

## **Norms and Ideological Implications of Translating Children's Literature into Farsi**

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### **ABSTRACT**

Since cultural differences exist between source and target languages, translators adopting a prescriptive approach to the cultural context adaptation usually employ manipulating strategies when translating for children. The present study identifies adaptation strategies employed by translators of literature for Iranian children and the socio-cultural norms used to translate storybooks. The manipulating strategies used by translators identified by the current study indicate the way Iranian society views the concept of childhood and the ideology of this society regarding children. Initially, thirty storybooks and their Farsi translations were compared using the Lambert and van Gorp (2006) model and the frequency of common strategies adopted by translators was identified. The findings revealed that cultural adequacy, omission and creation norms are the norms most frequently-used by Iranian translators. The type of manipulation strategies used by translators suggests that the underlying reasons for the use of adaptation strategies is that children should not be exposed to the misdeeds of the characters; in other words, children are viewed as incomplete people who should be manipulated by complete adults.

**KEYWORDS:** children's literature, ideology, socio-cultural norms.