

Book Publication and Translation Policy Making in Iran: The Role of Franklin Publishing House¹

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Abstract

The current article is an archival microhistorical study of Franklin Publishing House's translation activities from 1954, its establishment, to 1976, the end of its activities. Examining the archives, the aim of this study was to illustrate a detailed picture of FPH translation activities in Iran. To this end, first, four sets of archival materials concerning the FPH were thoroughly investigated. Then the basic information relating to the study was extracted. A non-automated corpus of FPH translated books in literature and other fields was compiled. Consequently, bibliographical information, including the title of the book, genre, publishers who worked with Franklin, and name of the translator in each translated volume, was listed, classified, and inserted into separate tables based on text typology and date of publication. Finally, the frequency of each type was calculated. FPH was affiliated with 49 publishers in Tehran, 20 in Tabriz, and one in Isfahān. It published 790 translated books and 60 authored books written in Persian. With 175 books, the majority of the books published by and in FPH were historical books. The literary genre was in second place with a second rate of 167 books. 395 men and women translators worked with FPH. 90.88% of the translators were men, and 9.11% of the translators were women. Also, 719 books (91.01%) were translated by male translators, and 71 books (8.98%) were translated by female translators, which shows the low participation of women.

Keywords: Archives, Franklin Publishing House, Microhistory, Translation activities, Translators

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1. Introduction

History has always been an important part of translation studies, but it wasn't until the turn of the twenty-first century that translation history started to become its own field, with its own methods, metadiscourse, and body of research. Rundle calls this the "emergence of the historiography of translation and interpreting" (Rundle, 2022, p. xviii).

Microhistory has piqued the interest of translation historians as a historical approach. In the first method, "microhistory" is the complete historical study of a "fairly well-defined smaller item, usually a single event, a village community, or an individual" (Ginzburg & Poni, 1991, p. 3).

Microhistorians hold a microscope as opposed to a telescope. Microhistory enables a comprehensive historical study of a subject by focusing on specific cases, individuals, and circumstances, providing a radically different image of the past than analyses of nations, states, or social groups spanning decades or centuries (Ginzburg & Poni, 1991, p. 3).

This study aims at conducting a microscopic investigation into the primary sources and documents of the Franklin Publishing House (1954–1976) to reveal, as much as possible, the previously hidden or unnoticed facts about the translators and editors of FPH and to provide detailed information about FPH's translation activities. The study was designed to seek answers to the following questions:

RQ1. Which local institutions were involved in the Franklin project in Iran?

RQ2. What areas did they commission translations for?

RQ3. Who were the translators and editors in this institution?

RQ4. What were the criteria for the selection of books for translation?

2. Method

Microhistory is not a method; instead, it is an approach to historical research. Archival methods lie at the center of this approach, which involves an

intensive examination of the archives. "Archives are the product of a process which converts a certain number of documents into items judged to be worthy of preservation and keeping in a public place, where they can be consulted according to well-established procedures and regulations" (Mwambe, 2002, as cited in Booth, 2007, p. 87). In the present study, the archives of the National Library and Archives of Iran, the Document and Press Center Management of Astane Qudse Razavi, the Princeton University Archives, the Elmi Farhangi Institution, and the Library of the US Congress were examined to find as many primary sources as possible about FPH. The primary source is "material that contains firsthand accounts of events, created contemporaneously with those events or later recalled by an eyewitness" (Pearce-Moses 2005, p. 309, as cited in Atefmehr & Farahzad, 2021, p. 5). In this study, letters, memoirs, translators' handwritten notes, and editors' handwritten notes served as the primary sources; books about FPH and its translators and editors were also carefully examined.

3. Data Collection and Analysis

To conduct the research, the first step was to compile a list of published books in and by FPH. To compile the list, reliable and complete bibliographical sources were needed. A comprehensive list of the books published in the period under study was compiled through documentary and library research, including all Franklin publications produced in countries where it operated, based on Princeton University Archives and the Library of the US Congress. The list of the Tehran office publications was then extracted. The list consisted of the author's name, the book's title in English, and the publication date. Then, a list of Franklin's books published in Iran was compiled using the archival information available in the National Library of Iran. This list included all bibliographic information on the Persian translated books. In the process of the research, we noticed that the FPH had also published four catalogs. The catalogs were requested via email from the Elmi Farhangi Institution and the Organization of Libraries, Museums, and Documents Center of

Astane Qudse Razavi in Iran, but only two of them were available, and sent to the researchers. After comparing the three lists, a full and complete list of the FPH translated volumes came up.

In the data collection phase, relevant data were extracted from the translated volumes. Bibliographical information, including the book's title both in English and Persian, the genre, the name of the publisher, whether Franklin or anyone who worked with Franklin, and the translator's name in each translated volume, was extracted, classified, and inserted into separate tables based on text typology and the publication data. Next, the frequency of each type was calculated.

In the next step, a bibliographical list of 850 books was located in the above sources. The list had 790 translated volumes and 60 authored books written in Persian.

4. Results and Discussion

The World War II emblem of the American Program Council on Books in Wartime was "Books are weapons in the war of ideas", whose mission was to promote works that lead to the "war effort" (Laugesen, Rahimi-Moghaddam, 2022, p.157). The U.S. government explored new ways for rendering and circulating American books overseas. To combat this print Cold War, a number of projects were developed, including Franklin, in which American publishing specialists collaborated with US publishing houses and abroad branches to translate American works (Laugesen, Rahimi-Moghaddam, 2022).

The FPH began in 1952 and ceased in 1978. Franklin Publications was established in 1952 as "an American nonprofit corporation seeking to aid the development of indigenous book publishing in the developing countries of Asia, Africa, and Latin America" (Smith, 1955, p. 167). FPH combined the teaching knowledge of American book publishers and the cultural resources of the United States with advice from educational and intellectual leaders in other countries. It also

got money from a variety of sources, both public and private, to help Franklin achieve his goal of “stimulating interest in and promoting the freedom, dignity, and welfare of mankind” (Franklin Annual Report for the Year Ending, 1964, p. 1).

Table 1. Number of FPH personnel

NO.	Offices	Number
1	New York	7
2	Cairo	21
3	Beirut	8
4	Baghdad	4
5	Tehran	47
6	Lahore	12
7	Tabriz	3
8	Dacca	14
9	Kuala Lumpur	3
10	Djakarta	9
Total		128

Franklin’s Annual Report for the Year Ending (1965) provided a statement that Franklin’s operating methods, which included a 100 percent local staff without an American resident, local selection of titles, and almost complete local autonomy regarding the operating procedure, received enthusiastic support in every country. The Tehran office had the highest number of personnel among all offices across the world.

The answer to research question 1 is summarized in table 2 as follows:

Table 2. List of local publishers who cooperated with FPH in Tehran

NO.	Publishers	Place
1	Amir-Kabir	Tehran
2	Andisheh	Tehran
3	Bongāh-e Tarjomeh va Nashr-e Ketāb	Tehran
4	Dānesh	Tehran
5	Dāneshsarā-ye Âli (National teacher training College)	Tehran
6	Dehkhodā	Tehran
7	Ebn-e Sinā	Tehran
8	M. Hasan Elmi	Tehran
9	Ali-Akbar Elmi	Tehran

10	Asiyā	Tehran
11	Fakhr-e Rāzi	Tehran
12	Farmānfarmāiyān Trust	Tehran
13	Gowhar-khāy	Tehran
14	Gutenberg	Tehran
15	Hāfez	Tehran
16	Hakhāmanesh	Tehran
17	Irān-Mehr	Tehran
18	Javidān	Tehran
19	Javidān-Elmi	Tehran
20	Jibi	Tehran
21	Khāneh-ye Ketāb	Tehran
22	Khayyām	Tehran
23	Keyhān	Tehran
24	Ma' refat	Tehran
25	Markazi	Tehran
26	Minā	Tehran
27	Morvārid	Tehran
28	Nashr-e Andisheh	Tehran
29	Nil	Tehran
30	Padideh	Tehran
31	Piruz	Tehran
32	Safi Alishāh	Tehran
33	Sepehr	Tehran
34	Sokhan	Tehran
35	Tahuri	Tehran
36	T.U.P. (Tehran University Press)	Tehran
37	Zavvār	Tehran
38	Eqbāl	Tehran
39	Ettelā'āt	Tehran
40	Enteshār	Tehran
41	Sirvid Co	Tehran
42	Qazāli	Tehran
43	Khārazmi	Tehran
44	Bonyād-e Farhang Iran	Tehran
45	Payām	Tehran
46	Kānun Parvaresh-e Fekri	Tehran
47	Māhrokhīyān	Tehran
48	Manābe-ye Tabiei	Tehran
49	Āgāh	Tehran

As can be seen in Table 2, FPH was affiliated with 49 publishers in Tehran. FPH prepared the books for publication. The books were chosen, translated, and edited by FPH. Then, a publisher was found, and ten percent of the total book price was paid to FPH. The following publishing houses have the most FPH titles in this table: Amir-Kabir, Andisheh, Bongāh-e Tarjomeh va Nashr-e Ketāb, Ebn-e Sinā, Eqbāl, Jibi, Khāneh-ye Ketāb, Safi Alīshāh, and Sokhan.

Table 3. List of local publishers who cooperated with FPH in Tabriz and Isfahan

NO	Publishers	Place
1	Chehr	Tabriz
2	D.P (Daneshsara-ye Pesaran)	Tabriz
3	Epicur	Tabriz
4	Haqiqat	Tabriz
5	Hekmat	Tabriz
6	Irān Bookshop	Tabriz
7	M.A.K.O.T. (Markaz-e Amouzesh-e -Ostan-e Sevvom)	Tabriz
8	Ma'refat	Tabriz
9	Mehr	Tabriz
10	Omid	Tabriz
11	Omid-Yazdāni	Tabriz
12	R.T.A. (Ruznameh-ye Towhid-e Afkar)	Tabriz
13	Shams	Tabriz
14	Sorush	Tabriz
15	Tehrān bookshop	Tabriz
16	Audiovisual Education Office	Tabriz
17	Shahryār	Tabriz
18	Asr	Tabriz
19	Ministry of Education	Tabriz
20	Farhang va Honar	Tabriz
21	Saqafi	Isfahan

Table 3 shows the publishers who cooperated with FPH in Tabriz and Isfahan. Qafariyan (2021) stated that most of the books were published in Tehran and a few were published in Tabriz, Shiraz, and Isfahan. The researchers could not find any books that were published in Shiraz. FPH had two offices in Iran. The central office was in Tehran under the management of Sanatizade, and another

office, established in 1958, was in Tabriz under the management of Mr. Abdol-Ali Kârang. The Tabriz office was established in order to import paper for publishers that contracted with FPH in publishing educational books (Azarang, 2017).

Table 4. Number of books published annually by FPH

No.	Year	Number
1	1954	4
2	1955	30
3	1956	37
4	1957	42
5	1958	30
6	1959	29
7	1960	65
8	1961	70
9	1962	20
10	1963	33
11	1964	45
12	1965	48
13	1966	55
14	1967	41
15	1968	39
16	1969	37
17	1970	58
18	1971	33
19	1972	25
20	1973	28
21	1974	44
22	1975	37
total	22 years	850

Table 4 shows the number of books translated during each working year of FPH. It can be seen that from 1960 to 1961, the highest number of books (70–65) was translated and published in FPH. Karim Emami, the chief editor of FPH, rearranged the system and published books based on the annual budget of the institution. The editors-in-chief were responsible for choosing the titles for translation, consulting with the FPH's manager when necessary, managing and

supervising the spending of the annual budget of the institution (Emami, 2020). The lowest number of books translated and published was during the first working year of FPH in 1954 (4 books). FPH had only three employees that year.

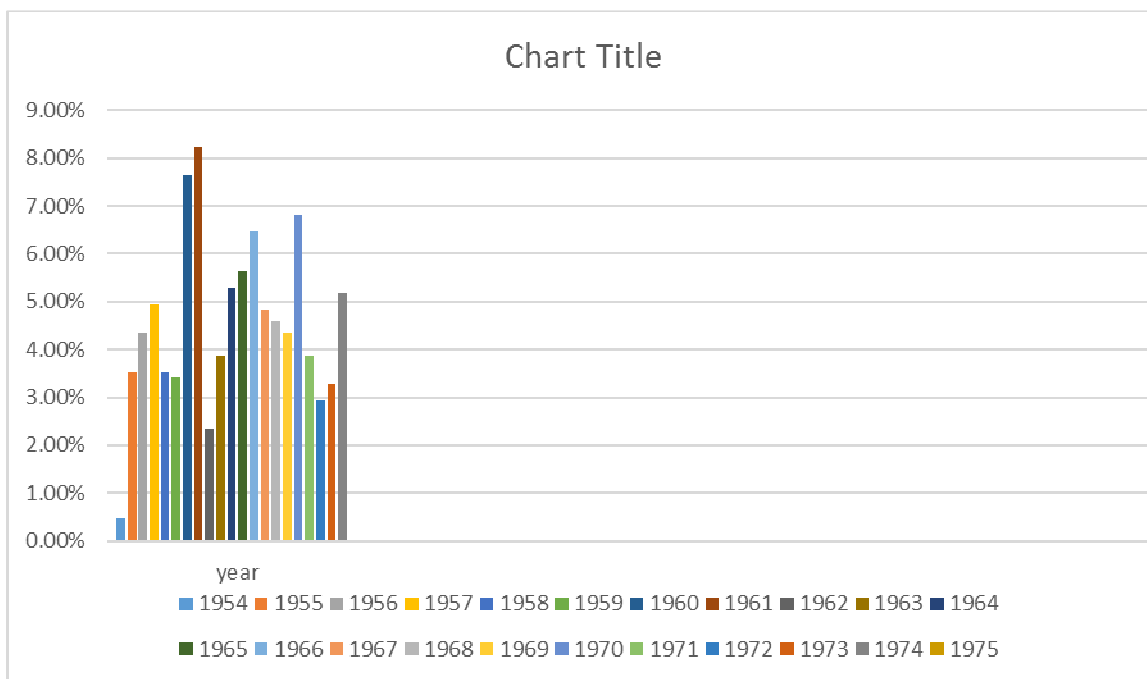


Figure 1. Frequency of books that were translated in each working year of FPH

The answer to research question 2 is summarized in table 5 as follows:

Table 5. Genre and the Number and Frequency of Books

NO.	Genre	Number	Frequency
1	General work	3	0.35%
2	Philosophy	68	8%
3	Social science	104	12.23%
4	Pure science	155	18.23%
5	Technology	75	8.82%
6	Art	13	1.52%

7	Literature	167	19.64%
8	History	175	20.58%
9	Iranology	17	2%
10	Religion	13	1.52%
11	Persian works	60	7.05%
	total	850	100%

As indicated in Table 5, the number and frequency of each genre published by and in FPH are as follows: With 175 books, the majority of the books published by and in FPH were historical books. The literary genre is in second place with a second rate of 167 books. These books were translated into Persian mainly from English, followed by French, Italian, and German. The lowest genre is general work, with a total of three books. The genres between these two extremes are literature (167), pure science (155), social science (104), technology (75), philosophy (68), Persian works (60), Iranology (17), and art and religion (13).

The fact that most of the books published by and in FPH were historical books is in line with Mostaghāsi (2017)'s belief. Mostaghāsi (2017) believes that among the ideas and beliefs that the FPH instilled in the minds of people through the publication of historical books was the presentation of a fictitious account of the alleged history of ancient Iran.

It is worth mentioning that there are different stories about the number of books published in FPH. Unlike Sanatizadeh & Rouhi (n.d.), who stated that 1500 volumes were published (as cited in Alinezhad, 2016), Kâfi (n.d.) believes that the number was 1200 volumes (as cited in Dehbashi, 2018). Azarang (2017) also stated that the number of books was 1400 volumes. Mollanazar (2013), in an interview, also stated that between 1954 and 1975, more than one thousand books

were translated and published with the financial support of Franklin Publishing House in Iran. Several publishers used to get money from Franklin Publishing House to translate the desired books.

This difference in number results from the fact that the earlier published books of FPH weren't published exactly and underwent some changes in the next publication. It was because the style of Persian calligraphy changed, some words and terms were changed, the level of accuracy in editing went up, names were written down with more accuracy, the cover, the design of the cover, the size of the letters, and the publisher were all changed (Azarang, 2017). This is why the number of books is listed differently by different sources.

The answer to research question 3 is summarized in table 6 as follows:

Table 6. Number of female and male translators

	Male translators	Female Translators	Number of Men's books	Number of Women's books
Number	359	36	719	71
frequency	90.88%	9.11%	91.01%	8.98%
Total	395		790	

The results in Table 6 indicate the number of men and women translators who worked with FPH and the number of books they translated. As illustrated, 395 men and women translators worked with FPH. 90.88% of the translators were men, and 9.11% of the translators were women. Also, 719 books (91.01%) were translated by male translators, and 71 books (8.98%) were translated by female translators, which shows the low participation of women. This can be assigned to their little agency and presence in the book market of the time in general.

Table 7. The most prolific male translators

No.	Translators	Books
1	Dr. Mahmūd Behzād	25

2	Parvīz Dāryūsh	19
3	Ahmad Ārām	13
4	Mahmūd Mosāhab	13
5	A.M. Āmerī	13
6	Abū-Tāleb Sāremī	11
7	Rezā Aqsā	10
8	Fereidūn Badreh'ī	10
9	Moshfeq Hamedānī	10
10	Abol-Qāsem Tāherī	9
11	Najaf Daryā-bandarī	7

As indicated in Table 7, the most prolific male translators were as follows: Dr. Mahmūd Behzād, Parvīz Dāryūsh, who translated literature, Ahmad Ārām, who translated science and philosophy and introduced new terminology in his areas of translation and, Mahmud Mosāhab, who translated science, technology, literature, and history, A.M. Āmerī, who was one of the researchers and professors of the Persian language and was fond of reading old texts to understand its complexity in different centuries. Rezā Aqsā, Abū-Tāleb Sāremī who won the Royal Book of the Year Award for the translation of the book *Age of Faith*. The Royal Book of the Year Award was a literary award given by the Pahlavi Foundation to selected books published in Iran. Fereidūn Badreh'ī, who has not translated any text without necessary and sufficient research on its subject, and the prefaces he wrote on his translated books are true proof of this claim and inform about his scholarly knowledge in that field, and Moshfeq Hamedānī, who was a journalist, translator, writer and former head of Pars News Agency and one of the founders of Safi Alisha Publishing Company and translated literary, philosophical, psychological and sociological books, Abol-Qāsem Tāherī, who translated history, pure and social science, and Najaf Daryā-bandarī, who two decades later received an international prize for his translations of American Literature. The endeavors of these translators led to a new terminological advancement in the Persian language, as well as to the introduction of new works of literature. 249 translators translated just one book

each, which means they either stepped out of translation or choose to work with other publishers.

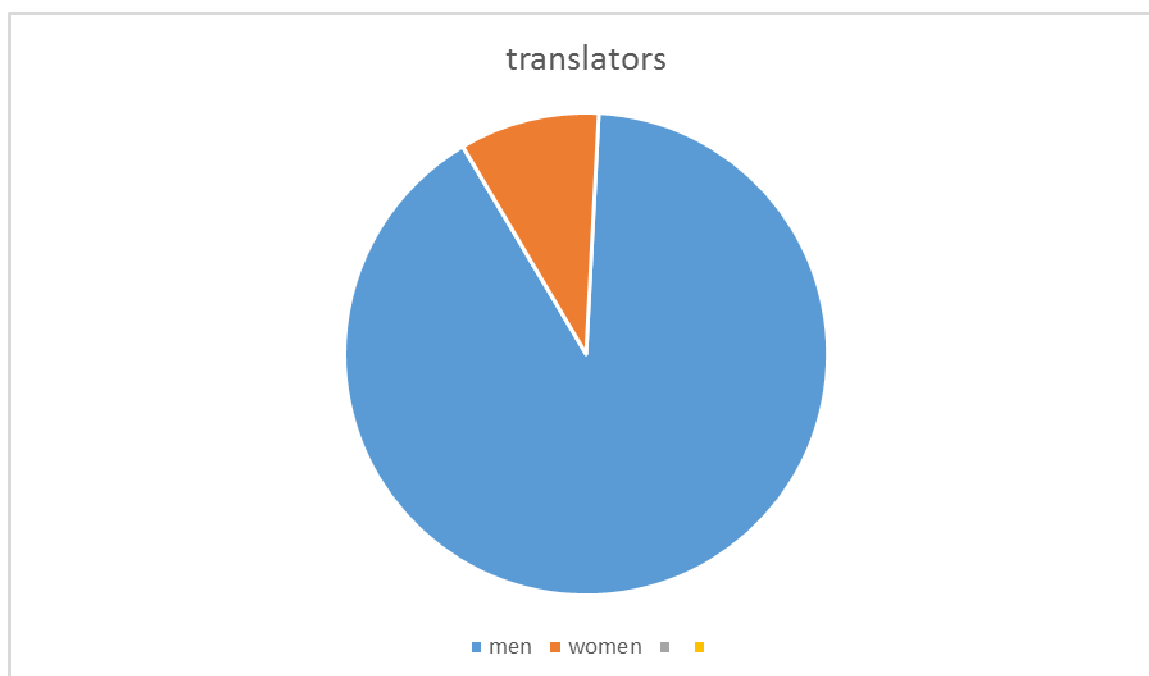


Figure 2. Number of Men and Women Translators

The above figure indicates that the number of FPH male translators was higher than the number of female translators.

Table 8. Female translators and the Number of the VOLUMES

NO.	TRANSLATORS	book
1	Dr. Sīmīn Dāneshvar	3
2	Ashraf Pahlavī	4
3	Shûrangīz Farokh	1
4	Āzar Rahnemā	1
5	Dr. Ashraf Molûk Mosāhab	2
6	Noushīn Nafīsī	1
7	Habībeh Fīyûzāt	4
8	Samīneh Pīrnazar Bāghchebān	2
9	Mahshīd Amīrshāhī	12
10	Shahīn-Dokht San'atī	2
11	Farīdeh Mofīd	1
12	Gītī Aqsā	1
13	Vajīheh Emonā	2

14	Dr. Forûq Hekmat	1
15	Mahîn Khalîlî	4
16	Khojasteh Kîyâ	1
17	Mah-Malek Bahâr	1
18	Meimanat Dâna	1
19	Parî Kîyânûsh	1
20	Mehr-Mah Bahâr	1
21	Fâtemeh bozorgniyâ	1
22	Shamsol-Molûk Mosâhab	1
23	Mahîn Hasîbî	2
24	Monîreh Amîn	1
25	Mînâ Behnâm	1
26	Pûrî Soltânî	1
27	Farangîs Shâdmân	1
28	Fakhrod-Dîn Mîr-Ramezânî	1
29	Bahâreh Râsekh	1
30	Homâ Sarlatî	1
31	Manîzheh Kîyânfar	1
32	Golî Emâmî	4
33	Aqdas Hakîmnezhâd	3
34	Golî Taraqî	1
35	Mahdoxt dolatâbâdî	4
36	Fereshteh Nurâ'î	1

Among the 395 translators of FPH, 37 were women. Mahshîd Amîrshâhi, Habîbeh Fîyûzât, Mahîn Khalîlî, Golî Emâmî, Mahdoxt Dolatâbâdî, and Aqdas Hakîmnezhâd were among the prolific female translators who basically translated literature.

Table 9. List of editors who worked in FPH

NO.	Editors	Editor of:	Copy-editing of:
1	Mîr-shamsoddîn Adîb Soltânî	Philosophy and psychological text	English and French text
2	Abdullah Argânî	Scientific and technical text	-
3	Amir-Jalâloddîn A'alam	-	English text
4	Golî Emâmî	Teenagers and children's book	
5	Nâser Pâkdâman	Social and economic text	

6	Jahāngir Afkāri		French text
7	Gholām-Alī Had-dād Ādel	Scientific text	
8	Mohammad Heydarī	Scientific text	
9	Ahmad Samī'ī Gilānī	Literary and French text	
10	Hormoz Shahdādī		English text
11	Mahdokht San'atī	Teenagers and children's book	
12	Hussein Hamadānī	Scientific text	
13	Mustafā Maghrebī	Literary text	
14	Ahmad Mir'alā'ī		English text
15	Abolhasan Najafī	Literary and French text	
16	Mahshīd Amīrshāhī	Literary text	
17	Mahmūd Behzād	Scientific text	
18	Mohammad-Rezā Hakīmī	Islamic and Arabic text	
19	Manūchehr Anvār	Chief editor	
20	Karīm Emāmī	Chief editor	
21	Najaf Daryābandarī	Chief editor	

The edition part of FPH was formed under the supervision of Manuchehr Anwar, the former BBC radio presenter who became chief editor. He was substituted by Najaf Daryabandari, a former Tudeh Party member and prominent literary writer and translator. Then this position is taken to Karim Emami, a former journalist of the Tehran-based English language daily *Kayhan International* (1962–8). Emami joined FPH in 1968 as an English-language editor and cultural deputy; he was later promoted to the position of chief editor and served in this position between 1968 and 1974. Others were active in different parts of the editorial team of FPH.

A number of editors of FPH's editing department, a department that was formed over time and reached its perfection in the last years of Franklin's life, along with a number of employees of the technical and artistic production department,

after the closure of FPH in 1975, were hired at Azad University⁴. With these staff, a newly established organization called *Sazmane Virayesh va Tolid Fanni* was established at that university. After the revolution, when the Azad University of Iran was closed, Markaze-Nashr which was a state-sponsored publishing house and an important publishing house founded in 1981, under the management of Nasrollah Porjavadi, a scholar of Persian literature, recruited several of the former staff of the editing part of FPH, such as Abolhassan Najafi and Ma'sumi Hamedani (Azarang, 2017, p. 584 & Alinejad, 2016).

Several translated books were waiting to be published by Markaz-e-Nashr by 1983, according to Farahzad (2013). However, an in-depth analysis of the translation quality revealed that a sizable proportion of the translations needed major corrections and editions. Markaz-e-Nashr took various measures to ensure that the translations were publishable (p.134). One of the earliest consequences was the coinage of the words *virayesh* and *virastar* (derived from the root *pirastan*, which literally means "beautifying") to refer to the editing process and editors, respectively (Farahzad, 2013, p. 134).

4.1. Title Selection

According to Alinezhad (2016), educators or other intellectual leaders mentioned the fields in which the books were needed but without naming specific titles. The Tehran office notified the New York office of this request, and they then called on a wide range of advisors, employed the extensive battery of bibliographical aids at their disposal, and picked books to be considered. Samples of the suggested books were sent to the operating office for consideration by their own staff and the people who made the original proposals. It should be noted that

4. It is different from Islamic Azad University established after Iranian Islamic revolution. Azad University of Iran started its activity in the 1971s under the management of Abdol Rahim Ahmadi and the deputy of Shāhrukh Moskob, the admission of students in this university started in 1979 on a limited basis, and its activity was completely stopped with the Iranian Islamic Revolution and the Cultural Revolution.

the New York office technically had the right of veto, but it was rarely utilized, and the New York office could not impose its title choice on local offices in any case (Franklin Annual Report for the Year, 1975).

The answer to research question 4 is summarized in table 10 as follows:

According to Smith (1975), as a result of this selection process, the local offices had some books that could be classified as belonging to the following groups:

Table 10. Categories of title selection of books

No	Categories	Example of books
1	Of direct ideological values	1. Big changes 2. The American Way
2	Anti-communism's intellectual foundation	1. History of Political Theory 2. Picture of Underdeveloped Countries
3	Picturing American ideas and ideals, especially regarding democracy, family life, education, social equality, etc.,	1. Lives of Poor Boys who Become Famous
	Showing impressive American contributions to culture, especially in relation to the area of publication	1. Masterpiece of Persian Art
5	Some books which have no specific program content but are strongly urged by some important person that the program as a whole benefit from the publication	1. Baby and Child Care 2. Helping Youth Choose Carriers

5. Conclusion

There is historical unanimity that the FPH established and modernized book publishing in Iran (Azarang, 2017; Bayat, 1995; Alinejad; 2016). FPH was an interposition in the Iranian book publishing industry's natural and gradual development. It introduced modern editing, cover design, indexing, and page layout to Iran's book publishing industry (Bayat, 1995).

FPH created a dedicated department for translation activity. This department was responsible for selection, editing, and publishing of translated works from

American and other literature into Persian. It established a network of translators, editors, and publishers to ensure the quality of translation. Further, it played a consequential role in the professionalization of editing and proofreading in Iran. Later, other publishers followed the FPH in establishing editing section in their publishing houses. The methods and models adopted by the publishing houses in the 1950s are still widely in use in Iran (Emami, 1997).

FPH encouraged translation as a serious marketable job by offering competitive compensation, providing professional development opportunities, building relationships with translators, and promoting translated works. FPH paid translators fairly for their work in order to show that translation was a valued profession. It highlighted translated works in marketing materials and promoted them through a variety of channels, including brochures, newspaper and magazine publicizing, large-scale dissemination of review copies, distribution of examination copies to scholars, and bookstore display devices. These activities demonstrated the FPH's commitment to translation as a valuable part of the publishing industry.

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