

ABSTRACT:

This research project aims to study the role and significance of world literature in English in formation of popular fiction in Gujarati by critically analyzing the Gujarati translation of Jules Verne (1828-1905), Edgar Rice Burroughs (1875-1950) and Alistair Maclean (1922-1987) into Gujarati.

This research inquiry delves into the impact of world literature in English on popular fiction in the Gujarati language. It specifically focuses on the translations of Jules Verne, Edgar Rice Burroughs, and Alistair MacLean, analyzing their influence on Gujarati literature. By closely examining these translations, the study uncovers the ways in which world literature shapes and informs popular fiction within the Gujarati-speaking community. The research takes a comprehensive approach, considering various aspects including narrative structure, themes, and character portrayals. Additionally, it investigates the cultural relevance of the translations and the strategies employed to ensure effective adaptation. This project significantly contributes to our understanding of the intricate dynamics between global and local literary influences, highlighting the transformative role of translation in enriching diverse literary traditions. The findings of this research inquiry provide valuable insights that will inform and guide future studies on cross-cultural literary exchanges and adaptations in Gujarati and other languages. In conclusion, this investigation sheds light on the profound impact of world literature in English on the formation and evolution of popular fiction in the Gujarati language.

Keywords: *World Literature, Popular Literature, Gujarati Literature, Translation Studies, Comparative Literature*