

Realization of Ideology (Self and Other) in Subtitling: The Case of *Argo*

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Abstract—This CDA-based study investigated ideological orientations in *Argo* as a political movie and two Persian translated subtitles of it. A combination of four models comprising van Dijk's (2000) framework as the main one, van Dijk's (1997) model, van Dijk's model (2005) and Farahzad's (2007) model as the complementary ones was made. Intertextuality and the macro-level in Farahzad's model were adopted to make the other three models applicable to translation analysis. From forty two subcategories of micro discursive strategies proposed by van Dijk's (2000) framework, 22 of them and derogation from van Dijk's model (2005) were identified in the two translations. Simultaneously, the detected micro strategies were categorized based on negative- other presentation and positive self-presentation macro strategies proposed van Dijk's (2000) framework. In addition, it became clear which translation strategy from van Dijk's (1997) *addition*, *substitution*, or *deletion* had been employed. The findings confirmed that the ideological inclinations manifest themselves in the two translated political texts. Moreover, both translations work toward the negative-other presentation. Also, the most frequent strategies in both 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.

Index Terms—critical discourse analysis, discursive strategy, ideology, subtitle, audio visual translation, *Argo*

I. INTRODUCTION

Recently, translation scholars' attention has been attracted by politics and translation, ideology and translation. Translators rewrite, reshape, repackage and edit the message of the source text with the likely pattern of ideological inclinations for the consumption of the target audience. As people are interested in knowing about other countries and to keep them in touch with whatever happens in the world, they are in need of media including newspapers, TV or radio. One of the best ways of obtaining such knowledge is watching movies, related to the visual media. However, it should be taken into account that events and realities in movies are not usually (re)presented as they are in reality, but are represented in a way that the movie makers with different attitudes and ideologies intend to show. Thus, political movies can be regarded as being articulated from a particular ideological attitude. When these movies are sent to foreign-language speaking countries, they become subject to local modifications such as dubbing, subtitling, and dubbing as well as subtitling in other languages. As such, people need to bear in mind that translators are primarily social agents cultivating specific ideologies which may influence the way they translate or in other words manipulate a new context in such a way that they themselves intend to convey.

A careful study and comparison of different translations by different translators with different, and sometimes opposed, ideologies of a single text reveals big inconsistencies among them. Translators' choices which originate from preferred ideologies cause some of these differences between ST and TT in a way that can affect the overall representation of a given text. Translation is basically a language-based practice. Language is always ideologically and socio-culturally loaded, and translation seems to be affected by insertion of ideological inclinations. In fact, during the process of translation, some linguistic changes occur which may be ideologically motivated and surely influence the mind of the target audience.

It is quite possible that translators are not even conscious of the effect of ideological inclinations on translation. By considering the above-mentioned issues and the fact that the relationship between Iran and the U.S. has apparently not been very friendly, and this relationship has become one of the significant issues globally, in movies which are ideologically and socio-culturally loaded and are in harmony with the US politics, both the translators and the readers should be more conscious and cautious about opposed and communal or preferred ideologies which influence the text and the minds of target audience. This ideological manipulation indicates the importance of this study. The following questions are raised for this study:

Q1: Do the ideological inclinations in the movie of *Argo* manifest themselves in the Persian subtitles?

Q2: If the answer is positive, how?

II. REVIEW OF LITERATURE

A. What Is Critical Discourse Analysis?

Critical Discourse Analysis is an interdisciplinary approach to the study of discourse, which views "language as a form of social practice" (Fairclough, 2001, p. 20). Investigating "the relationship between discourse and power" (van Dijk, 2001, p.363), CDA is a study that addresses social issues (Fairclough & Wodak, 1997). Van Dijk (2001, p. 352) writes "Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context." CDA as an approach to language analysis tries to reveal political implications of text about issues of status. It is a standpoint which focuses on "relationship between discourse events and sociopolitical and cultural factors, especially the way discourse is ideologically influenced by, and can itself influence power relation in society"(Crystal, 2003, p.118). One of the main objectives of the CDA is to show the hidden part of discourse so its aim within translation studies is to uncover the implicit ideologies in translation discourse.

B. Farahzad: Translational CDA Model

Farahzad is the first Iranian scholar who suggested an innovative model for critical analysis of translation in Iran. Farahzad looks at translation from a quite new critical approach on the basis of CDA, Fairclough's (1995a, 1989) approaches the concept of intertextuality. Defining the concept of metatext as a text which is produced by using another text and protext as a text which serves as an object of intertextual community, she differentiates between them. Using intertextuality and CDA, Farahzad does not consider the translation-called metatext, an equivalent of the original text, called protext. According to Farahzad (2009), based on the concept of intertextuality in which "no text is the source of another", "no meta text is equivalent to its corresponding protext" (p.40). So Farahzad believes "the metatext is a continuation of the protext in an intertextual chain, not its equivalent" (p.42). In comparison of metatext and protext for finding out the ideological implications in translation, and to see "whether or not the meta text bears similar/different ideological implications" (2009, p.42), Farahzad adopts a two-level process of investigation under the titles of macro-level and micro-level both of which have subfields. It is clear that her model focuses more on macro-level rather than micro-level since Farahzad believes that translator's comments and presentation of reality, power relations, ideologies and implications are investigated at macro-level.

C. Ideology and Translation

The early hypothesis that expresses the relationships between ideology and language was based on Sapir and Worf's (1956) theory of "linguistic determinism". Introducing the theory of "linguistic relativity", they believe people achieve the social reality that is directed by their language. According to Marx and Engles (1970), ideology is "the production of ideas, of conception, of consciousness". In other words, all things that "men say, imagine, conceive" also "politics, laws, morality, religion, metaphysics, etc." (p.47). On the other hand, ideology refers to the way in which individuals, groups or institutions view the world. In his article entitled "Discourse, Ideology and Translation", Ian Mason proposes that ideology is a "set of beliefs and values which inform an individual's or institution's view of the world and assist their interpretation of events, facts, etc" (1994, p. 25). "Ideologies are the basic beliefs underlying the more specific social attitudes of groups"(van Dijk, 2009, p.81).

CDA analysts believe that translation, like all the other forms of language use, is ideological. Also, "it is always a site for ideological encounters" (Calzada-Perez, 2003, p.2). Román Alvarez & Carmen Africa Vidal point out that "behind every one of the translator's selections, as what to add, what to leave out, which words to choose and how to place them, there is a voluntary act that reveals his history and the socio-political milieu that surrounds him; in other words, his own culture and ideology" (1996, p.5). Therefore, the act of translation is not an innocent one since the translator is influenced by ideological inclinations, which causes him/her to 'manipulate' the source text by making some, deletion, additions and substitutions, and so on. According to Hatim and Mason (2004), 'The ideology of translation' is in fact the orientation chosen by translator related to the social and cultural context (pp.102-103). Also, analysis of target texts would yield fruitful insights for the finding of the implicit ideology and motivation on the part of the agents of the translational action and translation is to be considered within a context in which ideology can pretty well be exercised and negotiated by multiple agents.

III. METHODOLOGY

A. Source Material

The present study is a case study since it makes use of the movie *Argo* (and the two Persian translations/subtitles) as the source material to find appropriate and justified answers to the research questions. In line with the study's needs, *Argo* as a political movie is abundant in ideological representations. The movie itself is a biased narration of an important historical event; the case is intensified with two ideologically-driven translations by the two translators with opposing attitudes toward the event. The movie was originally produced in English, and also for the present study two Persian subtitles were also accessed and put side by side with the English original version. Therefore, the cuprous of the present study is unidirectional (English to Persian). The duration of the complete version of the movie *Argo* is 120 minutes long. However, from among all the sentences, 147 sentences were recognized as having ideological significance.

B. Theoretical Framework

Generally political translated texts are inconsistent with original ones. In order to classify these visible or invisible transformations or changes based on CDA, several models were studied, none of which seemed adequate individually. So in order to have a more comprehensive model a combination of four models comprising van Dijk's (2000) framework as the main one, van Dijk's (1997) model, van Dijk's model (2005) and Farahzad's (2007) model as the complementary ones which make an adequate model for the present study, was made.

C. Data Collection and Analysis

The unit of analysis included a maximum of sentence but it also included phrases and words. In fact the focus of study was the words and/or phrases which were added, omitted or substituted and contributed to the ideological orientations of the translators. However, since the words and phrases gain significance when they are contextualized, at least, the sentences containing those words or phrases were provided. After extracting the ideologically-loaded sentences and juxtaposing them with their two translations, the researcher analyzed the data based on a CDA approach to find ideological implications and manipulations found in the study. Each original sentence was compared carefully with its two translations to see 1) what micro strategy (from the framework) was employed 2) what macro strategy was intended and 3) through which translation strategy it was achieved. The number of occurrences for each micro and macro strategy and translation strategy for each translator was counted and they were all tabulated.

In the first part all the detected strategies in the two translations were categorized based on van Dijk's Micro Strategies. Simultaneously, the detected micro strategies were categorized based on negative other-presentation and positive self-presentation macro strategies to investigate whether the translator by using that micro strategy gives a negative or positive attitude towards the issue. At the same time the translation strategies (addition, deletion, and substitution) were recognized.

The current study was done through several steps in order to examine the data. Ideologically loaded words and phrases were analyzed by comparing them with their translated text and deciding which discursive strategy and overall strategy from van Dijk's (2000) Framework, and which translation strategy from van Dijk's (1997) (addition, substitution, deletion) by considering Farahzad's (2007) model has been applied rendering them. All data and the frequency statistics were presented in tables in order to count and show the number of frequencies and percentages of different strategies or each technique. The number of each applied strategy was counted to find the most frequent ones. Finally an attempt was made to explain the significance of this using CDA.

IV. DATA ANALYSIS

A. Classification of Macro-strategies

In this part Macro Strategies of van Dijk's (2000) framework along with their definitions are explained.

1. Negative other-representation (semantic macro-strategy)

It is an overall strategy which is usually accompanied with positive self-presentation. According to van Dijk's (2000) this strategy is realized by the use of derogatory terms and focusing on the Negative characteristics of the out-group members (p.78).

2. Positive self-presentation (semantic macro-strategy)

Van Dijk's (2000) believes this is an overall strategy used either for individual face keeping or for collective purposes focusing on the positive aspects of a group. This macro-strategy along with negative other-presentation are realized in ideological discourse by others forty strategies in this framework.

3. Classification of micro-strategies

In this part subfields of components of van Dijk's Micro-Strategies along with their defined and explained.

B. Meaning

1. Actor description (Act.Des)

According to van Dijk (2000), actors or society members may be described either positively or negatively as individuals or group members, by their actions or attitude, by their first name or family name, by their role or position, by their group name or relation to their people and so on.

Ex. They're over the walls.

دانشجویان مسلمان بیرو خط امام بالای دیوار ها هستند .

Descriptions are rarely neutral but rather they are ideologically-driven to serve the writer/translator's beliefs. In this case Sepehr, has substituted the underlined words trying to express a positive self-presentation. The word 'they' is described in a more positive way with a phrase which describes and highlights positive aspects of in-groups actors.

2. Empathy (Emp.)

It is showing sympathy or empathy with the in-groups. This strategy usually involves the translator's addition of extra words to the original to make their orientation clearer and also persuade their audience believe it.

Ex. the shah

شاه نگون بخت

In this sample Shahin has attempted to create a positive self-presentation by adding an adjective which does not exist in the original text.

3. Implication (Imp)

This refers to the recipients' inferring the implicit information by means of 'shared knowledge or attitudes as part of their mental models of the event or action represented in the discourse'. Explicit expression of some issues might be inconsistent with positive self-presentation or negative acts of Us so it is left implicit. In other words according to van Dijk (2000) implicitness is because of facekeeping or socio-political conditions.

Ex. Shah [...] for more than 37 years, with the United States' support has killed months-old babies in the arms of their mothers.

برای مدت بیش از 37 سال بچه های چند ماهه را در آغوش مادرانشان به قتل رسانده

This sentence shows that the U.S is involved in helping Shah and importantly, its support is a lethal aid. It is not essential to explain details in discourse, so in this case by deleting a piece of information the second translator, benefits from implication strategy to keep face and move toward positive- self presentation.

4. National self-glorification Presupposition (N.S.G.)

'Positive references to or praise for her own country, its principles, history and traditions.' National self-glorification is the strategies for positive self-presentation.

Ex. This is the Persian empire

مثال 1.4.... این امپراتوری بزرگ ایران است.

The national self-glorification utilized has an additional nature and moves in the direction of positive self-presentation by using positive references towards the country.

5. Presupposition (Pre. Sup)

A type of semantic implication, presupposition is the 'knowledge assumed to be shared with recipients'. According to van Dijk (2000, p.82) presupposition 'by definition is true whether or not the current proposition is true or false.'

Ex. We're not in the CIA.

ججوری وانمود کنیم که ما افراد CIA نیستیم.

In this sample Sepehr deliberately has added the underlined phrase. The phrase added by the translator tries to reveal the six American's real identity as he supposes. Using presupposition strategy, in fact the translator presupposes that they are members of CIA, and follows the strategy of negative other-presentation.

6. Situation description (Sit. Des)

Ex. The six of them went out a back exit.

توی اون شرایط گروگان گیریش تا از کارمندی سفارت از در پشتی فرار کردن

In this sample a descriptive phrase is added to make the situation – Iranians attack to American embassy- clearer and therefore make Americans' action justifiable. So Shahin adds a phrase and moves toward the overall strategy of negative other-presentation.

7. Vagueness (Vag) (Meaning)

Using expressions that lack 'well- defined referents'. This strategy is used in order not to give enough information to the readers/listeners either as a positive self-presentation or a negative other-presentation. These expressions include quantifiers, adverbs, nouns, adjectives, etc.

Ex. This, by the way, is the 69th day that the American hostages have been held in Tehran.

در حالی که چند روز از ماندن آمریکایی ها در تهران میگذرد.

In the above example, the number of days is not mentioned exactly, which is the sign of 'vagueness' strategy. Sepehr, makes use of vague expressions or unclear terms like the underlined words in the example instead of the original ones in order not to give enough information to the readers as a positive self-presentation overall strategy.

C. Argumentation

1. Illegality (Ill.)

A device by which Other's actions are presented as illegal and out-group members are characterized as criminal as well as law-breaker. The result of employing illegality strategy is negative presentation of Them.

Ex. There are no police.

اینجا هیچ قانونی در کار نیست.

The illegality strategy is used here to show that the Other - Iranian people —don't follow the law and are represented as law-breakers. In this sample by substituting the word 'هیچ قانونی' - no law- the second translator, i.e. Shahin, obviously gives a negative attitude about the Others which would be inserted to the mind of the readers.

2. Meaning/ Argumentation

2.1. Comparison (Com.) (Meaning/Argumentation)

Comparisons 'occur when speakers compare in-groups and out-groups' positively or negatively.

Ex. The people starved.

این شرایط در نظام شاهنشاهی در حالی بود که مردم در فقر و گرسنگی به سر می بردند

In this case by adding the underlined phrase *Sepehr*, employs comparison strategies and has derogated the image of Others - Shah's period. This addition mostly has a negative effect on readers' attitude toward the Shah's government and moves them toward the negative presentation of Other.

2.2. Evidentiality (Evi.)

Speakers' providing 'evidence or proof for their knowledge or opinions'. It is carried out by referring to authorities, weather individuals or organizations as well as by different forms of stating how one has obtained the information.

Ex. It says security at Khomeini's home now has been tightened.

شواهد نشان میدهد که مواظبت ها و مسائل امنیتی خانه خمینی بیشتر شده

It can be seen that by not translating the exact words of the original text, the second translator, i.e. Shahin, benefits from evidentiality to prove the credibility of Our claims. In this case the general strategy is positive-self presentation.

2.3. Explanation (Exp.)

'Social psychology uses the notion "Ultimate Attribution Error," according to which negative acts of in-group members tend to be explained (away), whereas the negative acts of out-group members tend to be explained in terms of inherent properties of such actors (e.g., because they are unreliable or criminal). The inverse is true in anti-racist talk ...'

Ex. Dying of cancer, the shah was given asylum in the U.S.

شاه که به بهانه ی معالجه سرطان فرار کرد 1، پناهنده آمریکا شد. که این توطئه جدیدی علیه انقلاب اسلامی بود

In this sample explanation strategy helps *Sepehr* to elaborate the issue. By adding the underlined phrases in the translation, *Sepehr* uses the strategy to say the Other are unreliable or criminal and to emphasize on the negative action of America and creates a bad attitude toward Them.

2.4. Generalization (Gen)

In generalization, 'concrete events or actions are generalized and possibly abstracted from, thus making the claim broader, while more generally applicable'.

Ex. Half of them think that Khomeini's been too lenient on the ones in the embassy.

تمامی ملت ایران این عقیده رو دارن که حضرت آیت الله امام خمینی با اونایی که تو سفارت هستن زیادی ملاحظت کرده

By using a substituted word the translator shows a positive face of Us. *Sepehr*, uses the standard expressions 'تمامی' -All nation of Iran- which has been replaced with the whole underlined part to broaden the issue which is a sign of generalization strategy.

2.5. Pseudo ignorance (Pseu. Ig)

While speakers may make pretense of not knowing some specific knowledge, they imply they do. This is especially true about disclaimers such as 'I don't know, but...'. This strategy is employed to depreciate out-groups.

Ex. Sir, if these people can read or add...

من نمیدونم اما اگر ایرانی ها بتونن بخونن و ریاضیات انجام بدن

It is completely clear that Shahin, by using pseudo ignorance strategy and the addition translation strategy feigns not to have knowledge about the issue, but implies that he knows about it. The translator claims about it implicitly but wanted to depreciate out-groups. Negative other-presentation is the overall strategy used here.

3. Rhetoric

3.1. Hyperbole (Hyp.)

'Hyperboles are semantic rhetorical devices for the enhancement of meaning' either for positive self-presentation or negative other-representation.

Ex. I should've brought some books to read in prison.

بهتر بود کلی کتاب با خودم می آوردم تا آخر عمرم توی زندان میخوندمشون.

In pursuing negative other-presentation and by exaggerating the number of books and the period of imprisonment Shahin employs hyperbole strategy. In this sample the translation strategy of substitution is used to replace the underlined words which convey a kind of attitude that makes a negative image of Iran, so Shahin produces desired effects on the minds of readers.

3.2. Metaphor (Met.)

A thing used a symbol of another. It helps in making 'abstract, complex, unfamiliar, new or emotional meanings more familiar and more concrete'.

Ex. These fucks hit us, we can't hit them back?

اون عوضی های بربر 1 ما رو مس سوسک 2 زیر پاهاشون له میکنند 3

Looking at the underlined phrase the sample reveals the metaphor strategy. In pursuing negative other-presentation the translator employs the metaphor strategy by using the underlined phrase and makes the sentence more familiar and concrete.

3.3. Repetition (Rep.)

This device 'plays a significant role in the overall strategy of emphasizing Our good things and Their bad things.' This can be literal or semantic repetition of a concept.

Ex. You don't wanna be the son of a bitch who started a war.

لازم نیست اون حروم زادهای که جنگ رو شروع میکنه شما باشید تکرار میکنم شلیک نکنید

Through repetition strategy in the example mentioned above Shahin is emphasizing our good deeds or *Our* positive things. This sample of repetition strategies reveals that positive self-presentation strategy is employed here to portray action of American people positively.

4. Topos

4.1. History as lesson (His.)

Relating the present situation to 'earlier (positive or negative) events in history'. It acts like comparison.

Ex. We did suicide missions in the Army that had better odds than this.

گذشته رو یادته؟ ما توی ارتش توی عملیاتیهایی که شانس شون ازین بیشتر بود همه رو به کشتن دادیم

By employing this strategy Shahin adds a phrase. The situation is compared to negative events in history. This sample conveys a positive attitude toward the CIA member. Because it shows that they don't want to repeat their bad experience.

5. Political Strategy

5.1. Consensus (Con.)

This strategy is used to emphasize 'the in-group unification, cohesion and solidarity against Them'.

Ex. And we cannot really know what it is like inside the prison that was once our embassy.

و ما ملت آمریکا واقعا نمیتوانیم درک کنیم که آنها درون زندانی که زمانی سفارت ما بود چه حالی دارند

In this case by addition of underlined words Shahin moves toward the general strategy of positive-self presentation. Here there is a "consensus strategy" which indicates that CIA members advocate American people and protect the civilians by displaying unity and solidarity of the nations against Them.

5.2. Populism (Pop.) (Political Strategy)

A strategy contrasting 'the people' with 'the elites' and favoring the former over the latter in sociopolitical changes. It is a strategy to indicate that "everybody", supports what the speakers/writers are mentioning against Others.

Ex. The people working here are not diplomats.

همه میدانند کسانی که آنجا کار میکنند دیپلمات و مردان سیاسی نیستند

In pursuing the overall strategy of *their* negative action Sepehr employs populism strategy and adds the underlined word to claim that people or everybody advocates the argumentation against the out-group members.

6. Rhetoric/ Meaning

6.1. Euphemism (Eup.)

A semantic move of mitigation, works 'within the broader framework of the strategy of positive self-representation, and especially its correlate, the avoidance of negative impression formation'. By mitigating our bad actions and emphasizing our self-positive presentation it is categorized in the broader framework of the strategy of positive presentation of Us.

Ex. The exiled cleric, Ayatollah Khomeini, returned to rule Iran.

روحانی تبعید شده حضرت آیت الله امام خمینی بازگشت تا ایران را رهبری کند.

By looking at the first sample it can be seen that the translation strategies are addition and substitution and positive self-presentation is the general strategy utilized. Sepehr modifies the neutral effect of the word 'to rule' by employing a substituted word 'رهبری کند'

6.2. Derogation

Showing a critical or disrespectful attitude towards Others. This strategy as the reverse one to euphemism moves in the direction of negative other-presentation in a way that gives 'too much' information about Others' bad beliefs and deeds or 'too little' information about Their good ideas and deeds.

Ex. the U.S. and Great Britain engineered a coup d'etat

آمریکا و بریتانیا کبیرا بیش گرفتن حیلہ های شیطانیه 1، کودتایی علیه مردم ایران طراحی کردند

In this sample derogation has been achieved through addition. In this case the Other are represented as a threat, and Sepehr by adding the underlined phrases try to indicate America's aggressive manner toward Iran.

7. Meaning/Lexicon

7.1. Distancing (Dis.) (Meaning/Lexicon)

One of the ways US-THEM polarization may be expressed in talk is by words that imply distance between in-group speakers refer to out-group speakers. This familiar socio-cognitive device may, for instance, be expressed by the use of demonstrative pronouns instead of naming or describing the Others.'

Ex. ...Carter and his administration shameful to talk about human rights

آنها باید از سخن گفتن درباره حقوق انسانی، شرم کنند.

The pronoun 'آنها' - They- in the sample is indicative of distancing strategy. Using demonstrative pronoun instead of naming or describing Others indicates the division between in-groups and out-groups. Distancing strategy has been achieved through substitution. The result is negative presentation of Them/Other.

8. Norm Expression

In pursuing prejudice, discrimination or anti-immigration policies this strategy is expressed by terms like explicit norm-statement such as what "we" should or should not do.

Ex. We need some security.

ما باید در سفارت امنیت داشته باشیم.

Shahin uses this strategy to emphasize that diplomat staffs in their embassy must have some security and implies that the Iranian don't pay attention to their rights. In pursuing negative other-presentation the translator employs norm expression by adding the underlined phrase.

D. Data Analysis/ Descriptive Analysis and Results

1. Sepehr's Translation

Table 4.1. Frequency and Percentage of Each Discursive Strategy and the Frequency and Percentage of Each Translation Strategy in Sepehr's Translation.

	Discursive strategy in Sepehr's translation	Frequency /No.	Percentage/ %	Add	Percentage	Del	Percentage	Sub	Percentage	P.S.P	N.O.P.
1	Actor description	18	12.09	11	16.93	0	0	7	9.59	4	14
2	Comparison	2	1.35	2	3.08	0	0	0	0	1	1
3	Consensus	1	0.675	0	0	0	0	1	1.37	1	0
4	Derogation	24	16.11	14	21.54	0	0	10	13.7	0	24
5	Distancing	3	2.02	0	0	0	0	3	4.12	0	3
6	Euphemism	46	30.9	9	13.85	2	18.18	35	47.95	46	0
7	Evidentiality	3	2.02	2	3.08	0	0	1	1.37	0	3
8	Explanation	10	6.72	7	10.77	0	0	3	4.12	0	10
9	Generalization	3	2.02	1	1.54	0	0	2	2.72	1	2
10	Hyperbole	2	1.35	1	1.54	0	0	1	1.37	1	1
11	Implication	7	4.7	0	0	7	63.63	0	0	6	1
12	Norm	1	0.675	0	0	0	0	1	1.37	0	1
13	National self-glorification	2	1.35	2	3.08	0	0	0	0	2	0
14	Populism	5	3.36	3	4.62	0	0	2	2.72	0	5
15	Presupposition	10	6.72	6	9.24	1	9.1	3	4.12	0	10
16	Pseudo ignorance	2	1.35	1	1.54	0	0	1	1.37	0	2
17	Repetition	1	0.675	1	1.54	0	0	0	0	0	1
18	Situation description	5	3.36	5	7.7	0	0	0	0	3	2
19	Vagueness	4	2.69	0	0	1	9.1	3	4.12	4	0
	Total	149	100%	65	100%	11	100%	73	100%	69	80

21 out of 23 strategies in van Dijk's (2000) frame work were detected in Sepehr's translation. As shown in the table from among the 149 cases of the application of different discursive strategies, the strategy of euphemism with a frequency of 46 and percentages of 30.9 % is the most frequent discursive strategy which is used in Sepehr's translation. The most frequent translation strategy of the discursive strategy of euphemism is substitution with the frequency of 35 and percentages of 47.95 %. As it is visible in table 4.1.the second major strategy is derogating with a frequency of 24 comprising 16.11% in which addition is the most frequent translation strategy with the frequency of 14 and percentages of 21.54 %. By looking at the final row it can be see that in Sepehr's translation the most frequent translation strategy is substitution with a frequency of 73 while deletion with a frequency of 11 is the least frequent utilized translation strategies

The table below is representative of the frequency of each employed strategy; also it is indicative of whether each strategy has an ideological trend of Positive- Self Presentation and Negative other-presentation. On the other hand by using each discursive strategy of van Dijk's (2000) frame work and derogation from van Dijk's model (2005) translator gives a negative or positive view toward the issues. Therefore table 4.2.has the advantage of showing the most frequent macro strategy. The last two columns displays that the discursive strategies which are employed by the translator in Sepehr's translation move toward the overall strategy of negative other-presentation with a frequency of 80 in comparison to positive-self presentation frequency of 69, indicating the anger of the first translators toward America which are inserted in this translation. On the other hand Sepehr gives a negative other-presentation picture of Other, and emphasizes negative aspect of American activities. The translator also tries to justify Iranian invade to American Embassy. As it was expected, and as the table demonstrates all cases of derogation represents negative other-presentation so that the translator employs them to show negative view toward American activities. While all the detected occurrences of euphemism strategy moves in direction of positive- self presentation.

2. Second translation

The data written in the table 4.3. was obtained through employing the same statistical measurement which was used in table 4.1. table 4.3. Similar to table 4.1., it presents frequencies and the percentages of among the detected discursive strategies of van Dijk's (2000) frame work and derogation from van Dijk's model (2005) at the same time their utilized

translation strategies, but according to table 21 out of 23 discursive strategies were realized to be used in Shahin's translation, in fact no instance was detected in national self-glorification and presupposition strategies.

Table 4.2. Frequency and Percentage of Each Discursive Strategy and the Frequency and Percentage of Each Utilized Translation Strategies in Shahin's Translation.

	Discursive strategy in Shahin's translation.	Frequency	Percentage	Add	Percentage	Del	Percentage	Sub	Percentage	P.S.P	N.O.P.
1	Actor description	5	4.9	4	6.55	0	0	1	3.57	3	2
2	Comparison	1	0.99	1	1.64	0	0	0	0	1	0
3	Consensus	2	1.96	2	3.28	0	0	0	0	2	0
4	Derogation	17	16.66	14	22.95	0	0	3	10.72	0	17
5	Distancing	3	2.94	3	4.92	0	0	0	0	0	3
6	Empathy	12	11.77	9	14.75	0	0	3	10.72	11	1
7	Euphemism	16	15.69	3	4.92	5	38.47	8	28.57	16	0
8	Evidentiality	2	1.96	1	1.64	0	0	1	3.57	2	0
9	Explanation	3	2.94	2	3.28	0	0	1	3.57	0	3
10	Generalization	3	2.94	2	3.28	0	0	1	3.57	1	2
11	History as lesson	1	0.99	1	1.64	0	0	0	0	1	0
12	Hyperbole	6	5.87	0	0	0	0	6	21.42	0	6
13	Illegality	2	1.96	1	1.64	0	0	1	3.57	0	2
14	Implication	8	7.85	0	0	8	61.53	0	0	3	5
15	Metaphor	2	1.96	2	3.28	0	0	0	0	1	1
16	Norm	4	3.92	3	4.92	0	0	1	3.57	3	1
17	Populism	2	1.96	2	3.28	0	0	0	0	0	2
18	Pseudo ignorance	1	0.99	1	1.64	0	0	0	0	0	1
19	Repetition	1	0.99	1	1.64	0	0	0	0	1	0
20	Situation description	9	8.81	9	14.75	0	0	0	0	3	6
21	Vagueness	2	1.96	0	0	0	0	2	7.14	1	1
	Total	102	100%	61	100%	13	100%	28	100%	49	53

As it is visible in Table 4.2, the strategy of derogation with a frequency of 17 and percentages of 16.66 % is the most frequent discursive strategy which is used in Shahin's translation. The most frequent employed translation strategy of the strategy of derogation is addition translation strategy comprising 14. Looking at the table reveals that the most frequent discursive strategies after derogation is euphemism with a frequency of 16 and the percentages of 15.69 in which substitution is the most frequent utilized translation strategies. According to the table, the most percentages of the strategies in Shahin's translation employed addition translation strategy with a frequency of 61 and percentages of 100% while similar to table 4.2. Deletion of words with a frequency of 13 and percentages of 100% is the least frequent utilized translation strategies. Most of the discursive strategies which are used in Shahin's translation move toward the overall strategy of negative other-presentation with a frequency of 53 in comparison to positive- self presentation with frequency of 49, indicating the translator emphasizes on the negative acts of out-group members.

3. Comparison of Findings of Translations

Euphemism with a frequency of 62 has the highest frequency. After euphemism, derogation with a frequency of 41 is the second most frequent discursive strategies which employed by translators. By comparison, out of 23 strategies in van Dijk's (2000) frame work were realized to be used in Sepehr's translation, while 21 out of 23 strategies were detected in Sepehr's translations. The employed discursive strategies by Sepehr with a frequency of 149 is much more than the utilized discursive strategies by Shahin with a frequency of 102 out of 251. The strategy of euphemism with a frequency of 43 and percentages of 30.9 % is the most frequent discursive strategy which is used in Sepehr's translation. While the strategy of derogation with a frequency of 16 and percentages of 16.66 % is the most frequent discursive strategy which is used in Shahin's translation. All the detected strategies are analyzed and categorized under two semantic macro-strategies.

53.69% of the discursive strategies which are discovered in Sepehr's translation work toward the negative other-presentation meaning that it emphasizes bad deed of Others. Also 51.97% of the discursive strategies which are discovered in Shahin's translation are categorized under 51.97% macro-strategy, so the dominant macro-strategy is negative other-presentation in two translations. 251 occurrences of the micro Strategies were detected in the two translations.

V. CONCLUSIONS

The results indicated that both translators employ various discursive strategies to manifest different ideologies. The two translators from different societies with different ideological background tried to represent the same issue based on their own interest. This may have happened consciously or sub-consciously. In addition, the findings of the present research revealed that the most frequent strategies in both translations are euphemism and derogation respectively. Looking from a critical discourse analysis point of view we can see the reason behind the high frequencies of euphemism and derogation strategies. Us-Them polarization is the central notion of van Dijk's (2000) framework, i.e. manifest positive things about Us and negative things about Other. On the other hand, usually ideologies have a

polarized nature. As it was expected, and as the findings demonstrate all cases of derogation represent negative other-presentation, so that the translators employ them to show their negative views toward Other. While all the detected occurrences of euphemism strategy move in direction of positive self-presentation. Euphemism helps the translators to represent Self activities in a positive way. Categorizing semantic micro discursive strategies under a broad category of semantic macro discursive strategy of positive self-representation and negative other-representation reveal that Sepehr's and Shain's translations both work toward the negative other-presentation meaning that they emphasize bad deeds of Others, so the dominant macro-strategy is negative other-presentation in two translations.

The same discursive strategies are employed to convey different ideologies either in favor of Self or in favor of Other. However, there are some commonalities in discursive strategies employed in both translations. For instance, as it was mentioned implicitly in the definition of this strategy and as it was expected, by investigating the detected occurrences of implication strategy in both translations it becomes clear that the only translation strategy is deletion. What is common among the two translations is that the translator tries to transmit as much of the ideological inclinations as possible to the translated texts. This is the dominant stereotype in translating political text so translators have tried to follow it. This is the main purpose of political text—to represent the issue in favor of their purpose. According to Kress (2003, p. 1) "The world told is a different world to the world shown", then readers should become conscious of the underlying ideologies embodied obliquely through translated texts and which must be uncovered.

Choosing a political film for this study relevantly refers to media power like a vast sea in which movie is one of the ways in its manifestation. It is clear that the media are becoming progressively more global. Movie or film as one of their production can count among media power. This debate is completed by looking at van Dijk's perspective (2000, p. 2) which is "media power is generally symbolic and persuasive, in the sense that the media primarily have the potential to control to some extent the minds of readers or viewers, but not directly their actions". Finally according to Lemake (2006) "As a medium, video or film can accommodate images (as still frames), language, music, and many other modalities in addition to its own unique modality" (p.11).

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