

The Study of Ideological Manipulation in Persian Translations of Noam Chomsky's Media Control Based on Farahzad's Translation Criticism Model

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Abstract

Critical Discourse Analysis as an interdisciplinary approach aims at making transparent the connections between discourse practices and social practices and provides ways of looking into translations from a critical standpoint. Farahzad is among the scholars who presented her specific CDA model inspired by Fairclough's approach. The present Critical Discourse Analysis (CDA)-based study aimed to explore the probable ideological manipulations exerted in the three translations of a single English political book called "Media Control" by "Noam Chomsky." This comparative qualitative study was conducted based on Farahzad's (2011) three-dimensional CDA model. The textual, paratextual, and semiotic aspects were critically scrutinized. At textual level, it was revealed that different manipulative strategies, mostly addition, deletion, and deliberate lexical selection were applied by the translators to incorporate their own ideologies and stances. At paratextual level, the existence of extended footnotes was observed, and at semiotic level, the book covers' designs and colour combinations which were the indicators of the translators' lines of thoughts and ideologies were analyzed.

Keywords: Critical Discourse Analysis (CDA), Discourse, Ideology, Manipulation, Translation Criticism.

INTRODUCTION

The need for communication and the move towards globalization highlights the role of translation as an effective means of exchanging information, representing cultures, and keeping informed about what is going on in the world. The recent advances in the field of Translation Studies (TS) have led to approaches that consider translation as a means of intercultural com-

munication influenced by the social context. According to Álvarez and Vidal (1996), translation is not simply the deciphering of the source language and a mere word-transferring process. They maintain that a voluntary act has been embedded behind each translator's selection representing "his history and the socio-political milieu that surrounds him; in other words, his own culture and ideology" (p.5). Therefore, as a communicative phenomenon which involves both linguistic and paralinguistic factors, translation

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should be studied alongside its socio-cultural context in which it occurs.

Considering Van Dijk's (1997) metaphor, a discourse is like an iceberg, the tip of which represents the words and sentences we observe (linguistic elements), while what makes a discourse meaningful is invisible. Therefore, discourse analysis is effective in the study of underlying ideologies. Ideology as a paralinguistic factor is a tool through which manipulation can be done in a translation work. Farahzad (1998) distinguishes two types of manipulation – conscious and unconscious, and accordingly describes two types of processes which lead to manipulation of translated texts. Manipulation carried out due to ideological, economic, social, political, and cultural factors proceeds consciously, and thus might be termed conscious manipulation. Manipulation ascribed to the features of human psychology and manipulation due to ignorance (lack of language or world knowledge) might be termed unconscious manipulation.

Utilizing CDA approach as a support theory and adopting Farahzad's model (2011) as a basic framework, the present study aimed to uncover the underlying ideological manipulations invisible in the metatexts (translations made by Khosroshahi, 2006; Sariaslani, 2006; and Shahmohammadi, 2002) in comparison with their corresponding prototext (the English book entitled "Media Control:

The Spectacular Achievements of Propaganda" by Chomsky (2002)), and investigate the extent to which the specific socio-cultural constraints and other factors influenced the translators' strategies in providing the final products. This is a corpus-based study, with a descriptive-comparative approach. It was not set out to determine whether the translations are good or bad, nor is equivalency a matter of discussion. On the other hand, it was designed to identify ideological implications. To this aim, according to the adopted three-dimensional Translation Criticism model of Farahzad (2011), the relation between the prototext and the metatexts

was considered based on the concept of intertextuality, and the prototext and the metatexts were examined and compared in terms of textual, paratextual, and semiotic aspects to unearth the underlying implications of the decisions made by the translators.

Farahzad (2011) uses the concept of "intertextuality" as the first dimension to redefine the relation between the prototext and the metatext (traditionally called "source text" and "target text", respectively). She believes that the relation between the metatext and the prototext is not a matter of equivalence and sameness but of intertextuality, so no text is the original and the source of another. According to Kristeva (cited in De Nooy, 1998), a text is not an isolated one, but an intertext placed in a chain which refers endlessly to other texts preceding it and constitutes a part of other texts to come. Fairclough (1995) also considers text in an intertextual chain which is "part repetition" and "part creation" (p.5). The second dimension in the Translation Criticism model is Critical Discourse Analysis (CDA) which looks critically into translations to identify power relations and ideological implications.

Among the existing CDA approaches, Fairclough's, which looks for these cases in linguistic (lexical and syntactic) elements of a text and provides a methodological analysis of it, seems to be more appropriate for translational purposes, so it has been used in the CDA-based model of Farahzad (2011). The third dimension refers to "translational choices" including textual, paratextual, and semiotic levels. At textual level, lexical and syntactic choices and the choice of translation strategies are examined; paratextual level concerns everything about the text such as footnotes, prefaces, etc.; and semiotic level relates to the graphical aspect.

In the present study, the three categories of textual, paratextual, and semiotic elements were picked to be examined, and the subcategories of addition, deletion, foreignization, domestication, passivization, and nominalization were selected due to their recurrent use.

Methodology

Corpus

For the purpose of the study, an English political book by Chomsky (2002) entitled “Media Control: The Spectacular Achievements of Propaganda” along with its three Persian translations (Khosroshahi, 2006; Sariaslani, 2006; and Shahmohammadi, 2002) were selected as the corpus of the study.

Procedure

Prior to comparing the Persian translations with their corresponding English text, the researchers read the three translations independently without considering the English book to gain a mentality about the translators’ applied language and style of writing. Subsequently, by adopting the CDA framework of Farahzad (2011) as a basis for data analysis, the contents of all four books mentioned in the corpus section were examined critically both at micro and macro levels to find out the ideologically noteworthy items. The researchers faced 170 sentences, in translations of which some noticeable changes were visible. As it was mentioned, Farahzad’s model constitutes three dimensions, from which the dimension of “translational choices” was selected, which in turn includes three categories of textual, paratextual and semiotic elements. At textual level, the researchers examined the ideology-loaded terms. Lexical choices both denote and connote things. Sometimes a lexical item bears an ideological implication in the prototext, while its translation may have either the same or a different implication, or even lose its ideological significance in the metatext. The reverse can also happen, i.e.

a non-ideological word in the prototext may also be translated into an ideologically significant word in the metatext. At grammatical level, passivization and nominalization were chosen due to their recurrence in the translations. When an active sentence in the prototext is translated into a passive one through an optional shift, the agent gets omitted in the metatext, and if this is repeated as a pattern, it becomes ideologically

significant. In addition, nominalization as a grammatical structure is a reduced form which has no tense and agent, and is therefore less forceful than a verb which shows an event or action. Accordingly, when a verb in the prototext is substituted repeatedly with a nominalization form in the metatext, this pattern becomes ideologically meaningful.

The third subcategory of textual level is translation strategies which also have ideological implications and can be considered within a CDA perspective. Addition and deletion were selected as translation strategies and examined in the present study. According to Newmark (1988), the additional information a translator may add to his version is normally cultural (explaining the difference between the source language and the target language culture), technical (relating to the topic), or linguistic (explaining the wayward use of words), and is dependent on the requirement of his readership. In addition, due to its prominent importance, two categories of domestication and foreignization were also investigated.

Domestication and foreignization are two strategies in translation related to the extent to which translators make a text conform to the target culture. Through domestication, a text closely follows the culture of the language into which it is translated, and this process may cause some information getting lost from the source text. But, foreignization is a strategy through which the information is retained from the source text, and involves deliberately breaking the conventions of the target language to preserve its meaning.

At paratextual level, the researchers concentrated on the additional information which was outside of the text, including footnote; and at semiotic level, the color and design of the covers of the translations were examined and compared with the original English book. After a careful sentence by sentence comparative investigation of the source text and its translations, evidence of underlying ideological structures were found in Persian translations.

Results

Textual Level

This level includes everything in the text. At this level, the translations were compared to their single prototext and analyzed in terms of lexical and grammatical choices and choice of translation strategies and examined for recurrent discursive patterns. As it's true about an original author, a translator may also have his /her own ideology and represent it through the kinds of words s/he selects.

Lexical choices. Lexical choices can bear either connotative or denotative meanings. Among all examined sentences, 19 were related to lexical choices. By analyzing them, it was found that Sariaslani tried to convey some sort of ideology similar to the English author by selecting words deliberately. The words he used were complex and bore negative connotations in a way that when a reader reads his translation, his mind gets prepared for a serious political challenge. Khosroshahi's lexical choices were almost clear-cut and direct, and Shahmohammadi used literal and impartial words and did not insert his own ideology in it. Some examples are provided below, in which TT1, TT2, and TT3 stand for Sariaslani's, Khosroshahi's, and Shahmohammadi's translations, respectively:

1. Early history of propaganda (p.11)

TT1: تاریخچه اولیه هیاهوی سیاسی (ص. ۵)

TT2: تاریخ ابتدایی تبلیغات (ص. ۷)

TT3: تاریخچه اولیه تبلیغ (ص. ۶)

The word "propaganda" connotes information, often inaccurate information, which a political organization publishes or broadcasts in order to influence people. Sariaslani used this deliberate equivalent to convey almost the same intent, while the other two translators used denotative equivalents.

2.... to drive a reluctant population into a war by terrifying them and [eliciting jingoist fanaticism] (p.12)

TT1: با به فوران درآوردن خشکه فکری های

وطن پرستانه (ص. ۷)

TT2: به جلوی صحنه راندن میهن پرستان واپس

گرا و دوآتشه (ص. ۸)

TT3: تحریک حس وطن پرستی متعصبانه (ص. ۷)

3. Mass murderers (p.45)

TT1: حاکمیت جلادان آدمکشی (ص. ۳۷)

TT2: کشتارهای جمعی (ص. ۴۷)

TT3: کشتار جمعی (ص. ۴۶)

Asevident in these two examples, the equivalents selected by Sariaslani bear heavy connotative values, while the other two translators used denotative and explicit equivalents.

4. There was a huge depression and substantial labor organizing. (p. 23)

TT1: یک کساد عظیم، سازماندهی کارگری قدرتمندی به وجود آورد. (ص. ۱۶)

TT2: کساد وسیع بازار تجاری از یک طرف و رشد اتحادیه های کارگری از طرف دیگر، بسیار چشمگیر بود. (ص. ۱۹)

TT3: افسردگی شدیدی جامعه آمریکا را فرا گرفته بود. هم چنین در این دوران، سازماندهی کارگری مهمی وجود داشت. (ص. ۱۸)

5. Not through goon squads and breaking knees. (p.24)

TT1: نه از طریق گروههای آدمکش و شکستن دست و پای اعتصاب کنندگان. (ص. ۱۷)

TT2: این شیوه نو، شکستن قلم پای کارگران به دست چماق داران نبود. (ص. ۲۱)

TT3: آنان این کار را نه از طریق استفاده از افراد قوی هیکل و به زانو درآوردن کارگران اعتصابی، انجام دادند (ص. ۱۹)

6. Then there are those bad strikers out there... (pp.24-25)

TT1: بعد نوبت به این اعتصاب کنندگان شرور می رسد که خارج از ما قرار می گیرند... (ص. ۱۸)

TT2: می ماند آن دسته از اعتصاب کنندگان بدکردار که از حلقه وحدت ما به دور می افتند... (ص. ۲۲)

TT3: حالا این اعتصابیون... (ص.۲۰)

As these three examples indicate, in contrast to TT1 and TT2, the choices made by Shahmohammadi referring to the same political terms, are impartial and do not bear ideological load. He reduced the severity and depth of the words by using simple and non-political equivalents.

7. The population was extremely pacifistic. (p.11)

TT1: توده های مردم بی نهایت جنگ ستیز بودند. (ص.۶)

TT2: مردم کاملاً آرامش طلب بودند (ص.۷)

TT3: در آن زمان مردم آمریکا مردمی آرام و صلح طلب بودند (ص.۶)

The TT1 shows directly and extremely the hatred of the public towards violence and getting involved in the war more than the other two substitutions, as the English author intended.

Syntactic choices: By comparing the metatexts, 31 sentences were found in which the shift of passive voice to active and the reverse was visible. Analyses showed that TT1 consisted of 12 passive structures (7%), TT2 included 25 (14.7%), and TT3 contained 9 (5.2%). In fact, Khosroshahi inclined more towards activation and making the agents explicit. Analysis of Nominalized structures revealed that TT1 comprised of 20 nominal forms (11.7%), TT2 encompassed 27 (15.8%), and TT3 included 14 (8.2%).

Using nominalized forms becomes ideologically significant if they are repeated in the metatext so as to form a pattern and the actions become trivialized, while this structure undervalued the actions in none of the translations and did not focus on any ideologically significant items. Some examples of passive structures are given as follows:

1. Great efforts were made after the 1960s to try to reverse and overcome this malady. (p.33)

TT1: پس از سال های ۱۹۶۰، برای وارونه کردن و تحت انقیاد درآوردن این بیماری، تلاش های عظیمی صورت گرفت. (ص.۲۶)

TT2: پس از دهه ۱۹۶۰، دولت تلاش های فراوانی کرد که بر این بیماری بحران فائق آید. (ص.۳۲)

TT3: بعد از دهه ۱۹۶۰، تلاش های زیادی برای تغییر و غلبه بر این بیماری انجام شد. (ص.۳۲)

In TT1 and TT3, the passive voice was used and the emphasis was on the action as it is in the English sentence, but in TT2, an active sentence was used to put the emphasis on the "government". The translator of TT2 tried to highlight negatively the role of the USA and its government.

2. They got signed affidavits from 430 of them in which they describe, under oath, the torture that they had received. (pp.46-47)

TT1: تحت سوگند، ۴۳۲ استشهادنامه به امضا می رسد، که فرد به فرد زندانیان، شرایط زندان و

جزئیات شکنجه خود را شرح می دهند. (ص.۳۸)

TT2: چهارصد و سی و دو نفر در آن زندان اسیر بودند که همگی قسم خوردند که شکنجه شده اند و

اقرار نامه را امضا کردند. (ص.۴۹)

TT3: آنان توانستند از ۴۳۰ زندانی استشهادنامه امضا شده، تهیه کنند که در آن، زندانیان سوگند خوردند که متحمل شکنجه شده اند. (ص.۴۸)

In TT2, the agent of the action "signing" is clear, while the agency is unknown in TT1 and TT3, as it is in the source text.

Translation strategies: By analyzing 57 sentences for addition and 45 sentences for deletion, it was revealed that Khosroshahi added lots of irrelevant information to the metatext in comparison with the other two, and the highest rate of deletion was observed in the translation of Shahmohammadi. As the results show, TT1 included 10 additions and 7 deletions (5.8%, 4.1%), TT2 contained 72 additions and 18 deletions (42.3%, 10.5%), and TT3 consisted of 18 additions and 28 deletions (10.5%, 16.4%).

Some examples of addition and deletion are provided below:

1. These achievements are under conditions of freedom. (p.37)

- TT1: این دستاوردی است که تحت لوای آزادی سیاسی حاصل شده. (ص.۲۹)
- TT2: این پیروزی ها تنها تحت شرایط آزادی به شیوه ی آمریکایی و یارانش ممکن می شود. (ص.۳۷)
- TT3: این دستاوردها، تحت شرایط آزادی بدست آمده است. (ص.۳۶)

2. That again is a hall mark of totalitarian culture. It ought to frighten us that we are so deeply totalitarian that we can be driven to war without any reason being given for it and without anybody noticing Lebanon's request or caring. It's a very striking fact. (p.45)

- TT1: دوباره تکرار می کنم، این نمودی از یک فرهنگ استبدادزده است. از اینکه، در چنان عمقی استبدادزده ایم، که می توانند بدون ارائه هیچ دلیلی ما را به میدان جنگ بفرستند، و اینکه هیچ کس به تقاضاها و بیم و هراس کشور چون لبنان اهمیتی ندهد، باید هم وحشت زده شویم. این واقعیتی بسیار تکان دهنده است. (صص.۴۶-۴۷)
- TT2: این اوج نمایش فرهنگ دیکتاتوری و خودکامگی آمریکا و یارانش است. حتماً باید ما را بترسانند که عمیقاً در درون سیاست خودکامگی فرو برویم و جهان را به سمت و سوی جنگ بکشانیم، بدون اینکه کوچکترین دلیلی در این خصوص ارائه شود و بدون اینکه کسی به خواسته های کشور لبنان توجهی کرده باشد. متأسفانه این است چهره ی مسخ کننده ی واقعیت سیاست غرب. (ص.۵۷)
- TT3: دوباره این نشانه ای از فرهنگ توتالیته می باشد. این امر بایستی، باعث وحشت ما شود، که اینقدر تمامیت خواه هستیم و بدون هیچ دلیلی، بدون اینکه کسی به درخواست یا میل لبنان توجه نشان دهد، وارد جنگ شویم. (ص.۵۹)

3. They couldn't survive in Iraq. (p.54)

- TT1: این جبهه، در عراق نمی تواند موجودیتش را حفظ کند. (ص.۴۳)

- TT2: هرگز نمی توانستند زیر سلطه صدام حسین به زندگی ادامه دهند. (ص.۵۳)
- TT3: نمی توانستند در داخل عراق به حیات خود ادامه دهند. (ص.۵۴)

As shown in these examples, Khosroshahi tried to instill some persuasive concepts and ideologies in the reader's minds and emphasized on the negative performance of the out-group (the United States and Iraq) by adding some negative terms, while TT1 and TT3 were translated as the source text.

Foreignization and domestication.

As shown in Table 1, by applying foreignization strategy, Shahmohammadi conformed to the source culture and retained information from the source text, while Sariaslani and Khosroshahi applied non systematically both domestication and foreignization strategies in rendition of the lexical items.

Table 1
Foreignization and Domestication Examples

Examples	TT1	TT2	TT3
democracy	مردم سالاری	دموکراسی	دموکراسی
Ideological assumptions	پیش فرض های عقیدتی	فرضیه ایدئولوژیکی	دیدگاه ایدئولوژیکی
Totalitarian	تمامیت خواه	دیکتاتوری	توتالیته
Business round table	میز گرد تجاری	میز گرد تجاری	بیزنس راند تیبیل
Vietnam Syndrome	عارضه ویتنام	علائم بیماری ویتنام	سیندرم ویتنام
The Holocaust	اردوگاه های مرگ	حادثه آدمکشی	هولوکاست
Oligarchy	اولیگارشسی	حکومتی کوچک	الیگارشسی
Architects	معماران	معماران	آرشیتهکت ها
Liberal	لیبرال	لیبرال	لیبرال

Note. TT1 stands for Target Text 1, i.e. Sariaslani's translation; TT2 stands for Target Text 2, i.e. Khosroshahi's translation; TT3 stands for Target Text 3, i.e. Shahmohammadi's translation

Paratextual Level

The existence of long and explanatory footnotes, most of which were more than half a page long, was noticeable in Sariaslani's translation through which he showed his critical and acute view towards political issues. In addition, No references were cited for these footnotes, so they were not reliable, while such footnotes were not observed in the other two translations.

Semiotic Level

We cannot ignore the importance of book cover design and its coloring, because it can reflect the content of the book and create some preconceptions in the reader's mind and also represent the ideology of the writer.

As shown in Figure 1, in the cover page of the English book, a combination of red, black, and white colors has been used. According to Wright (1998), red color psychologically warns of danger and demands to be cautious. The image of newspapers in which the words "LIES" have been written indicates that this book intends to inform people of a fact. It also represents that the author has designed his book with freedom of speech.

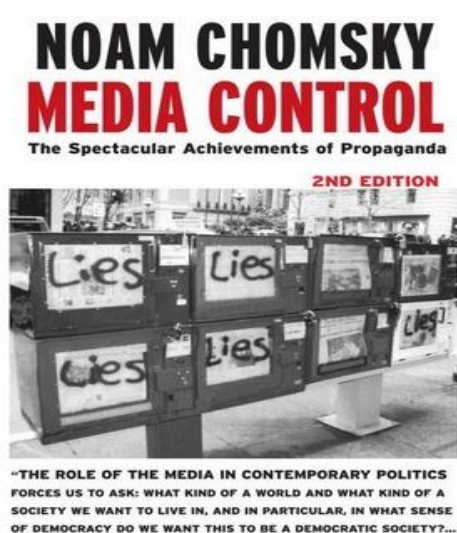


Figure 1. Cover page of the source text

As shown in Figure 2, Sariaslani has used the same combinations of colors. Capital letters of **O** and **M** probably stands for **O**pen **M**edia which implies the freedom of media. Probably he believes that the media should be open to the pub-

lic. The complexity of his mind is also visible in his design.

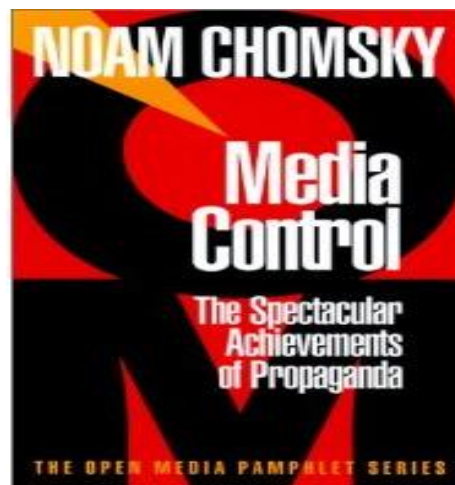


Figure 2. Cover page of Sariaslani's translation book

As shown in Figure 3, Khosroshahi used the same design as the original. He just added a BIG "Lies" in English instead of Persian which probably originates from his ideology; because if it had been written in Persian, it could have created this mentality in the target readers that this problem is also happening in our community.

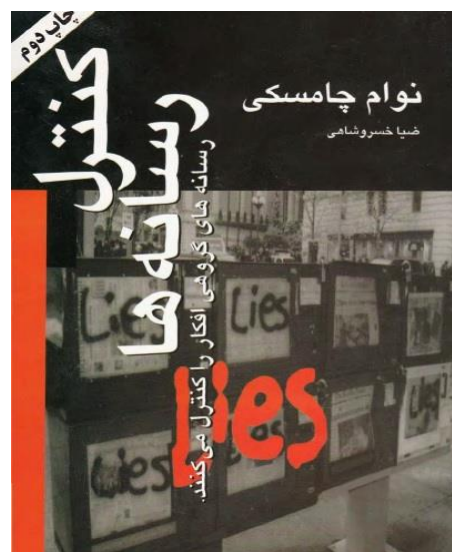


Figure 3. Cover Page of Khosroshahi's Translation book

As shown in Figure 4, Shahmohammadi used a light green color for the background with some thin vertical colorful columns which does not represent the political and critical nature of the book, and indicates somehow the impartiality of the translator.

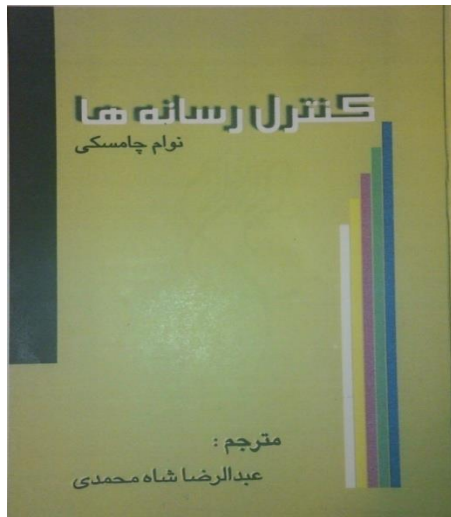


Figure 4. Cover Page of Shahmohammadi's translation book

Discussion

According to Farahzad (1998), translation is not a reproduction and recreation. To reproduce, a translator has to have the same world view as the original author, to perceive all phenomena the way he did, and to go through the very same stages the original author went through. But no two people can ever be expected to share all these, and the conditions of creation can never be repeated. Therefore, manipulation is a natural and inevitable phenomenon in translation.

The critical investigation of the English book "Media Control" along with its three Persian translations revealed that the trace of manipulation was evident in Khosroshahi's and Shahmohammadi's translations.

As the analyses indicated, Khosroshahi added lots of words (42.3%) to his translation through which he highlighted the difference between West and East policy. He emphasized the dysfunction of the U.S. government and excluded Iran from this problem. This orientation may be due to the Anti-Americanism culture that has been embedded in him or in our community and his defensive viewpoint. Sariaslani attempted to confirm the ideology of the original author as much as possible and reflect the same idea through deliberate selection of lexical items.

Therefore, his translation included less manipulation.

Since Shahmohammadi's translation is ideolog-

ically neutral and impartial, it seems that he has a conservative view. He alleviated Chomsky's critical ideology and also hid his own, an example of which is apparent in his book cover design. Deletion and for eignization were the most predominant strategies deployed in his translation. By deleting lots of synonymous sentences and phrases, he simplified his translation and translated it in a descriptive style.

Lots of CDA studies have been conducted in the political area, in most of which manipulation was observed. According to the results of this study, translators can achieve some ideological goals through employing discursive strategies and structures. This result 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), and the results proved the fact 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. Furthermore, Keshavarz and Alimadadi Zonoozi (2011) conducted a CDA-based study based on Fairclough (1989), Van Dijk (2004) and Farahzad (2007) approaches to probe into the manipulation of ideologies in translations of political texts. Three English political books alongside their corresponding translations in Persian were critically analyzed both at micro and macro levels. The results indicated that translators make use of certain grammatical and lexical strategies for the sake of ideself-presentation and negative other-presentation.

The findings of the research seem to be of certain importance for translation students and teachers in the area of Pedagogy and curriculum.

Since students have more tendency towards

rotelearning and being stereotyped, passive and non-critical, this research can make them familiar with critical thinking, doing comparison, self-actualization, and evaluation. It can be used to modify teaching strategies and involve students in deep learning and creativity. The results of this study can also be conducive to those who intend to work in the arena of Translation Criticism, ideology and related issues and those involving in socio-cultural studies.

This study can be conducted based on other frameworks. Conducting a CDA study on other translations of these selected translators is recommended to identify their mainstreams and ideologies better, and investigating the consciousness or unconsciousness of these identified ideological manipulations is also suggested in subsequent studies.

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