

**THESIS TITLE: SEMANTIC CHALLENGES OF CROSS-CULTURAL
TRANSLATION: An Appraisal of the Notion of Conflict in the Luganda and German
Translations of ‘Animal Farm’**

Abstract

This study focuses on the semantic challenges of cross-cultural translation in German and Luganda translations of George Orwell’s *Animal Farm*. This is achieved by appraising negative associations of conflict in the source text such as displeasure, discomfort, hurt feelings, loss of face, hostility, and violence but also sources of positive emotions that encourage avoidance of conflict. The researcher sought to establish whether the two translations - *Farm der Tiere* and *Amaka ga Bawansolo* maintained the stance and context of the original.

The study is purely qualitative and employs The Appraisal Framework, specifically its sub-types Attitude and Graduation as methods. By employing Attitude and Graduation, the study is able to achieve the three objectives of the study which are: To identify and categorize the types and subtypes of the notion of conflict in *Animal Farm*; to assess the representation of the author’s stance and context through the notion of conflict in the target texts; to investigate the semantic challenges faced by the two translators.

Findings indicate that translation challenges led to variations from the source text structure and these variations made by the German and Luganda translators are different in nature. It was also found that the translations sometimes affected the meaning of the source text message.

The researcher recommends that current translators and translation scholars should embrace other linguistic theories, models, and frameworks like the Appraisal Framework to enable them to borrow from the knowledge of applied linguistics in their work.

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DATE: 6th of January 2023

VENUE: CHUSS SMARTROOM

Time : 9.00 am

Join Zoom Meeting

<https://zoom.us/j/92917878083?pwd=cUpLY0lLeGp2ekNVcXAzZ29NRXRzZz09>

Meeting ID: 929 1787 8083

Passcode: 822348