**Reframing the Image of the Owner**

**A Narrative Approach to Website Localization**

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**Abstract**

Using narrative theory as its theoretical framework, this study investigates how the three Persian Iranian Websites are presented to their readers in their Persian and English versions. The three websites of the Ministry of Foreign Affairs, Bank Melli Iran and the Municipality of Isfahan were selected for the purpose of the study. Since Baker’s narrative theory (2006) is focused on the analysis of narratives in written texts, this study attempts to apply Baker’s narrative theory (2006) in the analysis of narratives on the websites. These online narratives were analyzed using Baker’s four reframing strategies, “temporal and spatial framing”, “selective appropriation”, “labeling”, and “repositioning of participants”. The results of the study reveal that some discrepancies exist between the Persian and English versions of the websites. These differences can be explained by the Persian websites’ owners attempt to reframe the on-line narratives in order to meet different needs of the target readers in the English versions of the websites. The Persian websites focus more on the current state of affairs in Iran while the English versions focus more on the historical records of Iran with the intention of presenting the long history of Iran to the international readers.

**Keywords:***localization, institutional translation, narrative theory, (re)framing*