

The Status of Translated Children's Book in Iran

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Iran

Introduction

- “Iran” always synonymously remind some key concepts like:
- Ancient civilized nation with a long history, with diverse and dispersed ethnic groups
- Reach cultural heritage
- Famous literature
- Revolution
- War
- Sanctions

Introduction

- This nation with numerous scientists, scholars, famous authors, poets had a great contribution to the world civilization
- Dissemination of knowledge is one of their main concern
- Publishing industry is a powerful tools in this regards
- Book publishing has a long history in Iran

Introduction

- Children as a main source of the future of every country is the center of attention of all cultural affairs and preparing suitable content for them can play the kernel role in the development of any society
- In Iran, publishing children's books also has had a long history
- There are a lot of well-known authors and illustrators whose work won many international awards

Overview of Islamic Republic of Iran

Language= Persian or Farsi

Population= 75 Million (2012)

Area = 1,648,195 KM²

Number of Provinces= 31



Cont.

- Persian Language or Farsi limited to 3 countries i.e. **Iran, Afghanistan and Tajikistan**
- Tajikistan uses Cyrillic script so printed book in Persian can not be used there directly.
- So all Persian books only can be used in Iran and partly in Afghanistan.
- In spite of having a reach content geographical and language limitations limited the valuable contents inside Iran's borders.

Overview of translated children's books in Iran

Why translation?

- Since all human being came from one origin and have a common desires and needs so they need to be in touch with each other and for this reason they must find a way to communicate.
- Translation can be a means for exchanging and sharing ideas and experiences.
- Translation can build a bridge between different cultures.

Cont.

- Today in information age all nation with different languages try to share their knowledge
- This only happen through translation
- But we need to be careful because language is not a separate entity and it completely comes with culture
- So when we translate we bring new culture to our society

Con.

- So we need to be aware of this effect
- Specially when we translate books and contents for children.
- This consideration is much more important in countries with certain believes like Islamic countries.

Con.

- In Iran translation has a long history
- It returns to pre Islamic era
- But the actual translation movement returns to the constitutional revolution around mid 19th century when new educational system came to exist
- Here we do not want to study the history of translated children's book
- Only we want to study the current situation of translated children's book in Iran

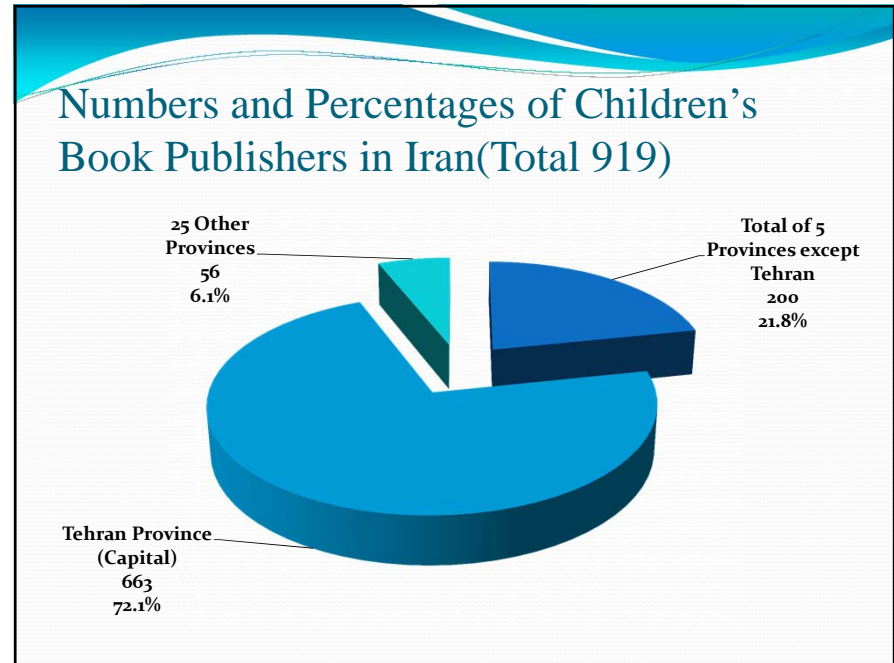
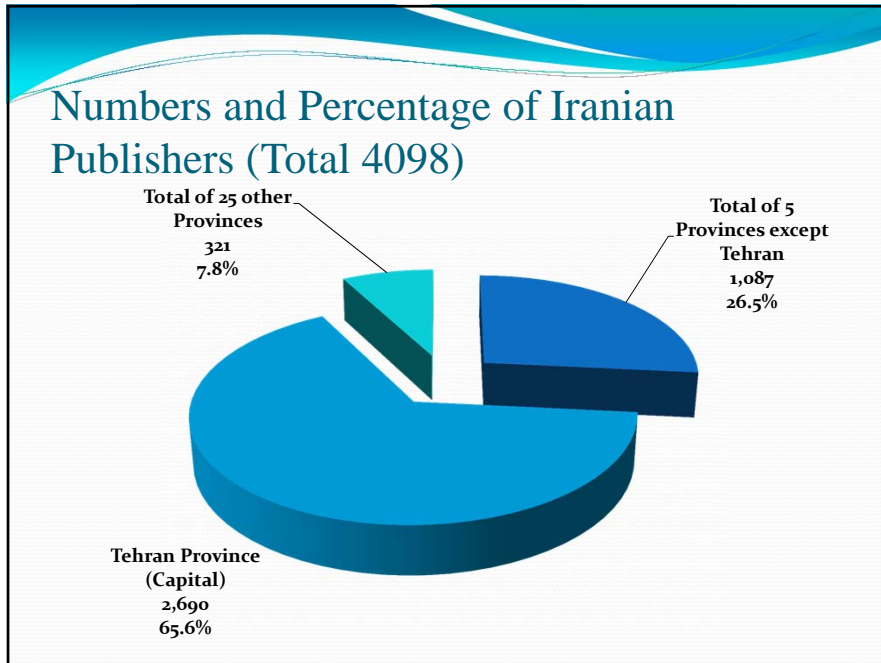
Summary of Some Facts and Figures

- Total number of publishers= **4098**
- Total number of children's book publishers= **919**
- Total number of annual printed children's books= **10,059**
- Total Circulation= **43,475,959**
- Circulation Average= **4,332**
- First published= **4,206**
- Reprint= **5,853**
- Original= **5,673**
- Translation= **4,394**

Source: Book House (Ministry of Culture retrieved in 2013)

Numbers and Percentages of Iranian Publishers

		Total no.of Publisher	% of Publisher	Children Book Publisher	% of Children Publisher
Most Active Provinces in Publishing	Qom Province (Qom)	566	13.8	59	6.4
	Khorasan Province (Mashad)	242	5.9	71	7.7
	Isfahan Province (Isfahan)	152	3.7	31	3.4
	Eastern Azarbaijan Province (Tabriz)	67	1.6	12	1.3
	Fars Province (Shiraz)	60	1.5	27	2.9
Total of 5 Provinces except Tehran		1,087	26.5	200	21.8
Tehran Province (Capital)		2,690	65.6	663	72.1
25 Other Provinces		321	7.8	56	6.1
Whole Country (IRAN)		4,098		919	

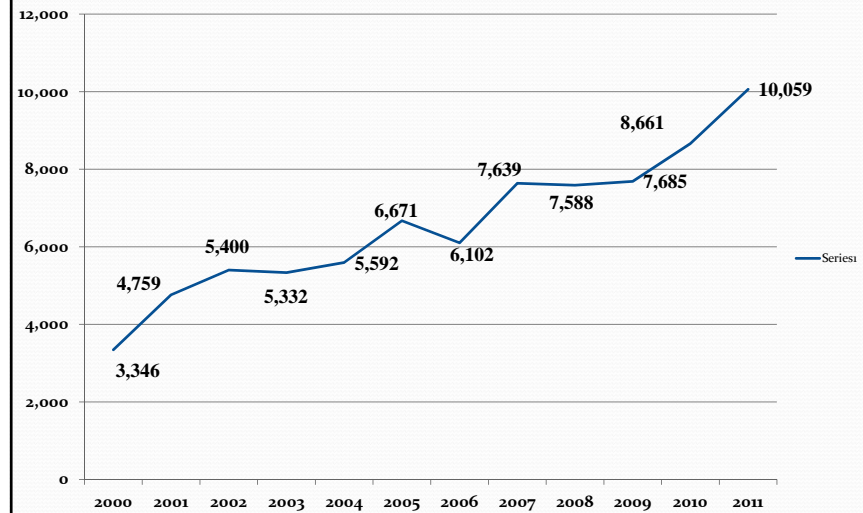


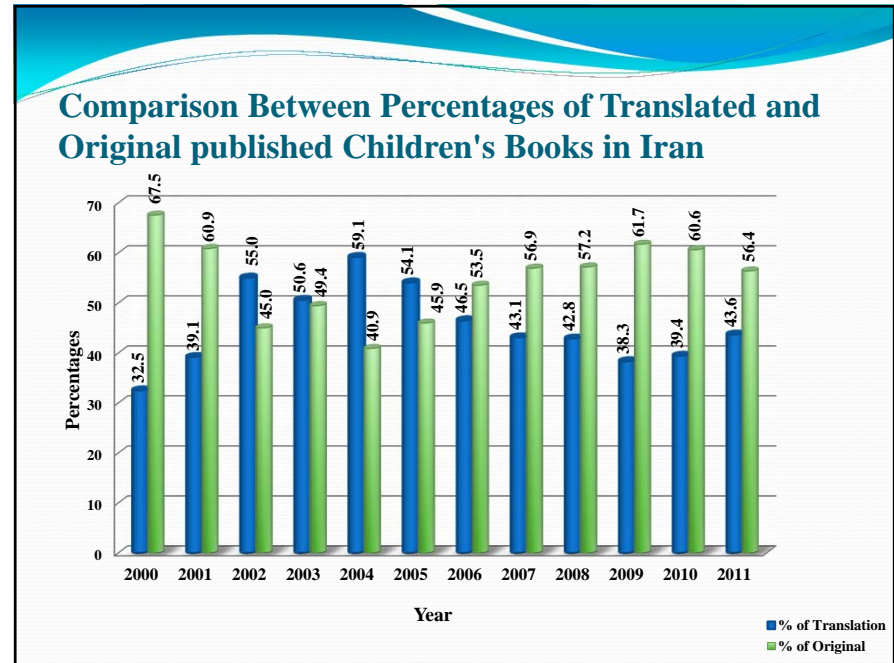
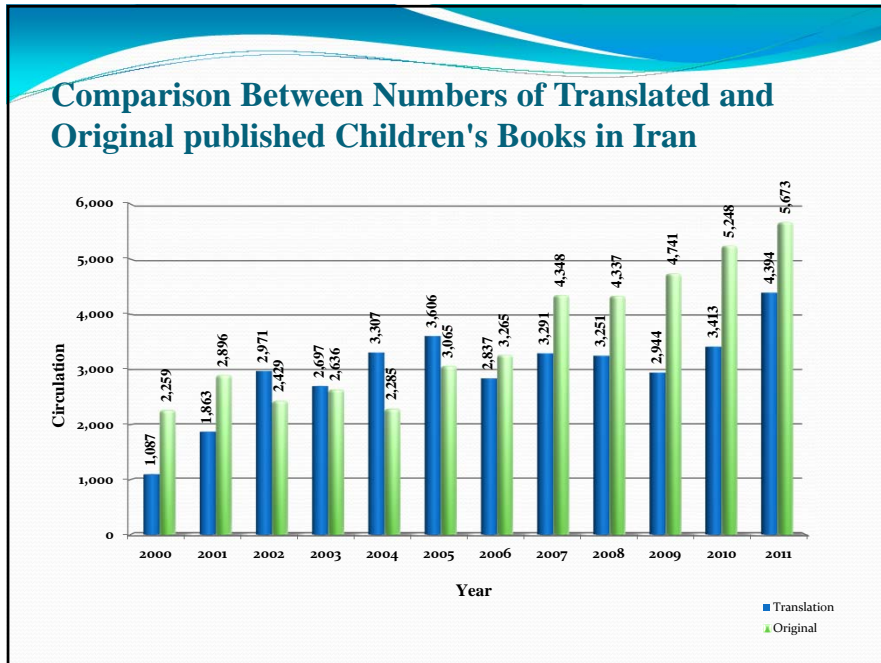
Statistical Reports of Iranian Children's book Publication

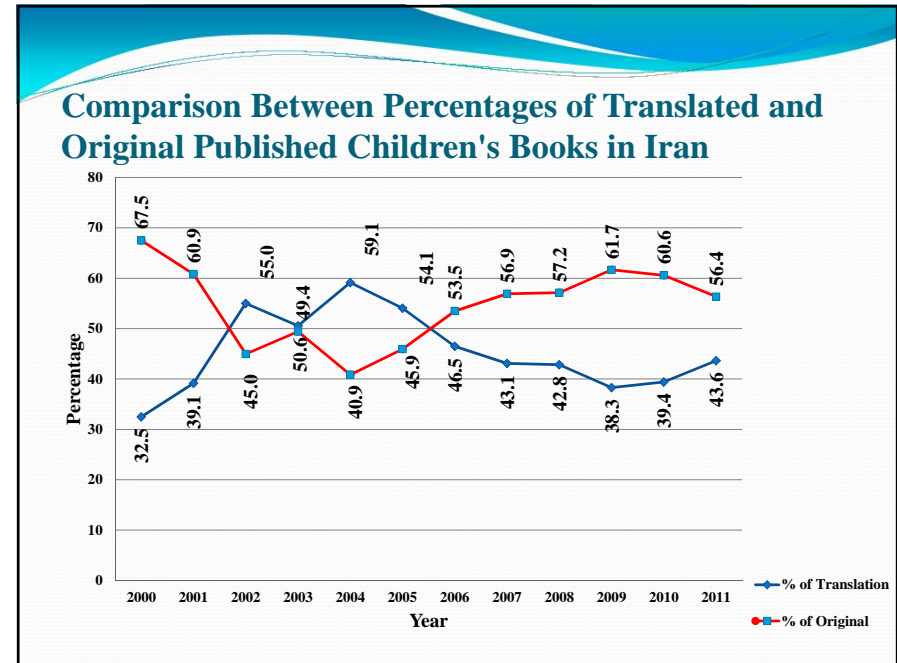
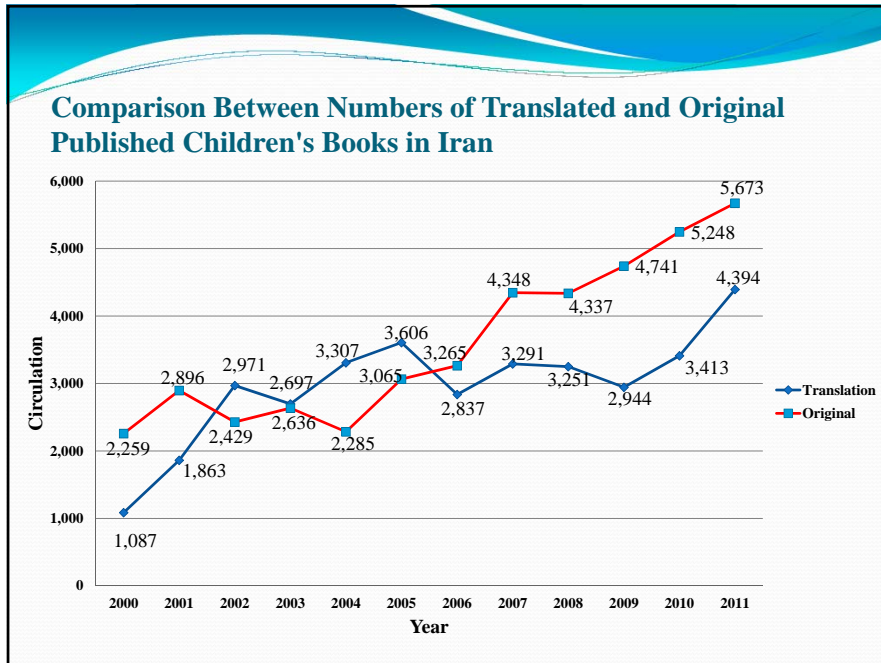
Year	Translation	Original	Other Cities *	Tehran (Capital)	First Published	Reprint	Total Published Books	Total Circulation	Circulation Average	Total Pages(1000)	Total Price (1000 Rials)	Average Price per Page(Rial)
2000	1,087	2,259	285	3,061	1,516	1,830	3,346	26,529,114	7,929	219,044	13,294,377	61
2001	1,863	2,896	476	4,283	2,333	2,426	4,759	39,343,050	8,267	280,727	21,121,020	75
2002	2,971	2,429	817	4,583	2,816	2,584	5,400	39,097,623	7,240	303,889	29,218,900	96
2003	2,697	2,636	853	4,480	2,634	2,698	5,332	38,048,870	7,136	324,178	30,025,200	93
2004	3,307	2,285	1,173	4,419	2,496	3,096	5,592	34,606,579	6,189	329,580	36,284,090	110
2005	3,606	3,065	1,220	5,451	2,805	3,866	6,671	44,271,731	6,636	380,439	48,993,050	129
2006	2,837	3,265	1,304	4,798	2,728	3,374	6,102	43,456,660	7,122	346,493	51,191,200	148
2007	3,291	4,348	1,364	6,275	2,780	4,859	7,639	42,844,340	5,609	467,709	80,579,500	172
2008	3,251	4,337	1,635	5,953	2,823	4,765	7,588	39,820,360	5,248	438,956	96,291,850	219
2009	2,944	4,741	1,600	6,085	3,115	4,570	7,685	37,286,449	4,852	450,270	118,594,750	263
2010	3,413	5,248	1,800	6,861	3,732	4,929	8,661	38,569,260	4,453	456,962	145,172,150	318
2011	4,394	5,673	2,282	7,785	4,206	5,853	10,059	43,475,959	4,322	585,999	209,065,350	357

* All countries' cities except Tehran (the Capital)

Number of Published Children's Books







Growth Rate for Published Original and Translated Children's Books

- Published **Original** Children's Book Growth Rates = **151.12%**
- Average Annual is = **12.59%**

- Published **Translated** Children's Book Growth Rates = **304.23%**
- Average Annual is = **25.35%**

Cont:

- Our research showed that most translated children's books in Iran during the period of the study is scientific books and fiction.
- **Why most translated books are scientific?**
- **because:**
- Production of this kind of books needs huge investment
- It needs a long time for preparing the manuscript
- It is a team work and needs a lot of efforts for coordination

Cont:

- Besides these kinds of books need to be in a series
- So most of the publishers cannot be entered in this field
- The circulation of the book cannot be more than three to five thousand copies.
- These numbers of copies optimistically can be sold within two to three years
- This could not return even the initial financial investment
- Therefore this trend made it difficult for publishers to print the original books.

Cont

- Normally publishers choose the best seller scientific series and fictions for translation
- These kind of books already pass the test in the original country and there is no risk for publishing
- Besides most of these best sellers are using famous characters and it is much more easier to introduce them to the new market
- So marketing of these kind of books is easier
- Publishers can save a lot of time and energy by publishing translated books

Cont:

- In summary, the research findings showed that the **financial issues** and **time concern** were the main reasons that **profit oriented views** of the publishers pushed them to publish more translated books.

Conclusion:

- All these facts and figures shows that the publishing children's book in Iran during the past decade have an acceptable condition regarding the numbers of published children's books
- At first glance to the charts and numbers of children's published books we can conclude that the number of original children's books is higher than translated, and this is an optimum condition.

Conclusion:

- But when we analyze them and look at these numbers and figures and calculation, it shows that the **growth rate of translated children's book** is **higher** than original
- Publishing translated children's books itself is necessary and acceptable to the extent that it plays a marginal role in the cultural system and when it grows and starts to play central role then it is the alarming point and must be seriously think about the trend and review the policies.
- So publishers and decision makers need to be more concern about this facts and further research need to be done to indentify the factors which involve in this **uneven growth**.

THANK YOU