



Translation Strategies in English to Persian Translation of Children's Literature based on Klingberg's Model

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Abstract

This research sought to identify the translation strategies adopted by the translator in Persian translation of 'whatever after, Fairest of all' written by 'Sarah Mlynowski' based on Klingberg's model (1986). To achieve the objectives of the study, a qualitative content analysis design was selected for it. The corpus of the study consisted of 60 pages of the novel 'whatever after, Fairest of all' written by 'Sarah Mlynowski' and its Persian translation by Sara Farazi (2019). This work was representative of children's literature. The pages were randomly selected as the corpus of the study. For data collection purposes, after the selection of the English novel and its Persian translation, the researcher and an expert in translation qualitatively analyzed the English texts and translations to identify the strategies used in the Persian translations of the selected pages. They did this by comparing the English and Persian texts based on Klingberg's model (1986). Finally, they identified the most frequent translation strategy used in the English to Persian translation of the novel by calculating the frequency and percentages of the identified translation strategies. Having analyzed the data, the researcher found that the following strategies were used in the Persian translation of "Whatever after, Fairest of all" written by 'Sarah Mlynowski' based on Klingberg's model (1986): added explanation, deletion, localization, and substitution. Moreover, it was found that the most frequent strategy used in the Persian translation of 'whatever after, Fairest of all' written by 'Sarah Mlynowski' based on Klingberg's model (1986) was substitution. The main implication of the study is that translators use different strategies when translating children's literature, as an attempt to convey the correct meaning of the source text through adapting source culture with target culture.

Keywords: Children's literature, Klingberg's Model (1986), Translation, Translation Strategies

INTRODUCTION

A genre translation of which is of high importance is children's literature. Research on translation of children's literature dates back to the 1970s. (Lathey, 2006) Lathey (2006) regards the third symposium of the International

Research Society for Children's Literature (IRSCL), which was devoted to the translation of children's books, as a starting point for the research in this area. Generally, children's literature is characterized by some elements that make it different from adult literature. (Farzaneh & Haratyan, 2017, p:149-160) Children's literature, which is appropriate for children, has some cha-

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characteristics such as proportionality, mental proportionality, educational proportionality, artistic embodiment, etc. found by literary, psychological and educational studies (Farzaneh & Haratyan, 2017,p:149-160) These characteristics have led to the inevitable use of translation strategies by translators when translating children's literature. Different classifications of translation strategies have been proposed for translation of children literature among which Newark's (1988) strategies, Davies' strategies (Shehab Abood, 2018), Aixela's strategies ,(Yousefi, 2017,p:62-75) Klingberg's strategies (1986), etc. can be mentioned. This study is concerned with the classification proposed by Klingberg (1986).

As implied in the previous paragraph, A prominent figure in the translation of children's literature is Klingberg (1986) who is often referred to as the father of Swedish research into children's literature .(Dukmak, 2012) In his model, similar to other models in the realm of translation of children's literature,(Klingberg, 1986) enumerated the following strategies for translation: added explanation, rewording, explanatory translation, explanation outside the text, substitution of an equivalent in the culture of the target language, substitution of a rough equivalent in the culture of the target language, simplification, deletion and localization. These strategies will be explained in the section on the theoretical framework of the study.

Statement of the Problem

Abundance of children's literature has turned them into an important element in different languages. However, translating for adults or for children, is a challenging task. What makes the situation more difficult is that a clear boundary cannot be determined between the problems associated with children's literature and adults' literature .(Asghari & Salmani, 2016,p:965-971)Generally, to solve the problems associated with translating children's literature, translators should resort to different translation strategies so that the limitation of children's knowledge can be compensated for. According to Lathey (2006),

this limitation of knowledge is due to the fact that children are not aware of other cultures, languages and geographies.

As mentioned, a way to cope with the problems and difficulties of translation, translators use different strategies when translating. However, inappropriate use of translation strategies has led to the low quality translations with many errors in the market. What complicates the matters more is that equivalents of most of the items, particularly culture-specific items, cannot be found in bilingual dictionaries; therefore, as a common strategy, many translators intentionally delete them or use deletion strategy .(Saber, 2015) This can lead to generation of translations which do not completely and correctly convey the meaning of the source text (ST).

Furthermore, reviewing the existing literature, it is revealed that while some studies have addressed the English translation of children's literature based on some models, missing in the literature is a study on translation strategies in English to Persian translation of 'Whatever after, Fairest of all' written by 'Sarah Mlynowski', as a popular children's work, based on Klingberg's model. 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' is considered as popular since it is one of the bestsellers as admitted by different publications. These stimulated the researcher to address the translation strategies used in the Persian translation of children's literature based on Klingberg's model. This is the gap this study aimed to fill. To fulfill the purpose of the present study, the following research questions were addressed:

RQ1: What translation strategies have been adopted by the translator in the Persian translation of 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' based on Klingberg's model?

RQ2: What translation strategies have been adopted by the translator with the highest frequency in the Persian translation of 'whatever after, Fairest of all' written by 'Sarah Mlynowski' based on Klingberg's model?

LITERATURE REVIEW

Theoretical Issues

The main theoretical approaches to the translation of children's literature include those of Klingberg (1986), Aixela (1996) and Davies (2003). All the three models offer a set of strategies for translation of children's literature. They are explained in the following:

Aixela's Model

Aixela's (1996, as cited in Yousefi, 2017) model focuses on cultural items and their treatment in translation. He has proposed the following strategies for translation of children's literature:

- Orthographic adaptation: that is transcription and transliteration of the cultural reference when the target language uses a different alphabet from the source.
- Linguistic (non-cultural) translation: the reference is given a denotatively close translation to the original, but it can still be recognized as belonging to the source culture.
- Extra textual gloss: one of the above mentioned procedures is used. However, some extra explanation is provided outside the text in the form of a footnote, endnote, glossary, etc.
- Intertextual gloss: this is similar to the previous case, but the explanation is included within the text as an 'indistinct part of the text, so as not to disturb the reader's attention'.
- Synonymy: the culture-specific item (CSI) is replaced by a synonym in order to avoid repeating it.
- Limited universalization: replacing the CSI for another reference also belonging to the source culture but is considered less specific and closer to the reader's understanding.
- Absolute universalization: replacing the CSI for a neutral reference for the readers deleting any foreign connotations.
- Naturalization: replacing the source CSI by one that belongs to the target culture.

- Deletion: Omitting the CSI for ideological or stylistic reasons.
- Autonomous creation: a non-existing reference in the source text is added to the text in translation.

Davies's Model

Davies (2003, as cited in Shehab Abood, 2018, p. 35) proposed the following seven strategies in his model:

- Preservation: Davies distinguishes two types of preservation in his study. The first is maintaining the 'reference to an entity which has no close equivalent in the target culture' in translation without any change. The second type of preservation is when the source term is given a literal translation without any added explanation.
- Addition: Under addition, Davies includes cases where the original reference is preserved but supplemented with additional information judged necessary by the translator. This addition could be included directly in the main text, or provided outside the text as in footnotes.
- Omission: A problematic cultural reference may be deleted altogether in translation, 'so that no trace of it is found.'
- Globalization: Davies uses the term 'globalization' in the sense it is used in the software localization and globalization industry. Thus it means 'replacing culture-specific references with ones which are more neutral or general, in the sense that they are accessible to audiences from a wider range of cultural background.'
- Localization: In contrast to globalization, the translator may 'try to anchor a reference firmly in the culture of the target audience' rather than 'aiming for culture-free descriptions'.
- Transformation: Transformation covers cases where the CSI is totally changed in a way that could be considered dis-

torting to the original.

- Creation: This is the case where a new CSI not present in the original is introduced in the translation.

Klingberg's Model

While Klingberg (1986) is a strong supporter of the literal translation approach, he distinguishes nine different strategies for translation of children's literature:

Added Explanation: The cultural element in the source text is retained but a short explanation is added within the text.

Rewording: What the source text says is expressed but without use of cultural element.

Explanatory Translation: The function or use of cultural element is given instead of the foreign name for it.

Explanation outside the Text: The explanation may be given in the form of a footnote, a preface or the like.

Substitution of Equivalence in the Culture of the TL.

Substitution of a Rough Equivalent in the Culture of the TL.

Simplification: A more general concept is used instead of a specific one, for instance the genus instead of the species.

Deletion: Words, sentences, paragraphs or chapters are deleted.

Localization: The whole cultural setting of the source text is moved closer to the readers of the target text.

Empirical Studies on Translation Strategies

In Makinen's (2010) study, translation strategies used in the Finnish and German translations of personal names in the three first Harry Potter books was explored. (Makinen, 2010) This study was mainly concerned with translation of different names as the cultural markers. According to the results, adaptation was the most-frequently-used strategy in the translations. Newton-Bruzza (2011) analyzed translations of the novel Mark Twain's *Adventures of Huckleberry Finn*. (Newton-Bruzza, 2011) According to the

results, although the translators have used different kinds of strategies in the translation of Mark Twain's *Adventures of Huckleberry Finn*, no significant differences were found in the strategies used by the translators. Haghshenas (2012) investigated the strategies used in English-Persian translation of children's literature based on Venu-ti's (1995) categorization of translation strategies. To this aim, twelve western children books and their Persian translations were compared. The results showed that foreignization strategy was the most common strategy used by translators. In a study by Ebrahimi and Lesan Toosi (2013), translation strategies used in the English translations of the collocations in Sa'di's 'Bustan' were examined. Through data analysis, it was revealed that the most frequent strategy used by the translators was literal translation. Sadeghi and Farjad (2014) investigated translation strategies used in English into Persian translation of idiomatic expressions based on Baker's (1992) classification of strategies. Data analysis demonstrated that the strategies used by the participants do not conform to Baker's (1992) classification of strategies. Besides, it was shown that factors such as subject's prior knowledge of target and source idioms and the context of use of idioms influence the choice of strategies. Sabzalipour and Pishkar (2015) conducted a study on the English into Persian translation of *Harry Potter and the Half-Blood Prince* based on Fernandes (2006) and Farahzad's (1995) model of translating strategies. The results of the study showed that the most frequent strategy used has been transliteration strategy. Besides, it was shown that all of Fernandes's (2006) strategies have been applied by the translator except transcription, transposition and conventionality. Alharthi (2010, as cited in Babae Dugulsara & Sanaee, 2016) addressed translation strategies used by Arab translators when translating Seinfeld. The findings indicated that eight types of strategies were used in the corpus, using different strategies under the influence of parameters such as cultural and linguistic differences between the source and target languages and cultures, inter-semiotic redundancy, inter-textuality, media-

specific constraints, viewers' knowledge of the show, and the simplicity of the humor in the source text. Scholtes (2016) conducted a research to determine whether or not there is a significant difference in the use of translation strategies in translation of wordplay. The analyzed corpus included instances of wordplay in animated Disney films. To achieve the objectives, the researcher watched and analyzed several Disney films. Results of data analysis showed that the most frequent strategy used in translation of subtitles was literal translation. However, paraphrase was the most frequent strategy used in translations of dub. Leshkovich (2016) analyzed translation strategies used in the translation of selected episodes in the American sitcom Friends. To reach this objective, a qualitative study was conducted in the way that several episodes were chosen and the translation of linguistic and culture-specific features in them were analyzed to identify the strategies of translation used in translations of different kinds of jokes. It was demonstrated that word-for-word strategy was used more frequently than the other strategies. Abbasi and Koosha (2016) aimed to investigate the frequency of the use of two strategies, namely, expansion and reduction, in the two English translations of book one of Masnavi. For this purpose, 300 lines of Masnavi by Rumi (2014) along with its two corresponding English translations by Nicholson (2004) and Whinfield (2001) were critically analyzed based on Nida and Taber's (2003) theoretical framework. Based on the findings of the present study, both translators applied the expansion strategy more than the reduction. In a study by Daghighi and Hashemian (2016), translation strategies used in translation of cultural items was investigated in English translation of Jalal Al-Ahmad's *By the Pen* by Ghanoonparvar (1988) based on Newmark's model. To this aim, first, the researcher analyzed the source and target texts based on Newmark's model to identify translation strategies used in translations. Results showed that functional equivalent was the most frequently used strategy, and modulation and paraphrase were the least frequently used ones.

Sharei (2017) sought to examine translation strategies in Persian translation of the novel 'The Old Man and the Sea' by Najaf Daryabandari and Mohammad Taghi Faramarzi based on Vinay and Darbelnet's model. It was found that modulation literal translation were the most frequent strategy in Najaf Daryabandari's and Faramarzi's translations, respectively. Furthermore, adaptation strategy was used in Faramarzi's translation but not in Daryabandari's translation. Ahmadi (2017) attempted to investigate translation strategies in translation of idioms from English into Persian using Baker's model (1992). The findings showed that four strategies of Baker's model were used in translating idioms and paraphrase was the most common strategy. Bahraman and Erfaniyan Qonsuli (2017) investigated Persian to English translations of the *Shahnameh* based on Newmark's model to identify translation strategies used by the translators in translating this work. The researcher found the used of following strategies in the translations: Functional Equivalent, Modulation, Cultural Equivalent and Naturalization.

It can be clearly seen in the literature that no study, to the best knowledge of the researcher, has been conducted on translation strategies in English to Persian translation of 'Whatever after, Fairest of all' written by 'Sarah Mlynowski', as a bestseller in children's literature, based on Klingberg's model. This study was an attempt to bridge this gap.

METHODS

In line with the objectives of this study, that is, investigating translation strategies in the Persian translation of 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' based on Klingberg's model, a qualitative content analysis design was appropriate for it because the content of Persian and English texts were analyzed qualitatively. This type of design "has made a significant contribution both to translation practice and to translation theory. In translation practice, corpora have had a decisive impact as concerns the work of translation professionals, learners and users." (Zanettin, 2013, p. 20)

Corpus

The corpus of this study included 60 pages of the novel 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' and its Persian translation by Sara Farazi. The novel was written in 90 pages from which 60 pages were randomly selected as the corpus of the study through simple random sampling (i.e., selecting 60 page numbers randomly from the whole page numbers). The novel 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' was published in 2012 by Scholastic Press in New York. The Persian translation of the novel by Sara Farazi was released in 2019 by Porteghal Publication. Given that in this study, the English and Persian texts were compared with each other, parallel corpus was used.

Procedure

For data collection purposes, after the selection of the English novel 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' and its Persian translation by Sara Farazi, first, the researcher randomly selected 60 pages of the novel. In the next stage, the translation strategies used in the English translations of the selected pages of the novel were identified based on Klingberg's (1986) model by the researcher and an expert in translation. They did this by comparing the English and Persian texts based on Klingberg's (1986) model. It is worth repeating that Klingberg (1986) proposed the following strategies for translation: added explanation, rewording, explanatory translation, explanation outside the text, substitution of an equivalent in the culture of the

target language, substitution of a rough equivalent in the culture of the target language, simplification, deletion and localization. In cases of disagreements, the raters consulted with a third expert to reach a consensus. It is worth mentioning that the researcher selected the English novel 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' because it was one of the bestsellers in children's literature, as formally admitted by some publications. The Persian translation of the novel has also been re-published for nine times in Iran.

DATA ANALYSIS

The qualitative analysis of the data included content analysis of the English and Persian texts by the raters to identify the translation strategies used in the translations based on Klingberg's (1986) model. To do the statistical procedures on the collected data, the frequency and percentage of the translation strategies were calculated by descriptive statistics.

RESULTS

Content analysis of the data revealed that the following strategies were used in the Persian translation of the English novel: added explanation, deletion, localization, and substitution. Explanations of these strategies were provided in the theoretical framework section.

Some examples of the translation strategies used in the Persian translation of the English novel are presented in Table 1:

Table 1.
Translation Strategies in the Persian Translation of the English Novel

Source Text (ST)	Target Text (TT)	Translation Strategy
tag	گرگم به هوا	Substitution
eenie meenie miney	هر کی تک بیاره	Substitution
Not	نه عالی نیست	Added explanation
five	پنج ثانیه	Added explanation
Penny	پنی	Localization
Penny's pony, Penny's pony, Penny's pony	کره اسبی به نام پنی	Localization
You're it	حالا تو گرگی	Added explanation
Penny's pony	کره اسب خانوم	Added explanation
I'm frozen	پس من الان یخ زدم و دیگه	Added explanation

	نمتونم فرار کنم	
I was it	من گرگ بودم	Added explanation
I tagged you	گرفتمت و بهت دست زدم	Added explanation
Now you have to tag someone else to make them be it	باید به یکی دیگه دست بزنی تا اون گرگ بشه.	Added explanation
That's why the game is called it." I blink. "I mean, tag."	واسه همین اسمش گرگم به هواست	Added explanation
freeze tag	گرگ بعدی	Substitution
you should get to do a happy dance	Deletion
You should not have to be the new it	نباید گرگ بشی	Substitution
Smithville	اسمیت ویل	Localization
Coke, Pepsi, and Orange Crush	همه ی نوشابه ها	Substitution
soda	نوشیدنی	Substitution
Pop! Pop! Pop	نوشابه، نوشابه، نوشابه	Substitution
Coke pops on your tongue. It doesn't soda on your tongue.	Deletion
gloppy banana mush	ساندویچ موز له شده	Substitution
My annoying wake-up	وقتی برادرم نمی گذارد بخوابم	Added Explanation
playing tag	Deletion
Abby! Abby! Abby!	Deletion
Jonah	Deletion
broccoli	Deletion
chocolate cookie	Deletion
jack-in-the-box	Deletion
the Mona Lisa	مونالیزا	Localization
Mom	مامان	Substitution
Dad	بابا	Substitution
Crumbs	Deletion
mister	آقای محترم	Substitution
glow-in-the-dark	Deletion
Shush	هیسهسهسهسه، آروم	Substitution
I have a supercool timer on my watch	ساعتم خیلی دقیق است و ثانیه ها را می شمارد	Added Explanation
I've been tagged	گرگم به هوا بازی می کنیم	Substitution
Smithville	اسمیت ویل	Localization
Coke, Pepsi, and Orange Crush	همه ی نوشابه ها	Substitution
soda	نوشیدنی	Substitution
Pop! Pop! Pop	نوشابه، نوشابه، نوشابه	Substitution
Coke pops on your tongue. It doesn't soda on your tongue.	Deletion

Table 2 shows the frequencies and percentages of the translation strategies used in the English

translation of the novel.

Table 2.
Frequencies and Percentages of Translation Strategies

Strategy Type	Frequency	Percentage
Added explanation	21	25.92%
Deletion	19	23.45%
Localization	15	18.51%
Substitution	26	32.09%

As seen in Table 2, totally, 81 cases of the use of strategies were identified in the analyzed translation. To be more specific, there were 21 cases of added explanation, 19 cases of deletion, 15 cases of localization, and 26 cases of substitution.

As seen above, among the four types of the strategies identified in the translation, the most frequent strategy was substitution with the frequency of 26 and the percentage of 32.09%. Added explanation was the second-most frequent strategy with the frequency of 21 and the percentage of 25.92%. The third-most frequent strategy was deletion with the frequency and percentage of 19 and 23.45%, respectively. Finally, the fourth position regarding the frequency belonged to localization with the frequency of 15 and the percentage of 18.51%.

DISCUSSIONS

To discuss about the results, it should be said that the collected data were analyzed to explore the strategies used in the Persian translation of the English novel 'Whatever after, Fairest of all' written by 'Sarah Mlynowski'. The results of data analysis showed the use of four types of strategies in the Persian translation of the novel based on Klingberg's model. They included added explanation, deletion, localization, and substitution. That different strategies were used in the Persian translation of the novel is consistent with the results reported by Bai (2018), Dastmard, Gowhary and Azizifar (2016), Habtoor and Al-Qahtani (2018), Kafipour (2016), Larasati (2013), Sabza

lipour and Pishkar (2015), Sharei, Yazdanmehr and Firoozian Pour Esfahani (2017) according to whom different translation strategies are used by translators in translating different genres. This finding can be justified by saying that since children's knowledge is limited in different aspects, conveying the correct meaning of the source text to them is a complex task calling for the use of different strategies. This can also be justified by arguing that due to cultural differences and since there is no exact equivalence for some English cultural items in the Persian culture, the translator has been obliged to use different strategies to prevent from some problems such as cultural crisis in children who are the main audience of children's literature. Closely tied with this issue, it has been argued that when translating between different languages, translators cannot neglect the cultural differences existing between the ST and the TT (Seif Sheshnavi & Deedari, 2014) and to adapt the source culture with the target culture, they are inevitable to benefit different strategies. This issue is of high importance in translating children's literature since children are prone to imitate target culture due to the nature of their age.

The other finding of the present study was that among the four types of strategies used, the most frequent strategy was substitution. This finding is consistent with Christensen (2014) wherein replacement was identified as a frequent strategy in English-Danish translations. (Christensen, 2014) This is also in line with the report of Sbermahani and Ghazizade (2017) who investigated English to Persian translation of children's literature based on Aixelá, Davies, Fernandes, and Klingberg models and concluded that substitution is a frequently applied strategy in translation of children literature. A justification (Ehsani & Zohrabi, 2014, p:420-424) Therefore, translators use this strategy very much when translating different genres. Another possible justification for this finding is that expressing the intention of the author in the terms of the TT makes the TT more comprehensible for the audience.

CONCLUSION

To conclude the study, as argued before, research on the translation of children's literature is not new and it dates back to the 1970s. Therefore, it has been touched in the existing literature. But, the volume of works done in this area in Iranian context is not rich. Among the huge amounts of works in the scope of children's literature, 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' is a popular novel for all ages including children. However, the researcher found no study on the Persian translation of this novel based on Klingberg's model. These led the researcher to start this work with the aim of investigating translation strategies used by the translator in the Persian translation of 'Whatever after, Fairest of all' written by 'Sarah Mlynowski' based on Klingberg's model. Results of data analysis showed that four types of the strategies have been used in the English to Persian translation of the novel: added explanation, deletion, localization and substitution. Also, it was found in this study that substitution was the most frequent strategy used by the translator.

Contribution to new knowledge

One implication of the results is for translators in the sense that they become aware of the translation strategies used in the Persian translation of the English novel 'Whatever after, Fairest of all' written by 'Sarah Mlynowski'. To be more particular, they become informed of the efficiency of the used strategies and therefore, can decide to use these strategies in their translations or try the other strategies. The other implication is that translation students become familiar with Klingberg's model and the strategies proposed in the model and how this model is applied in the Persian translation of the novel 'Whatever after, Fairest of all' written by 'Sarah Mlynowski'. To be more specific, since Klingberg's model is a popular and detailed model in the area of translation of children's literature, this awareness can help them as future translators in translating children's literature. The other implication of the results is that those involved in the industry of children literature take new insights about the strategies used in translation of a popular work of this genre.

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Biodata

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