Audiovisual Translation:
Dubbing and Subtitling in the Central European Context

Book of Abstracts

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Through the Iranian Fansubbing Glass: Insights into Taboo Language Rendition into Persian
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Abstract
The advent of new platforms of audiovisual material distribution across cultures and the rise in the production of audiovisual material have resulted in the need for more audiovisual translation. The need for fast interlingual access to foreign audiovisual content as well as the emergence of new technological tools have subsequently led to audiovisual translation (AVT) by fans. In some more conservative cultures, AVT by fans especially has been growing much faster recently because of the limited or late access to foreign audiovisual material. In spite of the exponential growth of such fan-produced AVT, academic research has largely overlooked such a phenomenon, especially in smaller cultures and languages. Amateur AVT in the form of fansubbing and fandubbing is extensively under-researched in Iranian context and as an attempt to address this gap, the study aims at shedding some light on the fansubbing practice in Iran. Considering the divergent and anonymous nature of (Iranian) fansubbing, a stark contrast between the official and fan-produced rendition of audiovisual material seems to be taboo language as a form of defying socio-cultural and ideological norms of such a conservative society. To explore this concept, the study intends to investigate how Iranian fansubbers deal with taboo and offensive language and what strategies they employ for taboo rendition into Persian. For that matter, a selection of ten American movies were used as the corpus of the study, and the corresponding Persian subtitle files were obtained from fansubbing websites. The findings consistently reveal that fansubbers have a general tendency to follow the norms of the source language and by and large keep original taboo language. By not toning down the taboo language, fansubbers deviate from the current official translation norms in Iran. Having presented the results using descriptive statistics, the paper further discusses the implication of keeping taboo language in written form for the Iranian society and recommends further research.

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