

## عنوان مقاله:

A Survey on Viewing Preferences and Habits of Iranian Audience of Audiovisual Translation

## محل انتشار:

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## خلاصه مقاله:

The remarkable popularity and success of foreign feature films and television series as a source of entertainment cannot be disputed. The emergence of amateur subtitling communities has led to dramatic changes in individuals' viewing habits and styles as fansubbers offer an ideal opportunity for people to access international audiovisual materials, especially in dubbing countries like Iran. However, empirical research on audience viewing preferences and habits in terms of audiovisual translation is scarce. To bridge the gap, over ۱۲۰۰ Iranian viewers filled in an online questionnaire. The results suggest the emergence of new habits and preferences as proportionately more Iranians nowadays access international films and TV series with Persian subtitles, at least among young adults. Also, a small number of the respondents prefer to watch foreign films and programs dubbed. Additionally, there was a weak interplay between viewers' English proficiency and their tendency towards watching dubbed or subtitled programs, and national TV channels do not appear to be the primary entertainment source when it comes to international cinematic products. Understanding viewers' preferences and viewing styles forges possible future paths for the translation industry to cater for the needs of individuals with different viewing styles and needs.

## کلمات کلیدی:

audiovisual translation, dubbing, subtitling, audience, viewing habits and preferences, foreign and domestic productions

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