Critique of the Translation of French/Persian Press Texts based on Van Dijk's Approach

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Abstract
The press plays a crucial role in transmitting the news and information in today’s world in the sense that public opinion is formed and directed by reading it. Today, those in political and economic positions of power control the media so as to influence people. In this article, by integrating some translation critical tools with the general model of Van Dijk, we intend to provide a suitable model for review and analysis based on meaning through their combination. Teun A. van Dijk offers solutions and strategies for the manifestation of power and ideology, including surface structures and semantic structure. In many cases, translators of political texts change the content of the press in their favor with a subjective and fanatical view, thus changing the ideology that governs the source text. In this research, we intend to determine the true meaning and ideology of political news based on the proposed constructions and ideas and through extracting implications, presupposition, word sketch, lexical style, speech act, semantic coherence, rhetoric, and so forth. And through comparing and contrasting it with the translations, we can see the extent to which the changes have been made and ultimately the rotation of the ideology of the text, and can also find out what linguistic and translational strategies the translator has employed on the basis of the meaning to align it with the target audience’s beliefs. The results of this research indicate that translators, in many cases, alter the semantic structures of the source text by using dissimilar equivalents and structures.

Keywords: Translation Criticism, Ideology, Political Texts, Critical Discourse Analysis, Van Dijk

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