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The Role of Translation in Contributing Promotion of Dogri Literature

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Abstract*— As a result of more dominant languages tend to conceal or hide local languages like Dogri, translations have become an important technique for promoting local dialect. Dogri literature is interpreted into many languages, including Hindi, English, and others, to make it accessible to an audience outside India while also saving and advancing the language's well-off literary legacy. This paper studies the struggles faced during the translation as well as the cultural issues of Dogri literature and how it functions as a link. This study shows how translation promotes cultural interaction, expands the audience of literature, and helps it to carry on to develop by looking at how translation affects the expression of Dogri literature.

I. INTRODUCTION

The Dogri language is commonly spoken in the region of Jammu of Jammu and Kashmir. Even with its great literary legacy, Dogri very often fails to gather the same amount of recognition as languages like English, Hindi, or Punjabi. Adhere to, translation has been playing a major role in bringing Dogri literature into the well-established, continuing its cultural importance, and extending its readership. This paper will examine the ways in which translation has helped out to maintain the reputation and acknowledgement of Dogri literary works, its role in cultural sustaining, and the chances and struggles it presents for both authors as well as translators.

A crucial element of India's multilinguistic conditions is Dogri, one of the commonly spoken languages in Jammu and Kashmir. Dogri literature has brawled to obtain general recognition and attention, majorly outside the area of Jammu, despite its historical significance and rich cultural legacy or heritage. It is not appreciated in both national as well as international literary lands and its very little presence in popular literary discussion are the key causes of this.

Dogri literary works have a rich and varied literary legacy that involves dramas, novels, poetry, folktales, and short stories. Folklore and mythology are sufficient in the language, which are derived from the heritage and cultural heritage of the people of *Duggar* land. These words commonly survey the matter of social justice, love, grief, identity, and the bond between the people and the clan. Dogri literary works have a powerful significance on poetry in certain, with poets often combining classic forms with the contemporary sensibilities of the present time to represent the people of the *Duggar* land changing the real-life situations.

However, Dogri literature was not ever able to attract a huge, more varied audience for many years since it primarily attracted to its local speakers. This is the point at which translation becomes important. Literature from the Dogri can reach a huge number of readers in India and outside of India by being translated into other languages, including Hindi, English, and local regional languages. Translation helps in continuing the Dogri language's cultural identity in a world that is becoming more integrated while also enabling non-Dogra speakers to appreciate both the beauty and the difficulty of the Dogri literature.

II. THE IMPORTANCE OF TRANSLATION IN INCREASING AUDIENCE REACH

Making literature reachable to a larger audience is the main aim of translation. Even though Dogri has a long and rich legacy, just a small percentage of people speak it. A large part of its literature would stay confined to a small geographic area in the absence of translation. Non- Dogra speakers may now enjoy and relate with the Dogri masterpieces all thanks to the translation. For example, readers who neither speak nor understand Dogri may now explore its themes, characters, and cultural land thanks to translations of Dogri novels, poetry, and short stories into Hindi, English and other languages.

Moreover, the international interest in various languages and cultures has increased over the past few decades, creating a chance for native literature to enter international literary groups. Translation of Dogri literature into international languages not only presents the stories to the world but also positions Dogri writers as donors to the world literature, promoting international recognition.

III. MAINTAINING AND PROMOTING DOGRI CULTURE

Local literature now has a chance to join international literary groups because of the growing interest in many languages and cultures throughout the world in the recent few years. In addition to bringing the stories to an audience which is international and not only confined within India, translating Dogri literary works into other languages makes Dogri authors as international literary contributors and promotes their honour.

A wealth of social stories and cultural history may be discovered in Dogri literature. It maintains the social

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dynamics, values, traditions, and customs of the *Duggar* land. Making these cultural aspects evident to the general public requires translation. Works such as mythology, Dogri folktales, and new literature often catches the unified experience of the community. Such cultural forms are given a fresh life and a huge audience through translation.

IV. SUPPORTING CROSS-CULTURAL DIALOGUE

Translation motivates intercultural communication and understanding. Translations of Dogri literature into many different languages supports cross-cultural interchanges between various cultures. The traditions and aims of the Dogra clan can be learned by readers with different linguistic and cultural contexts, cross-acceptance and a great understanding of cultural variety are encouraged by this shared knowledge.

By translation, Dogri literature creates a council for conversation between the stories of the *Duggar* land and those of other regions. It makes it easy for the people from all the backgrounds to understand not just the problems faced by the *Duggar* people but also the likeness they have with the people in India and outside too.

V. RECOGNITION IN LITERARY GROUPS

Translation bestows to the literary and scholarly fame of Dogra writers. Translations into more often known or commonly known languages are regularly followed by the literary prizes, critical analysis, and scholarly examinations of Dogri literature. Translations give Dogri literary work a recognition in both native as well as foreign literary groups, putting it the same as with other broadly read and appreciated literary traditions.

Dogri authors may be embraced in the literary galas, anthologies, and debates of native literature as a result of their translated works. Knowing that their literary composition might cut through language barriers and find audience internationally, it also inspires the next generations of authors to participate in the Dogri literary heritage.

VI. CHALLENGES IN TRANSLATING DOGRI LITERATURE

Translation has its own supervision or operation of challenges, even if it is important for lifting up the profile and the audience of Dogri literary works. These challenges consist of cultural notions, language barriers, and availability of an expert translator. A fine stability between preserving the honour of the original Dogri text and making it understandable to a greater audience must be done while translating a language like Dogri that is firmly fixed in a particular cultural setting. We can examine the main challenges experienced when translating Dogri literary works as below:

A. The Linguistic Gap-

Mutually with the other native languages, Dogri is deeply embedded in its culture, which makes the translation very challenging and difficult. Since many Dogri words and proverbs need direct translation in other languages, the linguistic gap is one of the major drawbacks. These contrasting linguistic traits give cultural connotations and feelings that are essential to the work of literature but are challenging to communicate in another language without losing their core or central meaning.

For example, Dogri literary works often uses metaphors and native allusions that are deeply rooted or firmly fixed in the cultural legacy of the people of *Duggar* land. These claims may no longer have their special meaning or quality when translated, leading to a brittle or weak form of the work. Consequently, in order to translate the hidden meaning of such idioms while maintaining their depth and social significance, translators must come up with creative techniques. It could be challenging to modify the terms so that they eventually match the cultural context of the target language.

Folktales, songs, and regionally specialised functions are also a part of the oral heritage of the *Duggar* land, which is an important part of its literature. These traditions can be challenging to interpret because they contain historical and cultural allusions that the readers outside of the Dogri-speaking community might be unknown with. The challenging choice for translators is so long as to continue the cultural identity or change it for a greater audience.

B. Lack of Professional/Expert Translators-

The lack of expert translators who are acquainted with both Dogri as well as the other target language offers another crucial challenge in decoding or translating Dogri literature. Familiarity with both the source as well as the target dialect is very important for a proper translation; however, a rigorous comprehension of the unobtrusive cultural citations in the original work is as well. Without this information, a translation could not explicitly pass on the meaning of the work, encouraging misunderstanding, confusions, or loss of context.

Both the literary heritage of the target language and the linguistic contrasts of Dogri may be outside the scope of the knowledge of many translators. Due to this distinction in skill sets, translators need to be extremely skilled in both languages and have a strong respect for literature and culture. The emotional intensity and cultural accent of the original work may be lost in a translation that is grammatically correct but needs proper training or experience.

Also, there is few expert translators who are acquainted with both the literary legacy of Dogri and the contemporary needs of translation on the grounds that Dogri is a language that is deciphered less much of the time. This lack could bring about lack of translated works and make it demanding to fulfil the interest for Dogri literary translations of a high

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quality.

C. Commercialisation and Oversimplification-

The do-able commercialisation of Dogri literature is one of the main matters with its translation. Exaggeration of the source material can sometimes result from the wish to make a translated work acceptable to a large audience. To satisfy broad financial interests, publishers and translators may change the tone, style or ideas of the work often weakens the authenticity of the original work.

Making the language more saleable or congenial, for example may give rise to the lack of complexities, cultural references or literary devices that are important for Dogri literature. If the translator has any wish to reach a larger audience, they might use a more unbiased style, although this could deny formed by its own expressions and cultural identity.

The width and importance of the literature may also be influenced by this tendency. Like numerous other native literatures, Dogri literature often marks complex social, political, and cultural issues that probably will not be in accordance with the commercial needs of the market. To make these ideas more approachable to a huge audience, translators can feel pressured to simplify or dilute them, which would remove the unique meaning and significance of the text.

In addition, the diversity that makes native literature so valuable might be reduced by the affection to "sell" it by compelling it to follow a more unchanging or worldwide example. The meaning during the translation process as is against to being similar for general consumption.

D. Cultural Sensitivity and Fidelity-

Translation demands cultural awareness and faithfulness to the meaning in the original text, in addition to linguistic and financial challenges. The history and morals of the people of *Duggar* land are deeply attached with the Dogri literature. When translating into foreign languages, translators require to be carful and not to mould or oversimplify the cultural features.

For example, reader from different nations or places might not understand cultural sources to Dogri galas, traditions, or local customs right once. Without offering up the truth of the source material, the translator must attentively balance giving the reader sufficient background information to comprehend these references. This may sometimes include glossaries, annotations, or footnotes, but they should never take away the aesthetics or flow from the original text.

It can also be difficult to translate works that mostly use native dialects, native phrases, or historical references in order to communicate in the exact sense that the author meant. In order to maintain the meaning and tone, translation may sometimes require a change from one Dogri idiom to a completely other one in the target language, to make sure that the translation appropriately catches the cultural background of the original work, however, this calls for close examination.

VII. OPPORTUNITIES FOR THE FUTURE

In spite of these challenges, the subsequent of translation in advancing Dogri literary works is bright. Thriving interest in the Indian culture extensively and increased scholarly and governmental interest in regional languages create best feasible domain for the growth of the translated Dogri literary works.

Translation strives to support regional literary works and language preservation are becoming more desired. Support for translations of Dogri literature might come from regional publishers, literary alliance, and charitable organisations. The ability and reach of Dogri translations may be increased by working with an expert translator and building a translation architecture.

In addition, self-publishing and the development of the digital podium present a delightful way for Dogri scripts to reach a greater audience, the observability of Dogri authors is increasing by the easy distribution of translated works to people universally through e-books and internet platforms.

VIII. CONCLUSION

Summarising, translation is crucial for the promotion of Dogri literary works since it increases its audiences, preserves its cultural heritage, and promotes cross-cultural dialogue. The increasing interest in the regional literatures, strengthened by new translation designs, can help excel the challenges of translating the language while preserving its cultural diversity. By continuing to translate Dogri literary works into broadly spoken languages, the literary world cannot only protect a key part of India's cultural history but can also make sure that Dogri literary works give to the literary traditions of the world. Dogri literary works may grow and continue to speak to the audiences worldwide by translation, promoting a higher attention to the richness and diversity of the Indian regional cultures.

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