

The Semiotics of Theology and Alterity in Twenty-first Century Bible Re-translations: The Afrikaans *Direkte Vertaling* [Direct Translation] 2020 as a Case in Point

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Two opposing trends can be detected in re-translations of the Bible in the twenty-first century (Naudé 2005). One trend can broadly be described as the theological “indigenisation” of the Bible for twenty-first century readers, particularly with respect to the Bible’s theological views concerning gender, sexuality and social issues. A second trend can broadly be described as cultural “foreignisation” of the Bible in which the “rich points of culture” (Nord 2018:24-25) are maintained in order to give twenty-first century readers a glimpse into the alterity of the Bible’s cultural settings. Rather than the reductionist terms “indigenisation” and “foreignisation”, a semiotic approach to translation (Marais 2014), based upon Peirce’s seminal concepts of icon, index and symbol, provides the means for a complex description of the emergence of socio-cultural reality in translation (Marais 2019; Naudé 2010). In this paper, we examine the interplay of theology and alterity in the Afrikaans *Direkte Vertaling* [Direct Translation] 2020. This translation is the third major Afrikaans translation, following the literal translation of the 1933/1953 translation and the dynamic equivalence translation of 1983. The brief of the *Direkte Vertaling* is to produce a source text oriented translation of the Hebrew and Greek source texts in which the theological meaning and culture is directly translated into contemporary Afrikaans according to a simplified model of Gutt 2000. We provide an analysis of the ways in which this translation renders key theological ideas and cultural terms.

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