Domestication vs. Foreignization

Domestication	Foreignization
Target-culture oriented	**Source-culture oriented**
Brings the **author to the reader**	Sends the **reader to the author**
Fluent, smooth, natural	Marked, unusual, estranging
Minimizes foreignness	Highlights foreignness
Translator becomes **invisible**	Translator becomes **visible**
Cultural references are **adapted**	Cultural references are **preserved**
Prioritizes **reader comfort**	Prioritizes **cultural learning**
Dominates in **localization & industry**	Dominates in **literary & ethical translation**
Market-friendly	Ethically motivated
Low cognitive effort	High cultural awareness

Domestication asks:
"How can I make this feel local?"

Foreignization asks:
"How can I make the reader feel the foreign?"