



## A Sketch of Audiovisual Translation Studies in Iran

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With the advent of various media distribution platforms and the increasing shift from the written to the audiovisual mode of transfer of cultural content among the popular mass, audiovisual translation can be assumed the fastest growing mode of intercultural communication. This status is further supported by the emerging specialized research groups, conferences and scholarly journals focused on audiovisual translation. Similarly, in Iran a slow yet steady growth of the topic can be noted at the academic level, aiming to explore and describe the already shifting phenomenon and help improve the processes and products of Persian audiovisual translation. This paper attempts to draw a sketch of the map of audiovisual translation studies in Iran and offer recommendations for future research based on the looming prospects and the current gaps identified in the academic literature as well as the professional market.

*Keywords:* audiovisual translation, subtitling, revoicing, accessibility, non-professional translation, Iran