

Examining the Effect of Ideology and Idiosyncrasy on Lexical Choices in Translation Studies within the CDA Framework

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ABSTRACT: Using a critical discourse analytic model of translation criticism, the present study attempts to explore the effect of ideology and idiosyncrasy on the lexical choices in translation studies. The study employed a descriptive approach to answer two research questions: Is there any relationship between ideology and idiosyncratic features of translators' lexical choices? And if yes, can it be analyzed within the framework of critical discourse analysis? The corpus used for the analysis in this research consisted of three political novels that enjoy ideological, political, and socio-cultural lexemes. The selected novels were *Animal Farm*, *Nineteen Eighty Four*, and *The Gadfly*. The results of the analysis revealed that ideology and idiosyncrasy affect the translator's lexical choices. The analysis of the data also verified that CDA can be a good tool for deconstructing the texts to disclose the translators' ideologies.

Keywords: critical discourse analysis, ideology, idiosyncrasy, lexical choices, translation criticism

Recently, Farahzad (2003) proposed that translation criticism should possess a theoretical framework. She further argued that Critical Discourse Analysis (CDA) can provide a theoretical framework which can accommodate in itself the cultural and political perspectives for translation criticism. In line with Farahzad's proposal, this article raises the following research questions:

1. Is there any significant relationship between ideology (a set of religious and political beliefs) and idiosyncratic features of translators' lexical choices?
2. And if so, can it be analyzed within the framework of critical discourse analysis?

Theoretical Discussions

Translation Criticism

As Farahzad (2007) argues the terms translation assessment/evaluation and translation criticism seem to have been used interchangeably in translation studies. This confusion over the use of these terms, in her opinion, might relate to the fact that a metatext is examined in relation to a prototext despite their different foci and purposes. The following models are presented to elaborate on the differences between translation criticism and translation evaluation.

Reiss's Model

Reiss (1971) considers translation quality assessment synonymous with translation criticism. He states that:

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Before an overall evaluation of translation can be made, it must be examined from a variety of perspectives. In other words, criticism should begin with observing the type of text represented, which has significant implications for a valid translation, and then consider both the linguistic and non-linguistic factors, which are of essential significance for translation process. It is necessary to consider the characteristics of each type of text, its linguistic elements and non-linguistic factors affecting the linguistic form of the original for an objective and relevant evaluation. (p. 16)

Toury's Model

In Toury's (1995) model, the protext-metatext comparison goes through the following stages: The first stage consists of locating the metatext, i.e., the receiving culture. The second stage consists of a comparison of passages of the two texts to discover the relations between protext and metatext segments. Finally, the enhancement of critical patrimony which is applicable to examined texts. Toury also contends that a translation critic projects the metatext onto the source culture to create a mental map of the protext and from that he proceeds to the actual comparison with the prototext.

Delabastita's Model

Dirk Delabastita (1993) bases his theory of translation criticism on two strategies called "cultural analogy" and "cultural homology." He maintains that:

Analogy is something similar to 'functional equivalent', because it is a strategy whose ambition is to find and use a statement that, in receiving culture, has an analogous cultural meaning, i.e., it has a relational value that is similar as compared to the culture that receives it. (p.17)

The classical example of Delabastita is the 'creaking shoes' in King Lear. In Shakespeare's drama such a feature is a sign of extreme luxury and of being "in" with the latest fashion. A case where one could think of a translation referring to a luxury brand of trendy shoes in the translator's culture to give an idea similar to what Shakespeare wanted to give to his readers.

Farahzad's Model

Farahzad (2007) presented a model that can be applied to translation criticism for studying ideology in translation studies in general, and in translation criticism in particular. The uniqueness of the model is that it is the first comprehensive model of its kind that establishes an applicable relation between CDA and translation criticism. Like CDA advocates, Farahzad assumes that all language uses are ideological and that there is no neutral use of language. From this view, she concludes that translation, as an instance of language use, is an ideological act, and the translator, as a user of language, is the agent of this ideological act.

She considers that translation deals with two physically recorded intertexts, i.e., source text and target text. She calls the former one *prototext* and the latter *metatext*. She maintains that prototext/metatext relate to one another through global intertextuality and the metatext is the continuation of the prototext in an intertextual chain. Farahzad contends that it is possible to analyze and judge the metatext independently from the prototext or in comparison to it; thus the analysis takes place at two levels: micro-level and macro-level.

At micro level, these features are scrutinized: vocabulary, grammar, and multimodal elements. Moreover, with respect to vocabulary, the following issues are examined:

1. Are any of the words/terms used in the metatext ideologically significant?
2. Do any of the words of the metatext signify any special social relationship or power relation?
3. What metaphors are used? What social issues do they represent?

To examine grammar, these questions are answered:

1. What kinds of processes predominate? How are they rendered into target language? Is agency unclear?

2. Are nominalizations used? How are they rendered into target language?
3. Are sentences active or passive? How are they rendered into TT?
4. Are sentences positive or negative? How are they translated?
5. What modes (declarative, interrogative, or imperative) are used? How are they translated?
6. What tenses are used in metatext?

CDA and Translation Studies

Fairclough (1989, p. 20) maintains that “CDA is an interdisciplinary approach that views language as a form of social practice and attempts to unpack the ideological underpinnings of discourse that have become so naturalized over discourse.” Critical discourse analysts want to understand, expose, and resist social inequality as it is expressed, constituted, and legitimized by language use. In other words, CDA explicitly seeks social change through critical understanding.

Calzada-Perez (2003) considers translation studies an area to which CDA is of particular relevance. In fact translation seems to be a very useful instrument for manipulating reality and shaping minds in favor of a powerful group. Thus, she assumes translation studies as a tool that digs into ideological phenomena for a variety of reasons.

Methodology

This study adopts a descriptive approach. It attempts to analyze both the Prototext and Metatext versions of *Animal Farm*, *Nineteen Eighty Four*, and *The Gadfly* within the framework of CDA. For this aim, certain excerpts of these novels that are believed to enjoy ideological, political, and socio-cultural lexemes are chosen with their translations. After introducing the key concepts, the researchers will compare these translations to find the relationship between ideology/idiosyncrasy and lexical choices within the framework of CDA.

Theoretical Framework

This study adopts critical discourse analysis as its theoretical framework. This research is based on Fairclough (1989). Fairclough contends that in analyzing texts, one’s focus is constantly alternating between what is there in the text and the discourse types which the texts are drawing upon. The main focus of this study is on the experiential value of the words. According to this value, the words used in a text are ideologically contested, that is, the focus is on ideological struggle.

Corpus of the Study

In order to study the dominant ideology as manifested in the translated novels before and after the Islamic Revolution of Iran, the researchers focused on three novels which were translated by two different translators in two different periods of time. The selected corpus of the study includes the original novels as well as their translations before and after the revolution.

1. *The Gadfly*, Ethel Lilian Voinich (1951)
 - A. Kh. Homayounpour (1341)
 - B. H. Kamazan (1370)
2. *Animal Farm*. Orwell, G. (1943)
 - A. Amir Amirshahi (1341)
 - B. S. Hoseini and M. Nabizadeh (1383)
3. *Nineteen Eighty Four*. Orwell, G. (1945)
 - A. M. Bahremand (1355)
 - B. H. Balooch (1359)

Procedure

In this study, some ideologically sensitive concepts were selected, extracted, and analyzed based on the CDA principles. The researchers focused on the words, phrases, and sentences that included ideologically-laden lexemes. Although the sentence is commonly taken as the unit of translation and analysis, the researchers assumed that the unit of comparison should not be limited to the sentence level. The extracted lexemes were also analyzed to see how ideologically/idiosyncratically-laden

lexemes were rendered in the Persian language considering the sociocultural and ideological nuances of the time. Then these lexemes were compared and contrasted with one another considering translation criticism within the framework of CDA.

Data Analysis

For analyzing the data, the researchers decided to underline discursive lexical choices whose adoption or dismissal gives rise to different interpretations. To give an overview of the procedure for data collection, a few excerpts are presented below:

1. No animal must drink alcohol. (p. 6, line.8)

الف. هیچ حیوانی نباید الکل بنوشد. (ص. ۱۲ سطر ۲۱)

ب. هیچ حیوانی نباید خمر بنوشد. (ص. ۱۳ سطر ۱۸)

The second translation shows that after the Islamic Revolution, the word 'خمر' is used instead of other choices such as 'شراب، عرق'. It can be said that the translator has considered these alternatives as *taboo*.

2. Soon or late the day is coming. (p.7, line.3)

الف. هان به امید آنچنان روزی. (ص. ۱۴ سطر ۶)

ب. ز طاغوت انسانها رها می شوید. (ص. ۱۵ سطر ۱)

Since the word 'طاغوت' became prevalent in the Islamic Revolution to talk about the former regime, the translator has adopted an ideological approach to translate the word.

3. They did not know when the Rebellion predicted. (p.8, L. 23)

الف. آنها نمی دانستند انقلابی که میجر پیش بینی کرده بود. (ص. ۱۷ سطر ۷)

ب. نمی دانستند شورشی که میجر پیش بینی کرده بود. (ص. ۱۸ سطر ۶)

The word "Rebellion" is translated as 'شورش' since the translator has tried not to compare it with the national movement of the people in that time, intending to show that the rebellion is different from the revolution.

4. The instructress said, please comrades.

الف . رفقا ... (ص. ۳۹، س. ۲۴)

ب . برادر ، لطفا ... (ص. ۴۸، س. ۱۴ و ۱۳)

Here, the equivalents of the underlined English word, verify the fact that translators' lexical choices are emanated from dominant ideology of the time.

5. We don't all have the privilege of fighting in the front line. (P.36, L.19)

الف . البته همه ما این امتیاز را نداریم که در جبهه جنگ کنیم. (ص. ۴۱، س. ۲۴)

ب . هیچ کدام از ما توفیق جنگیدن در خط مقدم را نداریم. (ص. ۴۹، س. ۲۳)

Since the second translation was done after the Islamic Revolution, the word "privilege" and "in front line" were translated as "توفیق" and "خط مقدم". They create the image that the translators' ideological viewpoints have affected lexical choices. Furthermore, the word امتیاز depicts the idea that this privilege is given only to a specific group of people.

6. Winston did not know why Withers had been disgraced. (p. 43, L24)

الف . وینستن نمی دانست که چرا وایترز را مفتضح کرده بودند. (ص. ۵۱، س. ۲)

ب . وینستن نمی دانست وایترز به چه دلیل بدنام شده است. (ص. ۵۷، س. ۱۴)

As it is clear, the passive voice in the prototext is changed into active voice, intending (probably) to reveal the conspiracy of the subversive group. Both underlined Persian clauses give different realities of the same prototext via taking idiosyncratic considerations into account.

7. Was it usual for those people to push you off the pavements into the gutter? (P.82, L.9)

الف. معمول بود که این ثروتمندان و یا نوکرهاشان آدم را کنار بزنند تا خودشان رد بشوند؟ (ص.۱۰۵، س.۸۲)

ب. ولی هیچ وقت شده بود که آنها با مستخدم هاشان شما ها را در فاضلاب بیاندازند؟ (ص.۹۸، س.۱۶)

The phrase "those people" in the sentence talks about typical human beings, whereas its metatext 'نوکرهاشان' and 'مستخدم هاشان' give completely different images. In addition, the word 'فاضلاب' as an example of 'mistranslation' creates an image of derogation, and it can generally be said that the translator's lexical choices are emanated from his ideological viewpoints.

8. Arthur went into the alcove and knelt down before the crucifix. (P.24, L.14)

الف. آرتور به شاه نشین رفت، در برابر صلیب به زانو درآمد. (ص.۴۳، س.۱)

ب. آرتور وارد محراب شد و در مقابل صلیب به زانو درآمد. (ص.۵۶، س.۲۲)

The word "the alcove" is translated as "شاه نشین" before the revolution and "محراب" after the revolution. Each word depicts the translator's ideological consideration of a particular period of time.

9. This is a kind of sacrament, like what the goody-goody people have in church. (p. 126, L.16)

الف. این هم نوعی مراسم مذهبی است، مانند مراسمی که مردم پرهیزگار کلیسا دارند. (ص.۲۰۴، س.۹)

ب. این هم نوعی مراسم مذهبی است، که مردم جلوه فروش در کلیسا دارند. (ص.۲۷۶، س.۱۳)

The prototext talks about Hippocratic people who want to attract the attention of church members. The word "goody-goody" which means "a person who behaves very well to please people in authority such as parents or teachers" is translated as "پرهیزگار" in the first translation. This delineates that the translator has used a *biased and directed approach* in his translation. The second one "جلوه فروش" verifies that there is a relationship between the translator's lexical choice and his ideology and idiosyncrasy.

10. Gadfly rattled on, telling anecdote after anecdote, now of the Argentine war. (P.87, L.3)

الف. خرمگس شروع به وراجی کرد. پی در پی در مورد جنگ آرژانتین لطیفه گفت. (ص.۱۴۲، س.۹)

ب. دهان خرمگس گرم شده بود و پشت سر هم در مورد جنگ لطیفه می گفت. (ص.۱۸۹، س.۱۷)

The word "rattled on" which means "to talk continuously about something that is not important or interesting" is translated as "دهانش گرم شده بود". It seems that the translator has adopted a euphemistic approach in his translation. Meanwhile, the word "Argentine" is omitted in the second translation, which brings about the idea that the translator intended not to give a clear picture of the party members.

Presentation of the Data

In this section, the ideologically-laden lexemes and their ideological effects are analyzed. Here, the extracted lexemes are presented in different tables to capture the differences. Now we take a look at the extracted lexical choices of the novel "Animal Farm." The data is presented in three different tables, each consisting of six parts. Since the first two tables for each novel are of the same type, a brief explanation of these tables seems necessary. The first column of the tables refers to the number of extracted instances, and the second column refers to the number of analyzed sentences. The third column (Prototext) refers to the English version, and the fourth column refers to the first Metatext which is the product of the pre-revolution period. The fifth column refers to the type of translation strategy adopted by the translator, and, finally, the last part is the comment on the effect of ideology/idiosyncrasy

Table 1. Ideological Analysis of Pre and Post Revolution Translations of Animal Farm

Item No	Sentence No	Prototext	Before Revolution Metatext	After Revolution Metatext	Comment on Presumed Effect/ Ideology/Move/ Idiosyncrasy
1	1	... the oldest	سالخورده ترین	... پیرتر ...	Mitigation of Presumed Effect
2	2	... cynical remarks	تلخ و پر کنایه	آیه یاس می خواند	Different Implications
3	3	... the tame raven	زاغ اهلی	کلاغه که دست آموز بود	Derogatory Approach
4	4	Alcohol	الکل	خمر	Different Implications
5	5	Soon or late the day is coming	هان به امید آنچه آن روزی	ز طاغوت انسان ها رها می شوید	Generalization and Presupposition
6	6	...the Rebellion	... انقلابی که شورشی که ...	Mitigation and Relegation (may emanated from Ideological Consideration)
7	7	... animalism	حیوانگرایی	حیوانیت	Implication of Derogation
8	8	... as they have slept before	خوابی که پیش از آن در خواب هم ندیده بودند.	برای نخستین بار در عمرشان مزه خواب راحت را چشیدند	Intensification
9	10	... a way of leaving work	به بهانه ای تعطیل می کرد	از زیر کار در می رفت	Derogation, Implication
10	12	The <u>mystery</u> was soon <u>cleared up</u>	معما به زودی حل شد	به زودی راز ناپدید شدن بر ملا شد	Intensification of Presumed Effect
11	13	... animals murmured	حیوانات زمزمه ای سر دادند	... حیوانات غرولندی کردند	Different Implication Via Idiosyncratic Consideration
12	14	... the monstrous injustice	از ظلمی که به او شده بود	Naturalization
13	15	... in a soldierly style	... با صدای خشن و سربازوار	با لحنی خشن و نظامی وار	Intensification and Harshness
14	16	After Snowball's <u>Expulsion</u>	بعد از اخراج اسنوبال	پس از بیرون کشیدن اسنوبال...	Presupposition of Coercive Power
15	17	<u>They were slaughtered</u>	آنها نیز کشته شدند	مرغ ها را هم کشتند	Implication, Accusation
16	18	... did not square this...	منطبق با فرامین نیست	با فرامین منافات دارد	Different Implication Via Manipulation
17	10	<u>They were executed</u>	آنها اعدام شدند	آنها را از دم تیغ گذراندند	Different Implication
18	19	... impending treacherous attack	... حمله خائنانه مردم ...	شیخون قریب الوقوع	Intensification, Presupposition
19	20	... get hold of title deeds	به خاطر سند مالکیت مواخذه ای در کار نباشد	اگر سند مالکیت به چنگش افتاد سوال و جوابی در کار نباشد	Idiosyncratically Affected Lexical Choice
20	21	... <u>rash</u> actions	عمل نسنجیده و عجولانه	اعمال نسنجیده	Naturalization
21	22	The drinking of alcohol was to be punished by death	مجازات مشروبات الکلی اعدام است	کیفر خمرنوشی مرگ است	Ideological Consideration
22	23	... alcohol	شراب	خمر	Different Ideological Consideration
23	25	... mug ...	جام شراب	گیلاس	Different Ideological Consideration

In this table, metatexts (before and after Revolution) were analyzed first in comparison with each other and then in contrast with the prototext to see the effect of the ideology and idiosyncrasy in lexical as well as grammatical choices. The table reveals that the translators rendered the lexemes in two different ways and they tried to choose equivalents according to the sociocultural and ideological conditions they were engaged in.

Table 2. Ideological Analysis of Pre and Post Revolution Translations of "1984"

Item No	Sentence No	Prototext	Before Revolution Metatext	After Revolution Metatext	Comments On Presumed Effect/Ideological Move/Idiosyncrasy
1	1	A rather <u>silent woman</u>	زن نسبتا ساکت	موجودی نسبتا ساکت	Negative Other Representation, Disparaging Inculcation
2	2	Great Purges	تصفیه های بزرگ	بزرگترین پاکسازی	Negative Inculcation Presupposition, Implication
3	5	Golden Country	کشور طلایی	سرزمین طلایی	Positive Self-Presentation. Generalization or Positive implication
4	6	With its grace and carelessness	با حرکت فریبنده و حاکی از بی اعتنائی	ممانت و بی پروایی رفتار	Negative implication Presupposition and Inculcation
5	6	Annihilate a whole culture	یک فرهنگ و سیستم فکری را نابود کرد	یک فرهنگ نابود شده است	(Active to passive) Production of Neutral Image
6	8	His mother in her slow and dreamy way	مادرش نمی توانست به سرعت حرکت کند	مادرش با آن رفتار متین و دلپذیر او	Depiction of Negative image
7	10	<u>Barked</u> the instructor	مربی ورزش پارس کنان گفت	مربی ورزش این بار صمیمانه گفت	Euphemistic Approach
8	10	Double think	فکر مضاعف	دو گانه باوری	Neutral and Impartial Approach
9	12	Please Comrades	رفقا	برادران، لطفا	Polarization and Overt Ideological Inculcation
10	13	His Exploits	افکار و خاطرات وینستن	دلآوری های او	Delineation of In group Favoritism
11	14	Winston's face remained completely inscrutable	اما چهره اش همچنان آرام بود	چهره اش حالت تصنعی خود را حفظ کرده بود	Depiction and Presupposition of Artificial manipulation of Personality
12	15	<u>The Privilege</u> of fighting in front line	این امتیاز را نداریم که در جبهه جنگ کنیم	ما توفیق جنگیدن در خط مقدم را نداریم	Positively Self-Presentation Lexicalization
13	16	...to articles or other news items for one reason or another it was thought necessary to alter	... مقالات و موضوعهای خبری بودند که مقامات تشخیص داده بودند بنا به دلایلی لازم است تغییر داده شود.	... قسمت از مقالات یا اخبار تایمز بعلمی می بایست تغییر داده شود	Delineation of Natural presumption
14	18	Instruction	تعلیمات	دستورها	Neutral implication Naturalization of Ideology
15	19	It was not even <u>forgery</u>	این کار فقط جعل سند نبود	این کار در حقیقت سندسازی هم نیست	Naturalization and Neutral Implication
16	20	There was a certain fitness in this	شاید هم این پست را بی مناسبت به او واگذار نکرده بودند	خود از عهده این کار بر نمی آید	Presupposition and Presumption
17	21	Why Withers <u>had been disgraced</u>	چرا وایتزر را مفتضح کرده بودند	وایتزر به چه دلیل بدنام شده بود	Neutral and Faultless implication
18	22	I like to see them <u>kicking</u>	خیلی دوست دارم که ببینم اعدای ما هنگام جان دادن چطور لگد می اندازند	دلیم می خواست تکان خوردن آنها را ببینم	Naturalization and Inculcation of Neutral Implication
19	20	Beautiful things	کار دلچسب و فریبنده و زیبایی است	کار خیلی زیبایی است	Exaggeration and inculcation of positive impression

This table presents both metatexts (pre/post Islamic Revolution) of the novel "1984" with its prototext. First, the metatexts are compared with each other and then they are contrasted with the prototext. As it can be seen in Table 2, most cases contain ideologically-laden lexemes. The translators rendered the lexemes in two ways and it seems that they have tried to choose the equivalents according to the sociocultural, political, as well as ideological conditions they are involved in.

Table 3. Ideological Analysis of Pre and Post Revolution Translations of "The Gadfly"

Item No	Sentence No	Prototext	Before Revolution Metatext	After Revolution Metatext	Comment on Presumed Effect/ Ideology/Move/ Idiosyncrasy
1	1	Montailli had never been a pupil of seminar	مونتالی هرگز در سمناری تحصیل نمی کرد	مونتالی هرگز عضو حوزه مذهبی نبوده است	Depiction of Dominant Ideology
2	3	A benevolent-looking priest	کشیش به ظاهر خیراندیش	آدمی نیکوکار به نظر می رسید	Mitigation, Manipulation, Negative Implication
3	3	The church forbids the priests to marry ...	کلیسا کشیشان را از ازدواج منع می کند	کلیسا اجازه نمی دهد که کشیشان ازدواج کنند	Neutral Ideological portrayal
4	4	Italy shall be His Temple ...	ایتالیا معبد خدا خواهد بود	ایتالیا به سوی خوشبختی خواهد رفت	Reinforcing an Ideology
5	4	... When they are driven out ...	پس از آنکه آنان بیرون رانده شدند	من یقین دارم بعد از اینکه ریاکاران از ایتالیا خارج شوند	Outgroup Disparagement
6	5	... The alcove ...	شاه نشین	محراب	
7	6	... Gendarmes <u>ransacked</u> the room ...	ژاندارمها اتاق را زیر و رو کردند	ژاندارم ها نامه ها و جزوات را می گشتند	Implication of Presumption
8	7	... unnecessary harshness ...	خشونت غیر ضروری	ناراحتی	Mitigation and Relegation of the Presumed Effect
9	8	... the feud ...	خصومت	کینه سختی	Depiction of 'Vindictive' Image

In the above table, both pre and post Islamic Revolution translations are analyzed first in comparison with each other to see the different connotative and denotative meanings that the equivalents inspire via lexical choices, and they are then contrasted with their prototexts which are extracted from the novel "The Gadfly." Here again the translators tried to choose the equivalents according to the sociocultural and ideological conditions they lived in.

Raters' Comment

To substantiate the idea and the criteria for choosing, analyzing, and interpreting the data, a group of participants were chosen as raters to comment and make judgments on the selected corpus. Having designed the questionnaire, the raters were required to answer whether ideology and idiosyncratic features of translators affected lexical choices. Forty-two instances of the corpus were chosen and the related lexemes with their translations were underlined. Each English sentence was presented with two translations (both pre and post Revolution) and four options were at the raters' disposal. The options were:

1. Ideological considerations
2. Neutral Image
3. Idiosyncratic considerations
4. Ideological and idiosyncratic consideration

Five raters were asked to choose the options they thought underlined the lexical choice. Figure 1. shows the obtained frequencies from these raters.

	1. Ideological considerations	2. Neutral Image	3. Idiosyncratic considerations	4. Ideological Idiosyncratic
First Metatext	72	49	70	19
Second Metatext	58	54	77	21

Figure 1. Frequencies of the Raters' Comment

As you can see, this figure shows the frequencies as reported by the raters. The four choices refer to the available options which the raters had at their disposal and the number in front of it refers to the number of frequencies of the related choice out of 210.

Conclusion

The findings of the present research corroborated the fact that there is a relationship between ideology and idiosyncratic features and translators' lexical choices. The analysis of the data proved that CDA can be an appropriate method for the detection of biased language. Taking into account the fact that there is no neutral use of language and considering translation as an example of language use, the translators can not be neutral. Hence, according to Farahzad (2007), critical discourse analysis can be introduced as a theoretical framework for translation criticism. It was also argued that translation criticism is different from translation evaluation since the former is para-textual, but the latter is textual. Therefore, in line with Farahzad (2003), it can be concluded that translation criticism is the critique of ideologies. It should also be noted that this premise goes against the criterion of acceptable translation which is supposed to give readers access to a cross-section of values in a foreign culture provided that the text type is taken into consideration.

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