

***The power of Translators: Exploring the Impact of Translator Status Over the Promotion of World Literature***

This paper will demonstrate how literary translation research can advance by shifting from traditional text-centred approaches to focusing on under-researched interactions between translators and publishing practices. The paper will consider how this shift may relate to aspects of canonical translation theories, discussing the relationship between translators' statuses and the marketing of their translations. The aim is to argue that bridging the gap between practising translators and academia may be the focus of literary translation studies over the next decade.

Research on literary translation currently tends toward focusing on translation strategies or socio-cultural, political and historical influences on translated literature. The aspects which could potentially impact the circulation and reception of foreign literature, such as translators' social statuses, have not received substantial scholarly attention. For example, the potentially powerful marketing tool of the name value associated with celebrity author-translators, such as Haruki Murakami in Japan (Akashi 2018), has only received limited attention.

To make its argument, this paper will address this specific gap in knowledge by investigating Haruki Murakami and other highly prominent Japanese literary translators who are also famous for professions other than translation. It will examine how these translators' public personae interact with their translations' circulation by: identifying the factors affecting these translators' fame; and assessing the contents of interviews, essays, book reviews, publishers' advertisements which highlight their personae. The aim is to discover the extent to which these prominent translators themselves exert commercial effects on the translations they produce. The key questions are: how do the translators' social statuses manifest in their public personae; and in publishers' marketing strategies; and how do the translators' personae interact with the marketing of their translations?