature, Translation of Self-Help Literature, Polysystem Theory, Publishing Sector, Paratext

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Volga YILMAZ GÜMÜŞ <sup>[1]</sup>

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Drawing on traditional translations, post-translation rewritings and other forms of creative adaptation, he examines the different translational cultures from which literary works emerge, and the translational elements within them. In this revealing study, four concise chapters give detailed analyses of the following classic works and their rewritings: A Midsummer Night's Dream in Germany. Postcolonial Faust. Proust for Everyday Readers. Hamlet in China. With examples from a variety of genres including music, film, ballet, comics, and video games, this book will be of special interest for all Articles for translators and translation agencies: Translation Theory: Translating Literary Prose: Problems and Solutions. This article deals with the problems in translating literary prose and reveals some pertinent solutions and also concentrates on the need to expand the perimeters of Translation Studies. The translation courses offered at many universities in Bangladesh and overseas treat the subject mostly as an outcome of Applied Linguistics. Presently, the teachers and students of translation are confused at the mounting impenetrability of the books and articles that flood the market. Unfortunately, the translators lay more emphasis on the translation of poetry; there should be more research regarding the p Grammar-translation had been developed in the nineteenth century for the teaching Latin and Ancient Greek. Then, the aim had been to understand the grammar of those venerable languages for its own sake and to read their great literatures. As modern language tuition found a place in the curriculum in the late nineteenth century, the approach was carried over. Then there was translation, usually from the target language, into the pupils' native tongue. Translation was an effective way of testing comprehension . Good students could typically read and translate and even write quite complex texts, if with the help of a dictionary. That EU study found that some countries used it in their language education (in the state school systems), some not.