**Not Interested in Dubbing anymore?**

 **A National Survey on AVT Habits among Iranians**

**Saeed Ameri**

**PhD Student in Translation Studies, Ferdowsi University of Mashhad;** **s.ameri@mail.um.ac.ir**

**Abstract**

Foreign cinematic products have gained unparalleled popularity as a source of entertainment everywhere, even among the people of non-western countries, including Iran. Watching foreign cinematic programs has experienced dramatic changes, in recent years, with the emergence of participatory practices, such as amateur subtitling because it offers an unprecedented opportunity for the world to access unrestricted circulation of audiovisual programs. The answers to the question of AVT habits of the audience, however, remain as elusive as ever. To fill the void, this investigation examines to what extent Iranian audience AVT habits have changed. Over 1200 Iranians answered a web-based questionnaire, which was hosted and developed on a survey platform. Upon the completion of the data collection and filtering unsuitable data, the data were imported into SPSS. The overall findings suggest that proportionately more Iranians watch foreign cinematic programs with subtitles nowadays than ever before, at least among the younger generation. Additionally, national TV channels are no longer the main source of entertainment among Iranians when it comes to foreign fictional programs.

**Keywords:** *audiovisual translation, audience, dubbing, subtitling, habits*