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## **Brand new translation, same old story? The perpetuation of female and racial stereotypes in (re)translation**

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# BRAND NEW TRANSLATION, SAME OLD STORY?

THE PERPETUATION OF FEMALE AND  
RACIAL STEREOTYPES IN (RE)TRANSLATION



KATINKA ZEVEN

BRAND NEW TRANSLATION, SAME OLD STORY?  
THE PERPETUATION OF FEMALE AND RACIAL STEREOTYPES IN (RE)TRANSLATION

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What happens when literary classics are retranslated? What is the impact of translation choices on the portrayal of women and Black people in these works? *Brand New Translation, Same Old Story?* highlights the potential implications of translation choices, exploring whether both older and more recent translations show signs of stereotyping. By doing so, it sheds light on the possibility that a translator's – unconscious – biases may negatively affect the way that readers perceive women and Black people, thus perpetuating gender and racial stereotypes.