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Audiovisual Retranslation in Iran and the Socio-cultural Premises of the Time

Masood Khoshsaligheh

Associate Professor and Head of Department of English

Ferdowsi University of Mashhad

Abstract

Retranslation in audiovisual translation (AVT) is not a well-explored area in AVT in the context of Iran or internationally. Given that redubbing and resubtitling of audiovisual fiction can offer a unique chance to investigate the various variables involved in multiple renditions of one and the same original text in different points in time—close or distant—this study investigates the Persian redubbing and resubtitling of a criterion sample of foreign feature films from cultural and ideological perspectives, especially in consideration of the historically significant events in the recent decades in Iran. The review and analysis of the selected films with two, three or four dubbed or subtitled versions revealed that audiovisual retranslation in Persian in Iran is significantly influenced by the power relations and the dominant socio-cultural premises of the time. Although the extent and focuses differ, interventions and appropriations also appear to be consistent variables in such AVT phenomena.

Keywords: audiovisual retranslation, redubbing, resubtitling, socio-cultural premises, appropriation