

Iranian Social Media Discourse on Translators: A Thematic Analysis of Tweets Mentioning "مترجم"¹

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Abstract

In the age of social media, conducting reception studies has become significantly easier, as individuals readily express their opinions online. Thus, researchers can collect and analyze existing data without the need for direct interaction. Twitter (now known as X) serves as a rich source of user-generated content, while protecting users' privacy remains essential. This paper aimed to investigate the views of Iranian X users regarding translators and the themes of Persian tweets in which the word 'مترجم' [Translator] was used. This study provides a better understanding of readers' perceptions and feedback regarding translators and their performance. To this end, a thematic analysis was conducted on a corpus of tweets between June 2023 and May 2024, using Chesterman's (2007) 'Reaction, Response, and Repercussions' Model as a framework. The findings revealed seven observable themes in Iranian tweets. The most prominent theme was 'introduction of books and translators', while the least common was 'search for translators and job offers'. These findings suggest that, while X may not be an ideal platform for recruiting translators, it serves as a valuable space for introducing noteworthy books and translators to others, as well as for commenting on their performance, whether positively or negatively.

Keywords: Iranian translators, Readers' expectations, Thematic analysis, Translator perception, Tweet, Social media discourse, Users' reviews

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Introduction

Today, the use of social media and networking websites is increasing rapidly. More individuals and organizations now access to the internet, leading to a diverse population engaging in regular online interactions and sharing their thoughts and ideas on various phenomena and life experiences. Consequently, researchers gain new opportunities to study different topics in a natural setting through social media content. While there may be some ethical concerns, the potential benefits of understanding how people communicate and respond in various situations are significant (Ahmed et al., 2017, p. 80).

Translators play a crucial role in bridging cultural gaps. The pleasure of reading literature is something that many individuals wish to share with others; however, if a work is written in a foreign language, only native speakers or bilinguals can access it. This is where translators step in and make literature and scientific knowledge accessible to a broader audience (Landers, 2001, p. 4). No matter how successful a book is in its home country, its success in the target language depends on various factors, including translation, marketing, and other considerations. Additionally, understanding the preferences and expectations of readers in the target market is equally important. This emphasis on target readers has been a recurring theme in Translation Studies, as mentioned by scholars such as Nida, Newmark, and Venuti (Khoshsaligheh et al., 2020, p. 74).

In this paper, the researcher aims to address the following questions:

In what contexts and themes does the word "مترجم" appear on X?

Based on the tweets, what is the overall perception of translators within Iranian X discourse?

Literature Review

As Khoshrouzadeh and Salleh (2016, p. 2) noted, "The emergence of social media in the Internet era has been a turning point to the discipline, history, practice

and application of communication and social interaction". Stassen (2010, as cited in Khoshrouzadeh & Salleh, 2016, p. 2) defined social media as "a group of Internet applications that builds on the ideological and technological foundations of Web 2.0, and allows the creation and exchange of user-generated content".

One of the ways to observe and understand the expectations and perceptions of the target audience is through user-generated content (UGC) on social media platforms. In this research, the focus is specifically on tweets.

Although X has been banned in Iran since 2009, both the general public and politicians persist in using the platform to express their views, ideas, complaints, and compliments. To access X in Iran, users must employ a VPN (virtual private network) to change their IP address, allowing them to easily access the platform after signing up.

Since the Green Movement in 2009, Iranians have recognized the potential of social media, particularly Twitter (now X), as a tool for political protests and challenging the existing system. Social media allowed individuals to express their opinions and engage debates on diverse issues. This may explain why, despite years of stringent filtering, X remains one of the most widely used social media platforms in Iran (Kermani & Adham, 2021, p. 3)

It is impossible to discuss X without acknowledging its multimodal environment. Today, users can share images and videos alongside text on X. Multimodality is defined as "the use of several semiotic modes in the design of a semiotic product or event" (Kress & Van Leeuwen, 2001, as cited in Desjardins, 2017, p. 43). The use of various modes on Twitter has increased over the years alongside advancements in this social media platform. For example, Luzón (2023) conducted a study that observed how even scientific research groups utilize different semiotic resources to promote their works on Twitter, thereby enhancing audience engagement.

This paper examines X users' perceptions of translators through a thematic analysis of their tweets—a form of reception study—including any accompanying images or videos. Essentially, "reception involves looking at texts from the point of view of the readers, viewers, listeners, spectators, and audiences who read, watch, or listen to cultural productions, interpret them, and respond to them in a myriad of different ways" (Willis, 2017, p. 1).

Throughout years, researchers have produced many influential studies in the field of reception, particularly on audiovisual materials including subtitles. For example, Orrego-Carmona (2016) investigated whether audiences could distinguish between non-professional and professional subtitles. The study revealed that while non-professional subtitlers had a good command of subtitling; however, when professionals undertook the task, the visual content received more attention and audiences tended to skip fewer subtitles. Nevertheless, the overall quality of non-professional subtitles was nearly comparable to that of professional ones.

Numerous studies have also examined the reception of sacred text translations, such as Quranic translations, as demonstrated by Elimam (2017). The findings of his study indicated that readers preferred translations with explanatory footnotes about verse contexts and prefaces explaining translators' stylistic choices, given the variety of translation styles available. Participants also favored translations that featured an introduction discussing the history of the *Quran*, its compilation, the Prophet, and Islam, etc.

Reception studies in Iran have aimed to explore readers' expectations regarding translated texts. For instance, Khoshsaligheh et al. (2020, p. 80) identified seven categories of expectations regarding a good translation from the Iranian viewpoint: "faithfulness, immersion, footnoting, paratext, translation language, translation strategies, and readership". Among these, immersion—referring to the

readers' engagement with the translated text and how the translation can either facilitate or hinder this engagement—was recognized as the most significant criterion.

In another study, Bolouri and Jalali (2023) selected 23 translated books and analyzed all the reviews and comments from readers on websites such as Taghche, Fidibo, and Goodreads. Ultimately, they compiled a pool of 569 valid reviews for their analysis. Their objective was to understand what readers appreciated or disliked regarding textual elements, paratexts, formatting, and the strategies and procedures employed in translations. Through thematic analysis, they discovered that "fluency" (Bolouri & Jalali, 2023, p. 218) was the primary expectation of readers. They also noted that Iranian readers tended to dislike long sentences, which are common in English writing but felt less natural in Farsi. Instead, they prefer short sentences that provide a "comprehensible target text, along with correct spelling and punctuation" among others (Bolouri & Jalali, 2023, p. 221). Among paratextual elements, "literary criticism, introduction, and the author's preface" (Bolouri & Jalali, 2023, p. 222) were considered the most engaging by readers. Finally, the researchers identified several qualities that define a good literary translator: "linguistic knowledge, writerly ability, perfect knowledge of the source text, creativity, extra-linguistic knowledge, respect for professional ethics, meticulousness in the choice of books for translation, experience as a literary translator, and mastering numerous words" (Bolouri & Jalali, 2023, p. 225). Studies like this offer valuable insights for translators who aim to meet their readers' expectations and take audience feedback seriously.

In a recent study conducted by Attaran and Farahzad (2024), the focus was on Twitter and the paratextual interventions of journalators (referring to journalist translators). This research emphasized the need to move away from previous studies that confined paratext to actual books. Social media presents a vast variety of opportunities for scholars, and we should seek and utilize these opportunities. Analyzing tweets provides a real picture of Iranians' perceptions of translators.

X serves as a platform where individuals express their opinions about everything, including translations; thus, it is beneficial for translators to stay informed about readers' feedback and perspectives, which can be utilized to enhance the quality of their work. The political sphere of X allows us to uncover the underlying social and political issues that translators face. Overall, this study offers valuable insights into the perception of translators within Iranian social media discourse.

Methodology

This section presents the methodology of the study, including the theoretical framework, the method of analysis, and the corpus. The aim is to clarify how the data were selected and analyzed to explore the themes present in the tweets of Iranian X users.

Theoretical Framework

The framework adopted for this paper is "Reaction, Response, and Repercussions" by Chesterman (2007), which categorizes the study of translation reception into three distinct areas. Based on this framework,

- Reaction: "refers to the effects of the textual (i.e., translations themselves) on the cognitive (i.e., the mental and emotional reactions of readers)" (p. 179). Such mental and emotional responses, whether individual or collective, shape perceptions of both translations and translators. Regardless of whether a translation contains errors or reflects a misinterpretation by the translator, people exhibit certain types of reactions.
- Response: People can react to these situations, but it is also possible to take action and express their appreciation or anger publicly, by writing a critical book review or sharing their opinion on social media. The combination of reaction and action in the real world is called a response. "Responses manifest feedback" (p. 179).
- Repercussions: "To describe the effects of translations at the cultural level, we might then speak of translation repercussions." For example, we might mention: "canonization of a literary work, changes in norms and practices, changes in the perception of cultural stereotypes," and so on (p. 180).

This study focused exclusively on the second category, namely Responses. This category pertained to the feelings, ideas, and expectations of Iranian readers who typed and submitted their reactions on X. This engagement allowed other users, as well as the translator and publisher of the book, to interact with their feedback. The other two categories were excluded from the focus of this study due to their inherent nature. As previously mentioned, Reaction is a cognitive, unobservable process that occurs in the minds of readers and cannot be assessed through tweets. Furthermore, the third category evaluates the cultural effects of translations, which manifest over an extended period and are beyond the scope of this study, potentially requiring longitudinal research. Therefore, the Response category provided the most relevant framework for analyzing user-generated tweets.

Method

This study employed thematic analysis; a qualitative method designed to identify, analyze, and interpret patterns within a dataset. This approach was particularly suitable for uncovering various ideas, emotions, and perspectives expressed by Iranian users of X who used the term “مترجم” [Translator] in their tweets.

Following Braun and Clarke’s six-step approach (2006) for conducting a thematic analysis, the researcher undertook these steps:

First, the entire dataset was read through to gain a general understanding of its contents. During this phase, a list of initial ideas was also created. In the second step, the researcher generated initial codes based on specific features in the data. As Boyatzis (1998, as cited in Braun & Clarke, 2006, p. 18) described, a code is “the most basic segment, or element, of the raw data or information that can be assessed in a meaningful way regarding the phenomenon.”

Third, the various codes were categorized into potential themes. After that, in the fourth step, those potential themes were evaluated until they satisfactorily represented the dataset. The fifth step involved “defining and naming themes”. As

Braun and Clarke (2006, p. 22) noted, "By 'define and refine', we mean identifying the 'essence' of what each theme is about (as well as the themes overall), and determining what aspect of the data each theme captures." Finally, in the last step, the researcher drafted a report detailing the analysis findings, aiming to persuade readers of the validity and significance of identified themes.

Corpus

In this study, the researcher selected X as the data source for the topic under investigation. X is composed of different parts as described by Purohit et al. (2013, pp. 3–4): "Tweet, Hashtags, Short URLs, Reply, Retweet, and Mention". The primary focus of this paper was on tweets, which they defined as "A short message/post/status/microblog from a user on Twitter, spanning a maximum of 140 characters. Tweets include updates about user activities, sharing useful information, forwarding other users' statuses, conversing with others, etc. The 140 character limit influences expression" (p. 3). Analyzing other components of X was beyond the scope of this research.

Today, X's capabilities have surpassed what they once were. For instance, people can share photos and videos alongside tweets. The maximum number of characters allowed per tweet has increased to 280. In recent years, users can also send private messages and conduct voice or video calls via X. However, the main components remain consistent with those mentioned by Purohit et al. (2013).

According to Steinert-Threlkeld (2018), Twitter (now known as X) possessed six features that made it an appropriate resource for academic research. First, it had a large social network with 319 million monthly active users. Second, X users generated a substantial amount of data, with approximately 500 million messages sent daily. This vast user-generated content reflected the diverse ideas of the population. In essence, X served as a mirror of society, providing real-time information that would otherwise require exhaustive research efforts to obtain. Third,

the platform facilitated easy access to this data; with an account and basic programming knowledge, users could gather the data they needed. Fourth, researchers were able to customize the data retrieved from X's APIs to suit specific research requirements, filtering tweets by keywords, location, language, or even publication date. Although X employed advanced technologies, the collected data could still be analyzed using traditional manual methods. Fifth, X served as a valuable source of data for both network and non-network analysis due to its structured nature as a network. Finally, X fostered a culture of open public discussion that distinguished it from Facebook. While Facebook offered an API, its users generally chose not to share information publicly; therefore, X presented a more favorable option for academic research. Many of these features remain relevant today.

The researcher collected tweets from X.com, retaining only those that a) contained the term "مترجم"; b) were written in Farsi according to Twitter's language identification, and c) were posted between June 1, 2023, and May 30, 2024. This dataset represented what a user would encounter when searching for this term using X's advanced search feature. The final filtered collection comprised 714 tweets. A one-year span was selected to account for potential changes in trends over time.

Results and Discussion

After collecting 714 tweets from Iranian X users containing the word "مترجم," the researcher identified several observable themes. Additionally, due to the multimodal nature of X, users often incorporated videos, photos, hyperlinks, and other media alongside written text. Sometimes, the meaning was not immediately evident, requiring a closer look at the accompanying images for complete comprehension. With that in mind, Table 1 presents the most frequent themes among these tweets.

Table 1: Frequencies and percentages of identified themes in data

Themes	Percentage
Introduction of Books and Translators	27.4% (n=196)

Review and Critique of Translation	25% (n=179)
Political and Social Issues Related to Translators	20.5% (n=147)
Memorials and News Related to the Death of Translators	13.1% (n=94)
Interviews and Meetings with Translators	2.5% (n=18)
Search for Translators and Job Offers	1.9% (n=14)
Use of Translation and Translators in Special Situations	3% (n=22)
Others	6.1% (n=44)
Total	100% (n=714)

The first theme is "Introduction of Books and Translators," which consists of tweets that mention the word "مترجم" in these contexts:

- **Introduction of Books:** Users introduced different books to their followers and included the translator's name. In tweets within this theme, users sometimes used adjectives to express appreciation for the translators. This suggests that they were not merely mentioning the translator's name to provide information about the book, but were familiar with and valued the translator's style and work. Additionally, if they were unsatisfied with the book, they typically did not introduce it by naming its translator. Therefore, these types of tweets may reflect user satisfaction with the book and its translation, even if they only stated the book's information. Another indication of readers' satisfaction may be their tendency to mention only the translator's name, rather than the author's. For example:

این کتاب رو تازه تموم کردم و خوشحالم که سعادت خوندنش رو داشتم. کتابی عجیب قوی، روان و در نقد جامعه گرد و به طور کلی جوامع شرقی. مترجم: مریوان حلبچه‌ای نازنین

- **Including Excerpts from Books:** users tweeted parts of a book on their pages and mentioned the name of the translator. They generally used quotation marks correctly and, in some cases, provided publication information and page numbers. This level of precision in writing appears to stem from the academic backgrounds of the users. For example:

فریود آنگاه که #روانکاوی از عشق سخن می‌گوید، شرمنده نیست، زیرا که دین نیز می‌گوید: «دیگران را همانند خود دوست بدار». (هرچند که ادعایی است آسان، اما به کار بستن آن دشوار است...) (چرا #جنگ؟: نامه نگاری آلبرت #آی‌نشتاین و زیگموند فروید. مترجم خسرو ناقد. نشر نی. ص ۴۳)

- Introduction of Translators: Users wrote about translators and introduced them. As previously stated by Bolouri and Jalali (2023), in the paratexts of books, translators' introductions attract readers' attention. A similar pattern is observed in the collected tweets, where users discussed the accuracy of translations and highlighted their brilliant introductions. In some cases, a photo of the translators was included in the tweets. For example:

این مرد تنها مترجم اسناد گلی ایرانیست زمان خاتمی قرار بر این بوده این الواح رو به ایران برگردوندند به آقای ارفعی مقداری پول میدن که برو بررسی کن و الواح بگیر بیار ارفعی میگه این پول کمه. دولت هم بهش بیشتر نمیده و ایشون هم نمیره چندسال بعد این الواح توسط منافقین توقیف میشه (+ عکس مترجم)

- Quoting from Translators: Here the word "مترجم" was primarily used to convey the stance of the individual being quoted. These quotations may or may not have been related to the books they translated, and were sometimes mentioned as part of that person's professional resume. For example:

دکتر ژاله آموزگار: «عمیق خواندن را از دست داده ایم...» دکتر ژاله آموزگار | استاد معتبر و شناخته شده دانشگاه، نویسنده، مترجم، محقق و پژوهشگر فرهنگ و زبان های باستانی

As the results demonstrate, this theme was the most prominent among the others. Although most of these tweets contained an image, even without them, the text itself can effectively convey the intended meaning. The second theme is "Review and Critique of Translation", in which the selected word appeared in tweets within these contexts:

- Critique or Praise of Translators: This section also included tweets that contained suggestions and indicated readers' preferences. For instance, many readers preferred footnotes to be placed on the page rather than at the end of the book. In this subtheme, some users referred to mistakes made by human translators. The mentioned errors ranged from linguistic inaccuracies or errors to failures in conveying accurate information. Furthermore, consistent with the findings of Bolouri and Jalali (2023), the writing ability of translators is a crucial factor for X users. For example:

وضعیت ویراستارا و ترجمه ها تو ایران فاجعست. تو طاقچه و فیدیبو و تلگرام و شهر کتاب و کتابخونه میگردم، ترجمه ها همه گوگی ... ویراستاری در حد زیر دوم ابتدایی اصلا غیر قابل خوندن. اون درصد کم کتاب سالم هم ترجمه مستقیم نیستن مثلا مترجم کتاب ژاپنی رو از انگلیسی ترجمه کرده. متاسفم

کاری به معجزه بیناشدن این ورزشکار بعد از لمس کردن مدال قهرمانی جهان ندارم ولی مترجم رسمی ورزش ج.ا فرق **give** و **take** رو نباید بدونه؟! «هی ایز هپی تو گیو مدال.»

- Critique or Praise of Additional Comments by Translators in Subtitles or Books: This part was observed primarily when users discussed subtitles. Many users shared screenshots of various movie or series subtitles, expressing either appreciation for or strong disdain towards the additional comments made by the translators. (The use of swear words in this context was prevalent.) According to Noushmand and Miraki (2024, p. 195), these additional comments may suggest that "Iranian fansubbers move beyond the conventional role of subtitle and a mere linguistic conveyor of the movie", as they engage directly with their audience and shift away from being invisible. The concept of visibility at the textual level is also discussed by Salajegheh (2024), who found that among 200 subtitles, 48 featured the subtitles' notes. Furthermore, many users indicated that the way the translator employed language in the subtitles allowed them to discern the translator's background, with the accent becoming apparent in the text provided. This can be considered another instance of the translator's visibility. Another subtheme arose when the translator incorporated Iranian cultural references instead of those in the original dialogue. This section was highly multimodal, as one could not fully grasp the users' intentions by merely reading the tweets. For example:

Figure 1: Additional comments of translators



In Figure 1, user expressed appreciation for the additional comments and contributions made by the subtitlers in the film, even stating that she sometimes enjoys the translators' comments more than the show itself. However, such instances of appreciation were not prevalent in the collected data, as the majority of users expressed their frustration with these comments.

Figure 2: Visibility of the Translator's Accent



Figure 3: Using cultural references



When using cultural references, such as the example in Figure 3, users also interpreted this change of word as indicative of an incompetent translator.

- **Mistakes Made by Machine Translation Tools:** In this section, users highlighted errors found in translations provided by Google Translate and other machine translation services. Most of the users attached a photo to illustrate the mistakes they encountered. Furthermore, the existence of such tweets suggests that people still believe one cannot rely solely on machine translations to complete a translation task. Machines can make obvious errors that a human can easily identify and correct. For example:

Figure 4: Errors of using Google translate



- **Speaking Against Censorship:** As Khoshsaligheh et al. (2020) reported, faithfulness is a critical factor for Iranian audiences, and a similar trend is observed in the tweets. Book censorship in Iran is a prevalent practice, carried out by authorities as well as by translators and publishers themselves; as the initial code of censorship can be traced back to the era of Naser od-Din Shah (Mollanazar, 2011). Overall, it is observable that today's readers desire pure translations. They also critique the authorities for not permitting the publication of certain books. For example:

انتشارات فرهنگ جاوید کتابی رو به قلم یکی از تروریست‌های سابق چاپ کرده با نام اندیشه اورول و تروریست-مترجم محترم وقیحانه در مقدمه توضیح داده که بخش‌هایی از کتاب رو به صلاح دید خودش حذف کرده! من بعد از خوندن مقدمه کتاب رو به سطل آشغال هدایت کردم، شما هم گول نخورید.

#سانسور

The third theme is "Political and Social Issues Related to Translators." This theme ranks as the third most frequently mentioned theme among others. Because X provides real-time data input, it is evident that, at any given moment, numerous users engage in discussions about the same event. For instance, users analyzed performance of a political figure's translator, focusing on his tone of voice, or discussed the arrest of a translator. Moreover, it is noteworthy that the number of tweets on this theme in 2023 was three times greater than the number of tweets on this theme in 2024, which calls for further investigation by scholars. This theme encompasses these subthemes or codes:

- Political and Social News Related to Translators: For example:

منیژه مودن روزنامه نگار، مترجم و فعال زنان بازداشت شد. هنوز اطلاعی از نهاد بازداشت کننده منیژه در دسترس نیست.

- Use of Translators in Political and Social Gatherings or Events for Interpreting: In this subtheme, there were also instances where users critiqued or praised the translators or just mentioned their presence and performance. For example:

پوتین در چین: اینجا مثل خانه خودم است! ولادیمیر پوتین رئیس جمهور روسیه که به چین سفر کرده، گفت: اینجا حس میکنم در خانه خودم هستم، فرض را بر این گذاشتم که همه هم روسی حرف می زنند. پوتین که در اولین سفر خارجی خود در دوره جدید ریاست جمهوری اش به چین سفر کرده از مترجم عذرخواهی کرد که به او زمان کافی نداده تا حرفهایش را ترجمه کند.

- Ethnic Disputes Between Persians and Turks over Translators: For example:

استفاده از مترجم در نشست های کشورهای به اصطلاح ترک زبان! سران سازمان منطقه ای که بر اساس اشتراک زبانی ایجاد شده است، با مترجم رابطه برقرار می کنند. حقیقتا که لطیفه ای است.

The fourth identified theme is "Memorials and News Related to the Death of Translators". 12.8% of the data referenced the passing of notable translators. Many tweets in this category also included images of the deceased. In some cases, being a translator was noted as part of the deceased person's resume. For example, Dariush Mehrjui was a renowned director who also translated several books, and people still honor him by referring to him not only as a director but also as a translator.

Furthermore, Similar to the political theme, this section reveals that following the death of a translator, several users posted tweets honoring that translator, commending their contributions, and expressing their sorrow. In this context, the tweets can be categorized into two distinct types.

- Memorials for Translators: Users commemorating the birthdays of renowned translators, either deceased or alive. For example:

امروز زادروز سیروس طاهباز نویسنده ، مترجم و مدیر انتشارات کانون فکری کودکان و نوجوانان ایران از سال ۱۳۴۹ تا ۱۳۵۷. تنها کافیت به این بیندیشیم که زمانی مدیر انتشارات کانون پرورش فکری کودکان شخصیت ادیب و برجسته ای چون سیروس طاهباز بوده است...

- News of the Death of Translators: For Example:

Figure 5: News of the death of translators



The three remaining themes— "Interviews and Meetings with Translators," "Search for Translators and Job Offers," and "Use of Translation and Translators in Special Situations"— accounted for a relatively small percentage of the collected

data, comprising approximately 7.4% of the total tweets. The first theme included tweets about interviews with translators or announcements for meetings and gatherings that featured the translators of specific books. These tweets predominantly contained links directing users to online meetings or web pages related to the interviews. For example:

امروز چهارشنبه ساعت ۱۸ در #شهرکتاب #ساری نشست نقد و بررسی کتاب «اول شخص مفرد» به قلم هاروکی موراکامی با حضور امیر مرزبان (مترجم) و محمد تقی قاسمی (منتقد)

The second theme is self-explanatory; however, the third theme pertained to situations where a translator's presence was necessary due to the poor quality of the other person's writing or when the user could not comprehend the other party's words. This theme also applies when users mentioned and utilized the word "مترجم" in its literal sense within a text. For example:

شما هم از این دفترچه تلفن داشتن که هیچ وقت هیچ شماره ای سر جای خودش نبود؛ و مترجم لازم داشت؟
پ.ن: مترجم ما مامانم بود.

Overall, this analysis revealed key patterns in how users responded to translations and their perceptions of Iranian translators. These patterns mostly reflected readers' expectations and evaluations of translations. As individuals freely express their opinions and share posts on their social media pages about a translated text or a translator, X remains a useful platform for publishers to assess translations and the work of specific translators while receiving feedback from readers. This feedback can further guide publishers in understanding what their audience expects from a translation. However, this process would be more effective if publishers actively posted polls and directly asked for readers' opinions. Furthermore, the political and social landscape of X cannot be separated from the platform's nature, as evidenced by the collected data.

Conclusion

This study aimed to examine the perceptions of Iranian individuals regarding translators on X and to identify the prevailing themes in their tweets. The most prominent theme was "Introduction of Books and Translators," while the least observed was "Search for Translators and Job Offers." This might suggest that X was not perceived as an effective platform for job searching or finding suitable candidates. Other social media platforms, such as LinkedIn or even Instagram, might be more appropriate for these purposes, although further research is necessary to confirm this. Additionally, themes such as "Interviews and Meetings with Translators," particularly announcing upcoming meetings, also appeared to be less effective on X.

The perception of translators within the Iranian online community appeared somewhat ambiguous. While this study analyzed 714 tweets collected over the course of a year, the sample size remained relatively small compared to the volume of daily tweets. For more comprehensive and insightful results, future studies could incorporate additional relevant keywords such as "ترجمه" or "ترجمان." Nevertheless, even with the current data, it was evident that users respected renowned translators and viewed them as significant cultural figures with substantial contributions. In contrast, there seemed to be a lack of respect for translators and subtitlers from the newer generation. This sentiment appeared to stem from believing that these individuals altered the original text or inserted personal comments and ideas into the translations or subtitles. Readers desire a faithful translation, which underscores the importance for translators to adhere closely to the dialogue/text. While this is common knowledge among professional subtitlers, many subtitles are fansubs, therefore deviations from the original dialogues were common and sometimes even appreciated by certain viewers. Additionally, readers expected translators to conduct thorough research before producing their work. These expectations are critical points that should be emphasized for translation students. Furthermore, the findings indicated that individuals who tweeted about translators recognized their visibility and regarded their work as a legitimate profession. In conclusion, X offered valuable insights into

how Iranian users perceived translators and translations. Given the ever-changing trends on X, it is recommended to conduct similar studies periodically. Such research can provide useful information for both translation scholars and students.

Note: This article was edited for vocabulary, structure, and grammar using Wordvice.ai proofreader and ChatGPT.

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