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## Media Localization in Iran: Pitfalls in Research and Practice

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### Abstract

Interlingual and intralingual localization of audiovisual texts in Iran is a thriving field of practice and research, which is faced with recurrent and new challenges. The field involves a vast domain that can be considered and approached from several distinct angles. Firstly, it entails audiovisual translation services on the one hand and accessibility services on the other hand. Also, the field can be presently divided into professional and non-professional sides. This paper aims to present and discuss a number of critical issues in researching and practicing media localization in Persian in Iran. As for the research-related issues, the problems of limited-scope methodologies, disregard of limitations, prescriptivism and uncorroborated conclusions are discussed and selected examples are presented. As for the missing or inadequate practice in audiovisual translation, initially, critical problems with regards to media accessibility for the deaf or blind audiences are discussed. In addition, the concept of quality in most related services to mediation localization in Iran is revisited and a number of possible solutions are presented and discussed.

**Keywords:** Audiovisual translation, Media accessibility, Professional vs. non-professional, Persian, Iran