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## Positive Self-Presentation and Negative Other-Presentation in Farsi Translation of *Hard Choices*

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### ABSTRACT

Political text writers are often tended to implement rhetorical strategies, including the discursive ideological strategies of *positive self-presentation* and *negative other-presentation*, to imply and impose their ideological intentions on the audience. The utilization of such strategies may cause translation problems for translators of political texts. Political texts in particular usually act as a source of problem for novice translators who read texts in a traditional way and understand the texts in an uncritical manner. The present paper, attempting to introduce such political rhetorical strategies in English as the source language and their proper rendition in Farsi as the target language, offers a critical discourse analysis of Amir Ghaderi's Farsi translation of Hillary Clinton's *Hard Choices* (2014). To this end, Van Dijk's CDA approach (2004) was used. However, the study has explored only four strategies out of 27 including -hyperbole, euphemism, polarization and vagueness. The results showed that *euphemism*, with 41 instances out of total 60 instances, was the most frequently observed discursive strategy, as the source text had the political end of highlighting the power and dominance of the source text state to the reader. The other three discursive strategies were observed with relatively close rate: hyperbole =8, polarization =8, and vagueness=3. The findings of this study have the potentialities to make generalization about the meaningful high frequency of euphemism and the use of other discursive strategies in political texts.

**Keywords:** *Critical Discourse Analysis, Van Dijk Model, Euphemism, Polarization, Vagueness*

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### 1. Introduction

Critical Discourse Analysis (CDA) opens with the pragmatic assumption that language use is social to reflect on and construct the social world (Rogers, 2004:33). Patridge (2006:67) posits that CDA embraces a detailed textual analysis and moves on to explain that CDA deals with drawing core disciplines from the linguistic features of a text, unloading peculiar intolerances and ideological assumptions underlying the text, and connecting the text to the other texts and to people's comprehension and opinions. Along with the critical analysis of ideology, other concerns of CDA include the relations between discourse and power, language, and social relations (Fairclough, 1989:55). Wodak (2001:3) emphasizes that CDA particularly deals with analyzing non-transparent along with transparent structural relations of supremacy, power, judgment and control which are revealed in language.

This assertion implies that CDA deals with the connection between language and power and views language as a form of social construction which can be manipulated by politicians for the purpose of imposing and implying their ideological intentions or political purposes as well. It is also qualified to mention that theoretical evidence proposes that there are significant similarities or interconnectedness between Wodak's model and van Dijk's and Fairclough's. In the recent work of Wodak's, she explicitly explains about the importance of socio-cognitive theories to CDA and claims that van Dijk's approach has been very effective for her work in order to guide many of her theoretical approaches and views (Wodak 2006). Like Wodak, Fairclough talks about a need for a method for historical analysis in discourse analysis which should concentrate on the long-term constitution of discursive practices in society. The research about relationships

between discursive and social change remains constant throughout his line of arguments.

Patridge (2006: 179) identifies the principles of CDA described earlier by Fairclough and Wodak (1997). The principles are: social and political matters constructed and reflected in discourse; power relations are negotiated and performed through discourse; discourse reflects and also reproduces social relations; ideologies are produced and reflected in the use of discourse.

As Fairclough (1993:193-217) maintains, CDA goes beyond the acceptance of the social dimension of discourse. In fact, one of the main principles of CDA is to show how discourse is both influenced by and influences the society and how it leads to creation of social identity. In other words, CDA tries to shed light on the mutual associations prevailing in language and the society; it highlights the fact that language does not exist without the context in which it is embedded. One way to show the role of language is to examine the *agentivity* of the text, defined as a form of social practice that involves a dialectical connection between a particular discursive event and social circumstances (Jorgensen & Phillips, 2002:84).

Munday's (2007) contribution charges part of the gap by studying urgent questions considering ideology and language from a translation studies point of view. He authenticates van Dijk's (1998) broadened implication of ideology which is far away from a purely political sense to 'encompass the knowledge, beliefs and value systems of the individual and the society in which he or she operates' (Munday 2007: 196).

Van Dijk proposes twenty-seven ideological strategies which are effective in recognizing the fundamental strategies of *positive self-presentation* and *negative other-presentation*. The former is an ideological feature used to refer to one as superior than the others and the latter is to considered the others as inferior (Dijk, 2004:42). *Positive self-presentation* or *in-group favoritism* is a *semantic macro-strategy* in the service of face keeping or impression management, while *negative other-presentation* is another semantic macro-strategy dealing with in-groups and out-groups, that means the separation between *good* and *bad*, *superior* and *inferior*, *us* and *them* (Dijk, 2004:42). These are discursive methods to improve or

alleviate one's bad features and, accordingly, mark discourse ideologically.

Implementing such strategies and their related methods can produce obstacles in the road of reaching the intended meaning of the original author. Political text audience may come to be totally unaware of ideological battles running in language and the way such delicate battles are won by the speaker through the use of discursive strategies. Critical Discourse Analysis is a great model to show the ideological struggles in language on the one hand, and their intended meaning on the other hand in a way that through the lens of CDA, the reader can explore the influence and dominance of language-power-ideology. In essence, CDA is a device for consciousness-raising, and through such awareness, underlying ideological stands appear on the scene for the audience of political texts. Among different CDA models, van Dijk's (2004) is a comprehensive and widely-used one apt for exploring ideological, political, social and occasionally manipulative maneuvers employed by politicians. To this end, the present paper analyses the Farsi translation of *Hard Choices* by Hillary Clinton which is a memoir published in 2014 based on Van Dijk's (2004) Critical Discourse Analysis model. The major concerns are to discover the discursive strategies employed by Hilary Clinton in authoring the text entitled *Hard Choices* and to assess whether these strategies are grasped and rendered properly by Amir Ghaderi while translating the book from English into Farsi.

The findings of this study carve up a better understanding of the role of ideology in texts for different addressees in the contemporary world. This study may make English translation students conscious of different strategies applied with the purpose of structuring texts. In other words, this study will make them conscious of various features of text manipulation to transfer one's ideology to different addressees. The results of this study could be useful in translation classrooms especially in critical reading courses. It can as well be helpful to news institutions to become more attentive to the wide range of discursive strategies. Overall, the major significance of the study would be: raising critical awareness of translators with methodical tools to challenge the texts, which serve certain political interests serving and are deliberately constructed to position some groups over others; helping translators



develop critical awareness of how these practices are shaped; providing translators with information on political relationships and relationships of power; ensuring that translators develop the skills that will empower them to generate in-depth and informed opinions of texts; enhancing translators' ability to analyze and discriminate information, and finally providing a critical understanding of the tools of manipulation and persuasion employed by those in power.

## **2. Theoretical Framework**

### **2.1. Critical Discourse Analysis**

Critical discourse analysis has been approached and defined by different scholars from a variety of viewpoints. Hillary Janks in her article "Critical Discourse Analysis as a Research Tool" defines CDA in this way: "Critical Discourse Analysis originates from a critical theory of language which considers the use of language as a form of social practice" (Janks, 2004:14). She also argues that:

"All social practices are tied to specific historical contexts and are the means by which existing social relations are reproduced or contested and different interests are served. It is the questions related to interests- How the text is positioned or positioning? Whose interests are served by this positioning? Whose interests are negated? What are the consequences of this positioning? –that relate discourse to relations of power. Where analysis seeks to understand how discourse is implicated in relations of power, it is called *Critical Discourse Analysis*". (Hillary Janks, 2004:14)

Van Dijk answers to the question of what CDA is, and says (Dijk, 1988:67-68): "Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily deals with the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With such dissenting research, critical discourse analyst takes explicit position, and thus wants to understand, expose, and ultimately resist social inequality. CDA takes aim to offer a different "mode" or "perspective" of theorizing, analysis, and application throughout the whole field."

Van Dijk argues that critical research on discourse needs to meet the following requirements in order to effectively realize its aims (Dijk, 1988:67-68):

- It must be better than other researches in order to be accepted.

- It centralizes on social problems and political issues instead of current paradigms and fashions.
- Proportional critical analysis of social problems is usually multidisciplinary.
- Instead of merely describing structures, it attempts to explain them in terms of properties of social interaction and especially social structures.
- CDA concentrates on the ways in which discourse structures enact, confirm, legitimate, reproduce, or challenge relations of power and dominance in society (p.67-68).

According to van Dijk (1993), CDA is not intrinsically a specific direction of research, therefore it does not have a unified analytical framework. He further points out that CDA is 'obviously not a homogenous model, not a school or a paradigm, but at most a shared perspective on doing linguistics, semiotic or discourse analysis' (ibid: 131).

Van Dijk (1988) claims that "Discourse is not simply an isolated textual or colloquial structure. Rather it is an intricate communicative event that also epitomises a social context, featuring participants (and their properties) as well as exploitation and assent processes" (p. 2).

According to Fowler (1991) "In the late 1970s, Critical Linguistics was developed by a group of linguists and literary theorists at the University of East Anglia, whose approach is based on Halliday's Systemic Functional Linguistics" (p.71). CL practitioners such as Trew aimed at "isolating ideology in discourse" and showing "how ideology and ideological processes are manifested as systems of linguistic characteristics and processes" (Trew, 1979:155). This aim is pursued by developing CL's analytical tools based on systematic functional linguistics (SFL). Following Halliday, these CL practitioners view language in use as simultaneously performing three functions: ideational, interpersonal, and textual functions. According to Kress (1990) "among CDA practitioners, van Dijk is one of the most often referenced and quoted in critical studies of media discourse, even in studies that do not necessarily fit within the CDA perspective" (p.6). Despite the developments of CDA in different directions Van Dijk's model with its focus on social context and the constituting featuring participants (and their properties) as well as production and reception

processes proposes a more comprehensive model of discourse analysis compared to the others which justifies the use of it in the present study. And this progress is the reason behind the selection of Van Dijk's model in the present study.

## 2.2 Critical Discourse Analysis from Van Dijk Point of View

Van Dijk claims that "There are two extensive fields of research that, despite their common interest for text, talk and communication, seem to virtually omit each other: the study of mass communication on the one hand and discourse analysis on the other hand" (Dijk, 1985:5). According to van Dijk (2006: 164), most knowledge influences discourse production and understanding implicitly and indirectly, while occasionally it is indicated in discourse. Van Dijk claims that he does not have any special school or approach. He believed that "CDA shall not be considered as a branch of discourse analysis, the same as conversation analysis or psycho-discourse analysis; to support this claim, he suggested researchers to look at the CDA as an interdisciplinary and use the findings of other cultures, countries, and other humanities disciplines in studying and referring to CDA". (Dijk 2006)

Van Dijk's (2004) seminal work, *Politics, Ideology and Discourse*, suggests a worthwhile infrastructure for political discourse analysis. The work which is a part of the *Encyclopedia of Language and Linguistics*, characterize the political discourse as the most ideological. Van Dijk (2004) argues that the social organization of the field of politics, and hence of politicians and political groups, is largely based on ideological differences, alliances and similarities.

Van Dijk discerns basically between common sense-definitions and theoretically elaborated definitions of discourse. While "discourse" is equipollent to social or institutional language use in everyday speech, theoretical definitions cover over three dimensions of communicative events: (a) language use, (b) communication of opinions and cognition and (c) interaction. These three aspects can also be seen as the basic differentiation of discourse approaches in a mapping of the research field according to the primary cognitive interests. (Dijk, 1997:7-28)

In another classification Van Dijk (1997) distinguishes between local context structures and global context structures. Local context structures include the aims,

intentions communicative and social roles of the participants in discourses as well as the setting of discourse in time, space and modality. Global context structures are very important, if discourses are recognized as constitutive for institutional actions and procedures. The investigation of global contexts involves broader cultural and social aspects in e.g. discourse studies of ethnicity, intercultural communication and in critical discourse analysis. (p.19)

According to Roy Langer (1998) "To Van Dijk these cognitive schemata are the missing link between text and society and between discourse and social structures and that these structures are always interceded through the interface of personal and social cognition. Therefore discourse semantics is close to theories of the social mind and mental schemata and it seems "plausible that the structural forms and the overall meaning of a news text are not arbitrary, but a result of social and professional routines of journalists in institutional settings, on the one hand, and an important condition for the effective cognitive processing of news texts by both journalists and readers, on the other hand" (p.70). Roy Langer (1998) believes that van Dijk concentrates on the analysis of rhetorical structures as the center of his interests. Here he puts discourse analysis in a line of tradition which points back to the Aristotelian rhetoric: Historically, discourse analysis can be traced to classical rhetoric...Only in the 1960s was it realized that classical rhetoric had more to offer. Rhetoric was defined as new rhetoric and began to play a role in the development of structural analysis of discourse, for example, in literary studies...Note that rhetoric is often understood in a broader sense as the discipline that deals with all aspects of persuasive speaking or writing. In that sense, it becomes nearly identical with at least a large part of discourse analysis (p.77).

According to Roy Langer (1998) Van Dijk distinguishes between two forms of global organization of texts: topical macro-structures on semantic level which organize local microstructures of discourses and schematic superstructures on syntactic level. In his empirical works (e.g. 1989:199-226) the analytical focus lies on topics, coherence, thematic structures, actor roles, the role and background of the text producer and stylistic features of texts as well as on narrative and argumentative structures (p.17). Topical macro-structures are based on our ability to reduce even very complex



information to macro-propositions, which express the theme or topic of the whole text.

Van Dijk defines three rules for these reduction processes: the deletion of all irrelevant information; the generalization, which creates a general macro-proposition via abstractions from the different micro-propositions; and finally the construction, where micro-propositions get combined to a sequence and replaced of a new macro-proposition and Schematic superstructures on the syntactic level are, according to van Dijk, formal criteria which organize the global meaning of texts by functional relations between the micro- and macro-propositions of a text. These relations have a tendency to be conventionalized in different genres and include functional categories and rules. Based on empirical studies van Dijk claims that news articles are build up according to a certain news scheme, which determines both production and reception of the news and where each category becomes part of a general hierarchy (1997:17).

Van Dijk (2004) elaborates on 27 ideological strategies. This categorization is very effective in implementing the fundamental strategy of *self-positive-representation* and *other negative-representation*. The former is an ideological function which is applied to describe oneself as superior than the others and the latter is to present the other as inferior. Positive self-presentation or in-group favoritism is a semantic macro-strategy used for the purpose of 'face keeping' or 'impression management' (p.67). Negative other presentation is another semantic macro-strategy regarding in-groups and out groups, that is, their division between 'good' and 'bad', superior and inferior, us and them. It is important to note that van Dijk's points of view about positive self and negative other representations are employed to be considered for the translation strategies involved. "The awareness of the ideological manipulation of positive self-presentation and negative other-presentation is termed as the 'global strategy' (van Dijk 1993; 2006b) for discourse comprehension".

This is full of ideologically charged applications of norms and values. These are discursive ways to enhance or relieve our/their bad characteristics and, as a result, mark discourse ideologically (p.67). According to Mirsepassi (2003) van Dijk's mental representations "are often articulated along "Us" versus "Them" dimensions, in which speakers of one group will generally

tend to present themselves or their own group in positive terms, and other groups in negative terms" (p.22).

From the 27 strategies defined and explicated by Van Dijk, the present study, due to limitation of space, is restricted to the exploration of four and their way of rendition in Farsi translation.

### *2.3 Van Dijk's Ideological Strategies and Translation Model*

Different classifications and categorizations have been offered to facilitate the analysis and understanding of discourse analysis within different models and among them is micro and macro structure. According to Van Dijk, "Language use, discourse, verbal interaction, and communication belong to the micro level of the social order. Power, dominance, and inequality between social groups are typically terms belong to a macro level of analysis" (Van Dijk 2003: 354)

## **3. Data Analysis**

### *3.1 Corpus of the Study*

Political texts in particular usually act as a source of problem for novice translators who read texts in a traditional way and understand the texts in an uncritical manner. To address this problem in the realm of translation studies, the present study applies Van Dijk's Critical Discourse Analysis model to *Hard Choices* by Hillary Clinton which is a memoir published in 2014 and gives her account of her tenure as the Secretary of State from 2009 to 2013. *Hard Choices* has been translated by Amir Ghaderi (2016) which is going to be analyzed in line with van Dijk's CDA model. *Hard Choices* is a notation of former United States Secretary of State Hillary Rodham Clinton, published by Simon & Schuster in 2014 which gives account of her tenure in that position from 2009 to 2013. It also mentions some personal aspects of her life and career, including her attitude against President Barack Obama following her 2008 presidential campaign loss to him.

### *3.2 Procedures*

The data collection and data analysis were done under the supervision of two experts in the field and in keeping with Van Dijk (2004) Critical Discourse Analysis model. First, the translation was scrutinized thoroughly in line based on the Van Dijk's model (2004) and simultaneously the strategies employed were explored. Then, the corpus was critically evaluated in order to discover the structures and the

vocabularies in which Clinton expressed her ideological vantage points through. Next, all sets of identified elements were compared in terms of the frequency of discursive strategies. To escalate the reliability of the findings and to make objective and impartial interpretations as much as possible, the process was conducted twice. Next, the contents of the texts were analyzed with regard to the semantic clues and strategies mentioned above and the ideologically-laden terms involved.

Out of 27 strategies defined and explicated by Van Dijk (2004: 70), the present study, focused only on the following four strategies:

#### Hyperbole

It refers to semantic rhetorical devices for propagating and overstating meaning by using especial metaphors, particularly in the strategy of *positive self-presentation* and *negative other-presentation* (Dijk 2004:55). We may expect that good or bad actions or characteristics of the self or other be expressed in hyperbolic terms (Dijk, 2004:56)

Hyperbole means exaggerated statements or claims which do not mean to be taken literally. Politicians use hyperbole persistently, any speech which they use is written by experts in hyperbole.

**Example:** "If the United States could negotiate with the Soviet Union at the height of the Cold War, with thousands of their missiles pointed at our cities, we should not be afraid to talk with other dissidents such as Iran under appropriate conditions."

اگر آمریکا توانست با اتحاد جماهیر شوروی در اوج جنگ سرد و زمانی مذاکره کند که هزاران موشک خود را به سوی شهرهای ما نشانه رفته بود، نباید بترسیم از این که در شرایط مناسب، با دیگر دشمنان خود مثل ایران گفتگو کنیم.

The translator enhanced the meaning by using "دشمنان" for "dissidents".

#### Euphemism

It refers to a rhetorical device for polite statement as an alternative to prohibited language. Euphemistic devices are used to embellish the social facts that may be offensive to the members of a community such as sex, supernatural, death (Dijk, 2004:56)

A euphemism is "the replacement of a moderate, indirect or vague term for one considered to be rough, blunt, or offensive". Sometimes called doublespeak, a euphemism is a word or phrase which represents to communicate but doesn't. It makes the bad look good, the negative seem positive, the unnatural seem natural, the

unpleasant seem attractive, or at least tolerable. It is language which avoids shifts or denies responsibility. It conceals or prevents thought.

**Example:** "Since then, however, they had played a much less constructive role. After consulting with NATO allies, I described the upcoming conference as "a big tent meeting with all the parties who have a stake and an interest in Afghanistan." That left the door open for Iran; if they showed up, it would be our first direct encounter."

با این حال، از آن زمان به بعد، ایران بسیار کمتر نقش سازنده‌ای در این خصوص بازی کرده بود. پس از مشورت با متحدان مان در ناتو، کنفرانس را "جلسه ای زیر چادر با همه طرف هایی که در افغانستان سرمایه و منافع دارند" توصیف کردم. به این ترتیب، راه برای حضور ایران باز می ماند. اگر در کنفرانس شرکت میکردند. اولین برخورد مستقیم ما شکل می گرفت.

The translator used a rhetorical device for polite expressions as an alternative by using "شرکت میکردند" for "showed up".

#### Polarization

Polarization refers to categorizing people as belonging to us with good competency and them with bad competency. In categorizing people in in-group (self/us) and out-group (others/them) the expression of polarized cognitions are very widespread (Dijk, 2004:56)

In politics, polarization refers to the divergence of political tendencies to ideological extremes. Polarization can refer to such divergence like public opinion or even to such divergence within certain groups. Almost all discussions of polarization in political science consider polarization in the context of political parties and democratic systems of government. When polarization occurs in a two-party system, like the United States, moderate voices often lose power and influence.

**Example:** "It was a classic Cold War move for which many Iranians never forgave America. Our governments enjoyed close relations for more than twenty-five years —until, in 1979, the *autocratic Shah* was overthrown by a popular revolution. Shiite fundamentalists led by Ayatollah Ruhollah Khomeini soon seized power and imposed their theocratic version of an Islamic republic on the Iranian people."

این کار آیزنهاور، یک اقدام طبیعی در چارچوب جنگ سرد بود که بسیاری از ایرانی ها هرگز آمریکا را به خاطر آن نبخشیده اند. دولتهای دو کشور بیش از ۲۵ سال روابط نزدیکی داشتند، تا زمانی که سال ۱۹۷۹ فرا رسید و شاه مستبد با یک انقلاب مردمی سرنگون شد. بنیادگرایان شیعه به رهبری حضرت آیت الله روح الله خمینی خیلی زود قدرت را قبضه کردند و نسخه دینی

خود را از "جمهوری اسلامی" بر مردم ایران اجرا نمودند.

After overthrow of shah the writer tries to classify him as not belonging to them by calling him as autocratic while before revolution all commercial and political relation were going well.

#### Vagueness

It refers to a device for making doubts. Writers or speakers sometimes use the statements that are unclear because they do not give enough information or they do not say what they mean exactly (Dijk, 2004:56). In speech or writing, *vagueness* is the ambiguous or unclear use of language. Although vagueness often happens unintentionally, it may also be employed as a intentional rhetorical strategy to avoid dealing with an issue or replying directly to a question.

**Example:** "Previous attempts to engage Iran's theocratic regime had failed, but the Sultan thought there might be a chance for him to facilitate a breakthrough. Secrecy would be necessary to prevent hard-liners on both sides from derailing talks before they had a chance to get going. Was I willing to explore the idea?"

تلاشهای قبلی برای مذاکره با حکومت دینی ایران شکست خورده بود، اما سلطان فکر میکرد او ممکن است شانس برای تسهیل دستیابی به موفقیت داشته باشد. ضرورت داشت تا تندروها در همه "محرمانه بودن" کشورها، نتوانند مذاکرات را قبل از آن که به جایی برسند، از مسیر اصلی منحرف کنند. اما ایمن هم تمایلی داشتم که این راه را امتحان کنم؟

The translator used a device for creating doubts by using "همه" for "both". Van Dijk proposes twenty-seven effective ideological strategies in recognizing the fundamental strategy of *positive self-presentation* and *negative other-presentation*. The former is an ideological function used to refer to a self as superior than the others and the latter is to characterize the others as inferior (Dijk, 2004:42). *Positive self-presentation* or *in-group favoritism* is a *semantic macro-strategy* in the service of face keeping or impression management, while *negative other-presentation* is another semantic macro-strategy concerning in-groups and out-groups, that is, their separation between *good* and *bad*, *superior* and *inferior*, *us* and *them* (Dijk, 2004:42). These are discursive methods to improve or alleviate one's bad features and, accordingly, mark discourse ideologically.

#### 4. Results and Discussion

The main purpose of this paper was to apply Van Dijk's (2004) model as the important starting point for critical discourse analysis of Persian political translated texts to achieve deeper understanding of how political translators use discourse structures and their strategies in order to impose their predestinate ideologies. In this part, the results are discussed-

*Table: 1 Frequency of each kind of subcategories based on Van Dijk model*

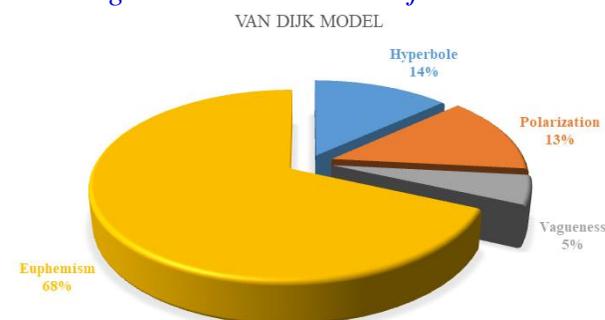
Discursive strategy	Frequency
Euphemism	41
Hyperbole	8
Vagueness	3
Polarization	8
Total	60

As the results shows, the translator used more euphemism strategy in his translation. The rest of the strategies have no significant differences in number of usage.

These results are in consistent with Saeede Shafiee's research which worked on Translation, Ideology and Power in Political Discourse. In her research she found euphemism strategy more than the rest of the strategies.

Also the findings of this research are in consistent with Mahsa Sadat Hezaveh research. She worked on Realization of Ideology (Self and Other) in Subtitling: The Case of Argo. She found that, the most frequent strategies in translations were euphemism and derogation respectively. The results revealed that in subtitle translations of Argo, the two translators not only followed the pattern proposed by Farahzad and van Dijk models, but also some complicated forms of translation strategies were also discovered.

*Figure: 1 Frequency of each kind of subcategories based on Van Dijk model*



As the chart 1 shows, euphemism had 41 instances, the highest frequency among the strategies.

Chart 2: Reliability of collected samples according to the first rater

RELIABILITY ACCORDING TO THE FIRST RATER

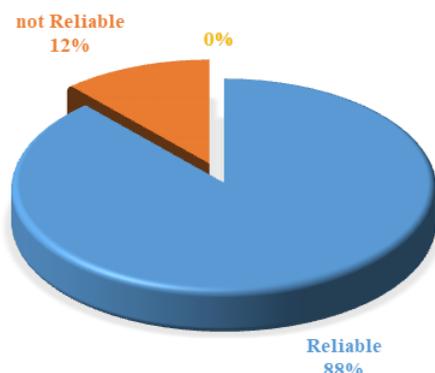


Chart 3: Reliability of collected samples according to the second rater

RELIABILITY ACCORDING TO THE SECOND RATER

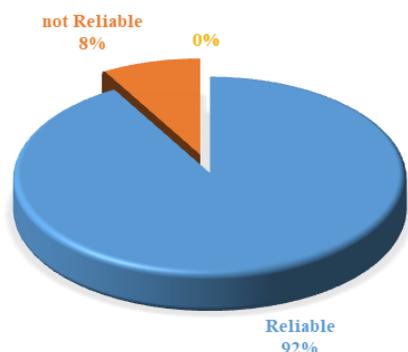
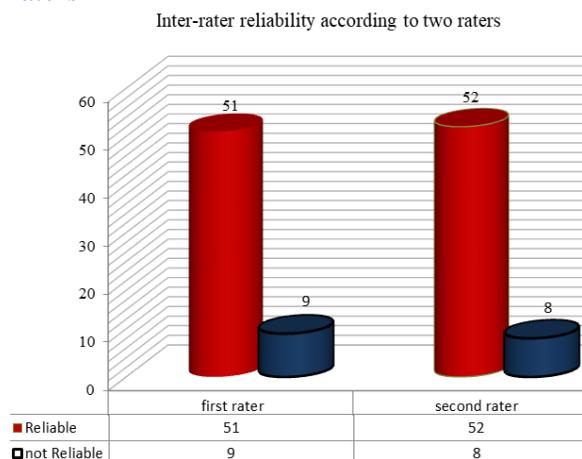


Chart 4: Inter-rater reliability according to two raters



As chart 4 shows, the first rater believed that 51 instances out of total 60 instances and the second rater believed that 52 instances out of total 60 instances were reliable. These results are based on the raters' opinion and comparison of the source text and the target text by them.

This is consistent with that of the study conducted by Shamlou (2007) to unveil the role of ideology that emanates from the dominant socio-cultural norms in shaping political journalistic texts, and it was revealed that ideologically manipulative

shifts seem to be a common strategy used by translators. Also, Mehdi Mahdian (2013) conducted a CDA study to uncover the underlying ideological assumptions invisible in the texts both source text (ST) and target text (TT). The results proved that the application of CDA for the analysis of the ST and TT helps translators become aware of the genre conventions, social and situational context of the ST and TT, and outlines the formation of power and ideological relations on the text-linguistic level.

## 5. Sum Up

Based on the results, it can be concluded that *Euphemism* is the most frequently observed discursive strategy. The source text tried to highlight the power and dominance to the reader and *Euphemism* with 41 instances out of total 60 instances was the most frequently observed discursive strategy while the other three discursive strategies were observed with the close rate of frequency: hyperbole =8, polarization =8, and vagueness=3.

Though the results show *Euphemism* dominance in this case study with 41 instances out of total 60 instances, it has to be mentioned that some of the samples like "Israeli", "Gulf" and "regime" were so repetitive in the whole case study and since the researchers had to count each of them as a separate sample, there is a huge difference in *Euphemism* number. However, the role of ideology and power are not ignorable based on the samples which are presented here.

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