

Tiêu đề (tiếng Anh): Influences of translators' visibility on readers' choice from Vietnamese online bookshops

Tiêu đề (tiếng Việt):
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Từ khóa: translators, visibility, online bookshops, book selling websites, Tiki, Vinabook, readers, book choice, book selection, awareness, influences

Tóm tắt: The translators' inferiority compared with authors, especially regarding the visibility towards readers, is a phenomenon that has long existed in the publishing world and resulted in certain consequences. Proper solutions to promote translators' reputation should be come up with; however, on the global scale, there were only a few researches aiming at addressing this problem. Accordingly, this study was conducted as a contribution to boosting translators' popularity among Vietnamese readers, with the focus on the visibility of their names on two online bookshops – *Tiki* and *Vinabook* – and its influence on readers' choice of translated books from these websites. Analyzed from questionnaire responses by 95 readers who are *Tiki* and/or *Vinabook* users and interviews with 22 of them, the findings suggest that the majority were aware of translators' names, but the extent depended on their knowledge about translators' job. Besides, it was found that such visibility of translators' names did exert impacts on readers' book choice, despite the dominance of other factors. With regard to such findings, further recommendations, including updating translators' profiles and making use of SEO (Search Engine Optimization), were put forward to enhance translators' visibility on Vietnamese book selling websites.

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