The Relationship between Discursive Structures and Ideology in Press Texts

Masoud Asadi¹, Arsalan Golfam², Ferdows Aghagolzadeh³

Received: 2013/7/18                Accepted: 2014/3/5

Abstract
Through uncovering the underlying elements of language, this research aims to reveal the hidden layers of meaning in press texts in the framework of a critical discourse analysis. Having used socio-semantic features of Van Leeuwen's model (1996), this paper has studied, qualitatively, 40 issues of four Iranian Persian publications for a period of two months, from July 22 to September 21, 2011. These publications were 'E'temad', 'Sharq', Resalat' and Keyhan. The analyses included recognizing discursive structures in the texts, determining the linguistic realizations of structures, and explaining along with uncovering the hidden layers of meaning and the ideology behind the texts. The research results out of the data analysis indicate that the ideology dominating the minds of writers and groups is reflected in the texts using discursive features as exclusion, activation, passivation, personalization and impersonalization. Exclusion has been the most frequently used feature in 'E'temad and 'Sharq', whereas activation has had the highest frequency of occurrences in 'Resalat' and 'Keyhan'. The discursive structures take place using linguistic instruments like pre-modifiers, active vs. passive structures, coordination and circumstantials, in the texts. Besides, the relationship between discursive structures and ideology is dialectal, which can be determined by studying these structures in the texts and social institutions.

Keywords: Critical Discourse Analysis; Discursive Structures; Socio-Semantic Features; Social Actors; Ideology.

1. PhD Student in Linguistics, Science and Research Branch, Islamic Azad University, Tehran, Iran. m_asadi970@yahoo.com
2. Associate Professor of Linguistics, Tarbiat Modares University, Tehran, Iran.
3. Associate Professor of Linguistics, Tarbiat Modares University, Tehran, Iran.
1. Introduction

Critical discourse analysis is a new approach in the field of discourse analysis, which explores and uncovers ideology and hidden power relations in texts. Whereas in discourse analysis the context, including immediate environment, the speaker's intention, background knowledge, etc., is deemed as the basis for the analysis, critical discourse analysis encompasses concepts such as ideology and power relations in the analysis.

Accordingly, the context in CDA is expanded to include the historical, cultural, social and political relationships to make the analysis go beyond mere description level to explanation level. This approach holds the idea that texts are not ideologically neutral, but rather, they highlight events from an exceptional perspective. In other words, we can get hold of the prevailing ideologies in the texts. In this approach, language and discourse are expected to have levels and layers. Language and discourse at underlying levels are laden with ideology, power relations and dominance, and at surface levels, with discursive features and structures. One of the goals of the discursive structures is the representation of social actors. Social actors are all those participants that are involved in a discourse and represented differently in discourse with the facilitation of the socio-semantic features. Applying Van Leeuwen's model (1996) to analyze the press texts, this paper aims to show how writers use socio-semantic features to represent social actors in a way they intend to. Thus, the goal of this study is to indicate that the ideas, thoughts and ideologies of writers and text producers are injected to readers through particular use of language so that the thoughts and ideologies are presumed to be natural. These ideologies can be uncovered and demystified by methods practiced in critical discourse analysis. Accordingly, the present study is to seek answers to three questions: 1) How are the ideologies resident in the minds of writers, intellectuals and groups reflected in texts? 2) How is the linguistic realization of the discursive structures performed in the given texts? 3) How can we explain the relationship between the discursive features and ideology and hidden power relations in these texts?

Answering the questions above is, indeed, in line with discovering the relationship between linguistic features, on
Asadi, M. and others  

one hand, and socio-semantic features, on the other hand. These features are employed to inspire thoughts and ideologies behind the texts, since what makes the text and makes it to be understood is not the sheer description of linguistic codes and linguistic meanings. Rather, the ideological factors and writers' attitudes and perceptions hidden in the texts are considered as working factors in producing and understanding texts (Aghagolzadeh and Ghiasian, 2007). As given by Kress (1985), the aim of critical linguistics is not necessarily uncovering the complicated and cryptic meanings in the texts, but is disambiguating and demystifying the production and perception processes to empower the analyzers to perceive the ideology functioning in language and introduce it to others. Many of the critical studies and their methods are problem-based, and focus on hot issues such as feminism, anti-Semitism and so forth, which are indicative of the problems faced by critical discourse researchers, because the problems they emphasize are generally referred to as the "taboo" by the society (Wodak and Meyer, 2009).

The discourse analysis has passed two different pathways during its historical evolution. One rooted in linguistics and the other rooted in socio-political philosophy. Evolution of discourse analysis in the field of linguistics can be studied in three stages of structuralist discourse analysis (discourse as language beyond the sentence level), functionalist discourse analysis (Discourse as language in use), and critical discourse analysis. Soltani (2005) noted a common point for all the three approaches of structuralist, functionalist and critical discourse analyses, that in each approach, language is bigger than discourse and discourse is something that happens inside the language and is dependent on language. Discourse analysis in the humanities and social sciences, unlike in linguistics, have evolved into another way. According to Fairclough (1972, quoted by Jorgenson and Phillips, 2002), discourse is larger than language and not only the language but also many other social phenomena are affected by its influences. In fact, nothing has identity but acquires its identity from the discourse in which it happens. Although Van Leeuwen's theory gives priority to social functions, it has still root in language because the representation methods of social actors are tied with
linguistic realizations. Only in this theory, the priority is set for socio-semantic features.

The concept of 'ideology' has an exceptional significance in the study of critical discourse analysis and, like on discourse, there is not much consensus on its application. In linguistics, ideology refers to "a set of systematic beliefs, perceptions, and values that are all encompassing in a society or part of a society" (Yarmohammadi, 2004: 100). Irrespective of their harmonizing social function, ideologies are the mental representations, which dominate ideas, beliefs, attitudes and knowledge of the dominated group members and the general audience, that is, they prescribe what position people should adopt. Gramsci (quoting from Fairclough, 1989) sees ideology as an implicit philosophy that is inherent in all practical activities of both individual and social lives such as arts and economy, is in background, and is taken for granted. Such a perception of ideology makes it relevant to 'common sense'. An important characteristic of a discursive-ideological formulation is its ability in 'naturalizing' ideologies. Through naturalization, these ideologies may be perceived as common sense and, consequently, the ideologies and naturalized acts may become as part of basic common knowledge and may be activated in interactions.

"Discursive structures are those structures whose presence or absence and their being changed and transformed in the utterances or texts would create different interpretations of the utterances and texts, ideas are expressed implicitly and ambiguously or explicitly, or part of an utterance or a text is foregrounded and another part is backgrounded" (Yarmohammadi, 2004: 166). The sentences of an ideological text are of two types: 1) discursive sentences, which bear the writer's intentions, and 2) non-discursive sentences, in which a special form of grammar is used unintentionally. Thus, it is the duty of the text analyzer to be able to, based on the subject and the writer's intentions, decide whether a given sentence is discursive or not. For example, if a writer intends to underestimate an event, he/she may decide to use the socio-semantic feature 'exclusion' (deletion of agent, e.g., via a passive sentence). In this way, he/she has actually concealed his/her intention behind such a structure. In other
words, via the feature 'exclusion', the writer has depicted the event as static and has sent it to the background part of the reader's mind in order to underestimate it.

2. Method
2.1. Sample
The data for this study were selected from the editorials and daily notes of Iranian Persian publications of a two-months period, from July 22 to September 21, 2011, comprising 40 texts from four newspapers of "Resalat", "E'temad", "Sharq" and "Keyhan" (10 texts for each). The texts are as follows:

From “E'temad” Newspaper:
The daily notes of numbers 2220 (two texts, ) (August 4th), 2227 (August 12th), 2230 (August 16th), 2251 (September 13th), 2253 (September 15th), 2254 (September 16th), 2257 (September 20th), 2258 (September 21st) and 2267 (September 31st).

From “Sharq” newspaper:
Editorials of Numbers 1302 (August, 3rd), 1305 (August 6th), 1309 (August 10th), 1314 (August 17th), 1317 (August 20th), 1322 (August 26th), 1326 (September 1st), 1335 (14th) 1346 (September 27th) and 1350 (September 31st).

From Keyhan Newspaper:
Daily notes of numbers 19980 (July 1st), 19,987 (August, 9th), 19990 (August 12th), 19997 (August 20th), 20000 (August 24th), 20004 (August 29th), 20008 (September 3rd), 20010 (September 6th), 20017 (August 16th) and 20021 (September 21st).

2.2. Procedures and Data Collection
Similar to all other researches in critical discourse analysis, the sampling for this study was purposeful, that is to say, the analyzed texts were not randomly selected, and the data are targeted and coordinated toward research purposes. This study, also, adopted the chain sampling, i.e., the researcher inquired experts on the selection of texts, on which most of the experts consented and confirmed the value of the analysis of the given texts. Additionally, the qualitative methods were used for the analysis of the texts because the text analysis is qualitative in nature, and
characteristically heuristic. One of the ways in a qualitative analysis is to consider a framework or a theory within a specific model that enjoys having a set of principles. Critical discourse analysis is not a consistent approach and a technique that is acceptable to everyone, but rather, methodologically, it is a compilation of different methods. Nevertheless, the most common point of all these methods is their being critical. The model of analysis in this study is the Van Leeuwen's socio-semantic model (1996). Considering the purpose of the study, the quantitative analysis and statistical calculation are not targeted. For the analysis of the data in the present paper, first, each text was carefully and thoroughly read, and, based on Van Leeuwen's socio-semantic model (1996), the discursive features were extracted, analyzed and explained, then, the linguistic realization of the discursive features, if any, were determined in the texts. Finally, the hidden thoughts and dominant ideologies behind the texts were uncovered. Besides, for more confidence in the accuracy of the obtained analytical results, two kinds of rate reliabilities have been conducted and the results were desirable. They are: 1) inter rate reliability, and 2) intra rate reliability.

2.3. Theoretical Framework

The theoretical pattern applied for the analysis of the data in this study is Van Leeuwen's socio-semantic model (1996). According to Fairclough (1989: 17-22) discourse is "language as social practice." In addition, as Van Leeuwen (1993) himself puts it, all the activities that people do on daily basis with different values of freedom, which are manifested by the common law or overt prescription, or a combination of both, are regarded as social practices.

The most important elements of a social practice are a) the participants in the social practice (social actors), b) the activities that the participants are involved in (action), and c) the activities that participants show towards other participants or other actions (reaction) (ibid). The present study is concerned with the ways social actors are represented. Unlike the common practices in critical discourse analysis that hold the linguistic instruments such as nominalization, subject deletion in passives and linguistic issues such as 'transitivity' (Hodge and Kress, 1979; Fairclough, 1989; Van Dijk, 1989;
Van Leeuwen begins his analysis with socio-semantic features that are involved in the representation of social actors. In an article entitled "The representation of social actors", Van Leeuwen, putting forward a list of methods of representing social actors and defining and explaining each of them, argued that studying the socio-semantic features of the discourse would yield to a deeper and more comprehensive understanding of the text than the linguistic features alone. In his view, these features are more effective in showing the underlying layers of the text. Indeed, Van Leeuwen believes that in critical discourse analysis, the discursive justification of the presence or absence of socio-semantic features should first be determined, then, the linguistic realization of them in text or utterance should be specified.

The foremost reason that Van Leeuwen prioritized the socio-semantic features over the linguistic features is that linguistic actors and social actors do not always correspond. For example, in the phrase 'The first foreign journalist who was murdered by the Taliban while capturing Kabul ... ', 'The first foreign journalist' is the subject of the sentence linguistically, but is, sociologically, the patient of the action and the real agent is "Taliban". Due to the lack of one to one correspondence between sociological and linguistic elements, if we only rely on linguistic tools in agency representation, many cases of the agency issues will be ignored. That is why Van Leeuwen primarily focuses on socio-semantic features, and then, emphasizes their linguistic realizations. Another reason can be the fact that the meaning and purpose have roots in the speakers' culture and not in their language.

3. Data Analysis
This section deals with the methods of representation of social actors via extracting socio-semantic features from the texts, accompanied by determination of their linguistic realizations, as well as their analyses and interpretations. In the second part of the section, four texts have been selected for which attempts have been made to explore the ideologies hidden behind the texts.
3.1. Socio-Semantic Features, their Linguistic Realizations and Interpretations

The socio-semantic features are in different types and have many sub-categories that do not fit to be presented in this paper and the only items that are related to the research questions and the goal of the research are uncovered, reviewed and introduced in the literature:

3.1.1. Exclusion and Inclusion

In this approach, the presence (inclusion) or absence (exclusion) of participants in social activities and their realizations in language has different forms. Sometimes a social actor is excluded in a discourse due to various reasons and motivations. Exclusion is fulfilled in two ways: suppression and backgrounding. In suppression, exclusion is performed so that the recognition of the actor may not be possible and even his behavior and action is eliminated, but in backgrounding, the social actor is excluded, but leaves some traces on other points that can be retrieved. In fact, in backgrounding, the actor is not excluded, but marginalized and care is taken from him. Suppression and backgrounding examples can be seen in the following examples:

1. /mæn dær ?in yaddašt dær bareye qanuni budæn ya nøbudæne ka r bæhs nemikonæm …/ (In this note, I do not discuss on legality or illegality of this action …) (suppression)

   Actors who legalized the exclusion and disqualifications of candidates have been excluded. The author does not introduce the agents intentionally.

   LR (linguistic realization): the use of auxiliary verbs rather than causative verbs (/qanuni budæn/ 'to be legal' rather than /qanoni kærdæn/ 'to legalize')

2. /hæmčenin hær ?entexabati be nesbæti ke daraye mahdudyæt dær ?azadíye bæyan ya .../ (Also, every election to the extent at which it has limitations on freedom of speech, or ...) (Exclusion)

   Here the actor exclusion (those who limit the freedom of expression) has occurred and suppression has been done. Here, suppression has been done because the role of action is important. Also by this, the author evades his responsibility to introduce the agents.

   LR: nominalization (using nouns instead of verbs, i.e., /mæhdudìæt/ 'limitation' instead of /mæhdud kærdæn/ 'limit')
3. /... ba særbazane ?ærteše ræsane?iye qær dær iran væ xarej æz mærz-haye iran bærxord šævaed .../

(...) The west media army in Iran and outside Iran must be dealt with ... (backgrounding).

Here, the agent of action "to deal" is excluded intentionally and for some reasons the author does not intend to state the agents of this action directly, but introduces them in another point in the text indirectly. The author's intention is 'dealing with' on the part of judiciary, Islamic parties and groups, and institutions in charge of security. So here, exclusion of the social actor is discursive.

LR: omission of agent in passive clause


(According to their defined activities, governmental media generally have the mission to propagandize ...) (Exclusion)

Who defined these activities? The activities that are defined for governmental media are not desirable to the writer, so he indirectly criticizes the action, but suppresses the agents of the action and does not take the responsibility to introduce them.

LR: manifestation of the process as adjective (/tæ?rif šode/ 'defined').

5. /nemune-haye mokærræri ke ruzname-ha ra vadar kærdænd .../

(Frequent instances in which newspapers were forced ...) (Backgrounding)

According to the contextual information given in the text, we can understand that the intention was executive agencies that forced and the author avoids expressing it directly for some reasons, thus showing it in the manner of backgrounding.

LR: omission of agent in a pseudo-passive clause

In other cases, social actors are explicitly stated in the discourses. The representation of social actors in such a way has different manners, some of which are mentioned below:

3.1.2. Role Allocation

The issue of role allocation in Van Leeuwen's model is related to active or passive roles that are given to social actors and include all activities that the actors take part in. Since the roles of social actors are not necessarily the same as the grammatical and linguistic roles of the actors, the relations between those who are active and passive can be redefined in social relationships.
Roles devoted to actors in the representation, i.e., determining the agent or the patient of the action in discourse analysis is very important. This role-giving is performed in two ways of activation and passivation. In activation, the social actor is introduced as an active, dynamic, and influential force, and in passivation, the actor is suffered by the effect of an action and is represented in a way that as if it either accepts it or takes it to itself.

Passivation is performed in two ways of subjection and beneficialization. In the first method, the actor is taken as the goal of the action, and in the second method, the actor is the indirect recipient of the action result. The following examples are samples of these two modes of actor representation:

3.1.2.1. Activation
(I remember the ministers of former governments protested several times against the state-run newspapers Iran and IRNA in the investigation of their performance in parliamentary meetings ...)
LR: actor as the subject in the active clause
7. /qodræte siyasi čænd væjh dæred, yek væjhe an hemayæte mærdom ?æz saxtare siyasi æst/
(Political power has several aspects; one of them is people’s support)”People” is represented as the subject and agent of the action “to support”.
LR: using pre-modifier
8. /... barha ?æz suye mærdom morede læ/n o nefrin qærar gereftænd væ šenasayi šodænd/
(... They were cursed and identified by people several times)
LR: circumstantial via prepositional phrase

2.1.2.2. Passivation
(‘Parallelization’ with the intention to violate the international and domestic authority of the Islamic system, which passing ministers in the current and special cycle of ministries affairs ...)
LR: actor in the position of explicit object of active clause
10. /šæhadæte xæbærnegare ſirani baztabe gostærde/i dær sæthe jæhan dašt/ (Iranian reporter’s martyrdom had widely worldwide reflection.)

L.R: use of pre-modifier

11. /be hær nesbæti ke mærdome jameʔe … ʔæz dayereye ʔentexab šævændegan xarej šævænd, be haman nesbæt .../

(The more people in society ... get out of the circle of those being selected, the same ratio ...)

L.R: actor in the subject position of passive clause

12. /ʔu be hæmrahe … ʔotaqe fekre lændæn ra ʔæleyhe mellæt væ ʔenqelab væ ʔeslam tæjhiz mikærdænd./

(He, along with ... was equipping London meditation room against the nation, the revolution, and Islam.)

L.R: circumstantial via prepositional phrase

3.1.3. Reference Allocation

In any discourse, human or nonhuman characteristics can be given to social actors. If the actor is represented as human and is reflected by the use of proper names, personal pronouns, etc. in language, it is put in the category of personalization, and if it is represented in the form of nonhuman, it is put in the category of impersonalization.

3.1.3.1. Personalization Methods

Personalization has some subcategories, some of which are briefly mentioned below:

3.1.3.1. Determination and Indetermination

In the representation of social actors, if their identity becomes clear in some ways, determination method is used and when the actors are represented in the form of unclear and unknown individuals or groups, indetermination method is used. The use of indefinite articles, adjectives and pronouns and the like such as everyone, few, some, such and such, a student, etc., either alone or together with the names, are some ways of linguistic realization of indetermination. Examples of them include:

13. /ʔu be hæmrahe bærxi qælæm be mozdane ʔæjnaæbi ke ruzegari dær møtbuʔate kešvær qælæm mizædænd ʔotaqe fekre lændæn ra ʔæleyhe mellæt væ enqelab væ ʔeslam tæjhiz mikærdænd./

(He, along with some foreign mercenary writers who once were writing in the domestic press, was equipping London
The author sees no need to introduce specific subjects although some readers may know them. In fact, their action which is writing for the enemy against the people and the system is important, not the individuals themselves. Therefore, they are represented in this way.

**LR:** use of indefinite adjective

14. /šayæd edd?i hæzf væ rædde sælahiæte bærxi ðæfrad ra mostænæd be qanon bedanænd./

(Some may consider exclusion and disqualification of some individuals according to law.)

**LR:** the use of indefinite pronoun (some) and indefinite adjective (some individuals)

3.1.3.1.2. Determination Methods

a) Association

Association is the way in which social actors who have the same opinion about and take the same position toward a particular activity or approach are represented integrated and in the form of a group. In the corpus of this study, two linguistic methods have been used for this feature like examples 15 and 16:

15. /feqæt ðañhayi ke karešan be rosvayi kešid næng be pænahændegi be biganegan ra pæziroftænd væ ræsmæn jireye qæzayie xod ra be dolar væ yoro dær ?amrina væ ?oropa migirænd./

(Only those who became scandalized accepted the disgrace of becoming refugees to foreigners and formally take their dollars and Euros in the U.S. and Europe.)

America and Europe have the enmity with our nation and the revolution in common. Thus, they have been associated.

**LR:** use of coordination

16. /ʔu be hæmrahe bærxi qælæm be mozdane ðæjnæbi ke ruzegari dær mætbu?ate kešver qælæm mizædænd ?otaqe fekre lændæn ra ðæleyhe melæt væ ðenqælab væ eslam tæjhiz mikkærdænd./

(He, along with some foreign mercenary writers who once were writing in the domestic press, was equipping London meditation room against the nation, the revolution, and Islam.)

These people have consensus statement to support London and the West against the nation and the revolution.

**LR:** use of accompaniment circumstantial (/be hæmrahe/ 'along with')

b) Differentiation

In differentiation method, a social actor or a group of social actors are obviously
distinguished from other similar groups. In other words, the groups of 'self' and 'other' are formed, or differentiation occurs between 'us' and 'them'.

In the studied text, the 'differentiation' feature did not have a formal linguistic representation, but it has been performed semantically.

3.1.3.2. Impersonalization Methods

As was pointed out, in impersonalization social actors are represented with nonhuman characteristics. Impersonalization has two subcategories of abstraction and objectivation:

In abstraction, an actor is replaced by a characteristic of its own, the actor is represented in this mode, and this representation is reflected through abstract nouns in language. Abstraction is used for the purpose of degrading individuals and groups to the extent of the object. Notice two examples of this method:


(A good, perfect election is an election in which the possibility of participation for all citizens of the community is provided and no one is excluded.)
The actors’ (citizens’) action (participation) has been objectified, is important and is represented as an actor.

19. /?in xæt o mæşy dær ?æmæl be šærayeti ?ænjamid ke ?ædæbiyate pærxašɡæri væ bæʔæn qeyre ?æxlaqi kaheš miyaft./

(In practice, this policy led to conditions in which aggressive and, sometimes, unethical literature would decline.)

Aggression is a characteristic that is represented in the role of the actor.

Objectivity is used for different goals: sometimes to authorize people and sometimes to evade the main actor’s responsibility. Objectivity has various types including:

Spatialization in which the representation of the social actor occurs with the help of a location (e.g. a country’s name), a place where is associated with the actor in a specific context, such as:


(Over the past few decades, dozens of colonial projects ... and especially costly projects of America and its allies during the past 32 years is one of them ...)

America is represented instead of American government and politicians.

Instrumentalization in which representation is performed with the help of referencing a tool. Such as:

21. /ʔanha ?æmdæn qælæmæ xod ra be doroq, tohmæt, ?eħanæt væ tæʃviše ?æzhan mʔialudænd …/

(They deliberately contaminated their pens to lie, slander, insult, or agitate minds ...)

The tool used by the agent is represented instead of the agent itself. In this way, the agent is backgrounded.

Utterance autonomization is the representation with the help of referring to actors’ sayings and writings. Such as:


(I remember that in one of the regular meetings I had with the newspaper editors, a report was presented indicating an inverse ratio of executive agencies violations and the press freedom.)

Finally, in somatization, objectivation is performed with the help of referring to part
of the body of the social actor and thus it is represented. Such as:

23. /?anha šæbgofte-haye bibisi væ radiyo ?amrika ra dær ruz dær ræsane-ha tekrar mikærând væ væqeštešan ru šod mæjbur šodænd be ?otaqe færmæne xod dær qærb bærgærând væ hæman šod mæjbur šodænd be ?otaqe færmæne xod dær qærb bærgærând væ hæman šod mæjbur šodænd be ?otaqe færmæne xod dær qærb bærgærând væ hæman šod mæjbur šodænd be ?otaqe færmæne xod dær qærb bærgærând væ hæman...

(They repeated what BBC and U.S. radio said at night in the media during the day and when their intention was revealed, they were forced to return to their control room in the West and broadcast the same refuses from the source.)

People’s organs are represented as responsible and as an actor. This method puts the actor in the margin and background.

3.1.4. Type Allocation

Type allocation of the social actor, like their reference allocation and function, is one of the determinants of the how of their representation. Actors can be represented in the form of either genericization or specification. ‘General’ is a reality obtained by categorization of some 'specific's, and 'specific' is a reality that we comprehend with our immediate experience. Representing social actors as general (common) or specific (proper) is discursive. A notable point is that, sociologists believe there is a direct relationship between these two socio-semantic features and social classes. According to Bourdieu (1986), in the discourse of the working class, there is more specification and in the discourse of the ruling class, there is more genericization. As Virginia Wolf puts it, "general ideas are always generals' ideas", because the world of newspapers is not the world of people, who are dominated, but the world of rulers and generals. Van Leeuwen (1996) has described this difference in representation in the newspapers supportive of different social classes and political parties: in the middle-class newspapers such as Sydney Morning Herald, specification techniques have been used to refer to politicians, elites, and experts and to refer to ordinary people, specification techniques have been used. On the other hand, in exclusive working class newspapers such as the Daily Telegraph, the representation method is vice versa: ordinary people are specified, and politicians and elites are generalized (Yarmohammadi, 2007).
'Genericization' means representation of actors as general individuals or classes like people, enemies, villains, folk, women, men, kids, youth, readers, writers, administrators. Such as:


(The special edition ... was immediately faced with a large wave of anger along with protest of people and scientific and religious communities after the publication ...)

People have been represented by genericization. Genericization is a case with no exception and all people are included. Picturing people as a "whole" against insults and threats of foreigners and their domestic agents is intentional and discursive.

L.R.: use of plural common noun


(... He mentioned the neglect of the cultural invasion of the enemy and their influence in the media area of the country as one of the major weaknesses and most critical threat.)

'Enemy' is represented as generic noun. Everywhere in the text, the author represents enemy in the form of genericization in order to create an image of "whole" against the nation and the system.

L.R.: As singular common noun

'Specification' has two subcategories: individualization and assimilation.

"Individualization" is when an actor is represented as an individual, such as: Mohammad Reza Khan, Michael Ledeen, he, she and Kenneth Timmerman. Such as:


(Since then, the anniversary of Mr. Saremi’s murder is the symbolic day of commemorating the importance of press freedom and the unique role of journalists and reporters in this process.)

The actor is named and represented as individualization because the anniversary of his execution is called the day of journalism and he is the symbol of independent reporters and journalists.
One of the country's cultural officials discredited his look and said there is no 'invasion'...

'Assimilation' is the actors' representation as a group. Assimilation has also two subcategories of collectivation and aggregation. In assimilation, if groups of actors are shown by digits and numbers, collectivation is used; otherwise, it is aggregation. Note the following examples:

**Collectivation:** political groups, they, this privileged group, ministers of the former governments, Iranians. Such as:

28. /dær tule zæman goroh-haye siyasi ba hæm reqabæt mikonenæd væ ðextelafate ðanan kæm ya ziad šode .../

(During the time, political groups compete with each other and their disputes become more or less ...)

**Aggregation:** a large number of enemy’s media personnel, a large number and several tens of millions of Muslims, five hundred thousand students, all the fans of the system, millions of demonstrators. Like:

30. /emruz šomare ziyadi ðæz karkonane ræsane-haye došmæn dær ðoropa væ amrika ra kæsani tæskil midehænd ke teye se dæheye gozæste dær matbu?ate ?iran væ digær ræsane-haye daxel qælæm mizædænd./

(Today, a large number of the enemy's media staff in Europe and America is made of those who wrote in the Iranian press and other domestic media in last three decades.)

**The Enemy's media personnel is pictured**
as aggregation. The author shows their multiplicity in this way and, as a result, shows the need for attention to this problem and dealing with it.

3.2. Exploring the Ideology

Critical discourse analysis is inclined to explore ways through which ideology in language is reflected in various social institutions. According to Wodak (2006), ideology is the most important aspect of creating, maintaining and stabilizing the unequal power relations. The relationship between discursive features and ideology is two-way and through investigation of these features, we can uncover the ideology suppressed in the discourse and, actually, the dominant ideology in the minds of the writers of texts. As concrete examples, the ideology dominant on four analyzed texts out of the present data in E'temad, Sharq, Resalat and Keyhan newspapers (one text from each journal) are:

a) The underlying ideology in the text of E'temad newspaper entitled 'ʔæmniyæt væ ʔentexabat' (Election and Security) (No. 2253, dated 06/09/2011):
1) A good and complete election will help to establish security. 2) The maximum participation of people is the requirement of a good and fair election. 3) Disqualification, propagandistic inequalities and not observing trust in people's votes are threats to the security of the community. 4) The presidential election in 2009, in contrast with that in 1997, had no features of a fair election. 5) The current trend in the country's elections is unfair and weakens the security of the community.

b) The underlying ideology in the text of Sharq newspaper entitled 'ruze xabærnegar væ mætbuʔate mostæqel' (The day of journalist and independent press) (No. 7634, dated 10/08/2011):
1) Diversity and plurality of newspapers and press and their independence is one of the features of a healthy community. 2) Lack of free and independent media atmosphere increases the violations of the executive and density of demands and their getting critical. 3) The current media environment in the country is limited. 4) The current crisis in the country is the product of this restricted media environment.

c) The underlying ideology in the text of Resalat newspaper entitled 'qæflæt ʔæz tæhajome færhængie došmaen' (The neglect of the enemy's cultural invasion)
(No. 1314, dated 08/08/2011):

Table 1 Total number of sentences and socio-semantic features in the data texts

<table>
<thead>
<tr>
<th>Publications</th>
<th>Total Number of Sentences</th>
<th>Total Number of Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>E'temad</td>
<td>275</td>
<td>204</td>
</tr>
<tr>
<td>Sharq</td>
<td>227</td>
<td>344</td>
</tr>
<tr>
<td>Resalat</td>
<td>215</td>
<td>568</td>
</tr>
<tr>
<td>Keyhan</td>
<td>443</td>
<td>688</td>
</tr>
</tbody>
</table>

Table 2 Frequency and percentage of socio-semantic features in E'temad texts

<table>
<thead>
<tr>
<th>Rank</th>
<th>Feature</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Exclusion</td>
<td>69</td>
<td>33.8%</td>
</tr>
<tr>
<td>2</td>
<td>Impersonalization</td>
<td>45</td>
<td>22.1%</td>
</tr>
<tr>
<td>3</td>
<td>Activation</td>
<td>32</td>
<td>15.7%</td>
</tr>
<tr>
<td>4</td>
<td>Genericization</td>
<td>24</td>
<td>11.8%</td>
</tr>
<tr>
<td>5</td>
<td>Collectivization</td>
<td>11</td>
<td>5.4%</td>
</tr>
<tr>
<td>6</td>
<td>Others</td>
<td>23</td>
<td>11.3%</td>
</tr>
</tbody>
</table>

d) The underlying ideology in the text of Keyhan newspaper entitled 'paduhaye ?ejare?i!' (Hired Flunkies!) (No. 20000, dated 15/08/2011):

1) The agents and authors of Khatoon special issue are dependent on a flow known as deviational flow. 2) The deviational flow is dependent on foreign intelligence services. 3) The deviational flow is in connection with the flow named as conspiratorial flow of 2009. 4) Their main goal in publishing the special issue has been to create tension, discord and disruption in national and international affairs of the country.

4. Results

In this study, we have analyzed forty texts – editorials and daily notes- from four Persian newspapers to see how language can have two different layers of meaning, the superficial linguistic meaning and the underlying ideological meaning. In response to the first research question (How are the ideologies resident in the minds of writers, intellectuals and groups reflected in texts?), it should be noted that the ideology dominating the minds of writers and groups is reflected in the text using discursive
features as 'exclusion', 'activation', 'personalization', 'impersonalization', 'genericization', differentiation, etc., in the texts. The type, frequency and distribution of these features were different from one publication to another. The total number of socio-semantic features applied in different newspapers is shown in table 1. Tables 2-5 illustrate the frequency and percentage of the features in the four publications:

Table 3 Frequency and percentage of socio-semantic features in Sharq texts

<table>
<thead>
<tr>
<th>Rank</th>
<th>Feature</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Exclusion</td>
<td>133</td>
<td>% 38.7</td>
</tr>
<tr>
<td>2</td>
<td>Activation</td>
<td>80</td>
<td>% 23.2</td>
</tr>
<tr>
<td>3</td>
<td>Impersonalization</td>
<td>58</td>
<td>% 16.7</td>
</tr>
<tr>
<td>4</td>
<td>Functionalization</td>
<td>31</td>
<td>% 9</td>
</tr>
<tr>
<td>5</td>
<td>Others</td>
<td>15</td>
<td>% 4.4</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>27</td>
<td>% 7.8</td>
</tr>
</tbody>
</table>

Table 4 Frequency and percentage of socio-semantic features in Resalat texts

<table>
<thead>
<tr>
<th>Rank</th>
<th>Feature</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Activation</td>
<td>246</td>
<td>% 43.3</td>
</tr>
<tr>
<td>2</td>
<td>Passivation</td>
<td>95</td>
<td>% 16.7</td>
</tr>
<tr>
<td>3</td>
<td>Impersonalization</td>
<td>74</td>
<td>% 13</td>
</tr>
<tr>
<td>4</td>
<td>Individualization</td>
<td>68</td>
<td>% 12</td>
</tr>
<tr>
<td>5</td>
<td>Association</td>
<td>35</td>
<td>% 6.2</td>
</tr>
<tr>
<td>6</td>
<td>Others</td>
<td>50</td>
<td>% 8.8</td>
</tr>
</tbody>
</table>

Table 5 Frequency and percentage of socio-semantic features in Keyhan texts

<table>
<thead>
<tr>
<th>Rank</th>
<th>Feature</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Appraisalment</td>
<td>287</td>
<td>% 41.7</td>
</tr>
<tr>
<td>2</td>
<td>Activation</td>
<td>194</td>
<td>% 28.2</td>
</tr>
<tr>
<td>3</td>
<td>Impersonalization</td>
<td>89</td>
<td>% 12.9</td>
</tr>
<tr>
<td>4</td>
<td>Association</td>
<td>54</td>
<td>% 7.8</td>
</tr>
<tr>
<td>5</td>
<td>Passivation</td>
<td>32</td>
<td>% 4.7</td>
</tr>
<tr>
<td>6</td>
<td>Others</td>
<td>32</td>
<td>% 4.7</td>
</tr>
</tbody>
</table>

Our findings, then, show that the general approach in E'temad and Sharq newspapers is using the features 'exclusion' and 'passivation' and representing social actors in a passive, static mode. The general tendency in Resalat and Keyhan is to use features 'activation' and 'appraisalment' and to represent the actors in an active, dynamic mode. Evidence is, therefore, presented to the 'implicitness' of the texts in E'temad and Sharq, which are known as Reformist publications, and 'explicitness' of Resalat and Keyhan, regarded as 'Fundamentalist' publications. This difference in degree of mystification between the two groups of newspapers—Reformists and Fundamentalists—seems...
to be due to the difference in their amount of access to the sources of power. The more individuals, groups and institutions have access to sources of power, the more likely they tend to be more explicit and vice versa.

The results out of the analyses of the data revealed that socio-semantic features such as activation, passivation, exclusion, etc., are mostly reflected using linguistic features in the texts. So, in response to the second question (How is the linguistic realization of the discursive structures performed in the given texts?), it should be acknowledged that linguistic realization of discursive structures in the texts is performed using linguistic structures such as active vs. passive, use of nominalization, coordination, accompaniment circumstantial, quantifier, pre-modifier, etc. An important point about the relationship between socio-semantic features on one hand, and linguistic features on the other hand, is that all socio-semantic features do not necessarily have formal realizations. For example, the 'differentiation' feature in the present study did not have any formal linguistic realization, but it took place semantically in the whole text.

The third question was, 'How can we explain the relationship between the discursive features and ideology and hidden power relations in these texts?' To answer this question, we can say that, as mentioned in the previous parts of the paper, there is a dialectal relationship between discursive features and ideology, and by studying these features we can uncover the hidden ideology behind the discourse and in fact the dominant ideology in the minds of texts authors. In this study, through extraction of discursive socio-semantic features and qualitative analyses, we were able to understand the dominant ideology hidden in the texts.

5. Conclusion

Using Van Leeuwen's model (1996) for critical discourse analysis, this study has scientifically analyzed some texts belonging to a particular period of our press to endorse the claim of critical discourse analysts that no text is free from ideological load and attitudes of its creators. Since critical discourse analysis investigates the relationship between language and thought, in this study the attempt was to examine the ideology hidden behind the texts and its influence on the layout of the current discourse of the
press community of this period. It was done through examining the methods of representing social actors in today's Persian press texts.

The present research suggests that 'linguistic structures' are controlled by 'socio-semantic features' and these features are themselves determined by 'ideology' which, in turn, is determined by 'power relations' in a broader scale of the society. According to Fairclough (1989) the final and more practical goal of Critical Discourse Analysis is to increase public awareness to language and power, especially to the fact that how language contributes to domination of some people over others. One goal of this study was to achieve awareness and to foster critical thinking.

One of the results of this study is supporting and extending the applicability of Van Leeuwen's model (1996) in analyzing the texts, in general, and analyzing the press texts, in particular. Analyses carried out using this model shows that this model can be a useful instrument to reveal the suppressed text layers and the ideologies behind the texts.

Another theoretical implication of this study is endorsing the claim of functionalist linguists on the priority of function over form. Unlike formalists who believe in the superiority of language form over its function, functionalists believe that it is the practical function of language that governs linguistic forms. The analyses conducted in this study indicated that the form of language is formed so that it can play the roles that are entrusted to it by the discourse. Selection of certain words, syntactic mechanisms such as passivization, nominalization, coordination, using special pronouns, etc., all of which work at sentence level and in internal structure of a clause or sentence, are all at the service of playing the role entrusted by social structures bigger than language. Therefore, linguistic structures of the texts are controlled by socio-semantic features. These features, in turn, are determined by ideologies, which in turn, are determined by power relations at a more extended and macro-level of the society.

References


رابطه سازه‌های استدلالی و ایدئولوژی در متن مطبوعاتی

مسعود اسمی، ارسلان گلفام، فردوس آفگان‌زاده

دریافت: 27/4/92 پذیرش: 92/12/92

هدف پژوهش حاضر این است که با پردازدایی از عناصرِ زیرینِ زبان به کشف لیشه‌های پهنای معانی متن مطبوعاتی در چارچوب تحلیل گفتمان انتقاداتی پردازد. برای همین منظور 40 متن از چهار روزنامه داخلی ایران در یک دوره به‌وسیله مرداد و شهریور 1390 با بهره‌گیری از مؤلفه‌های جامعه‌شناسی محتوايی الگو ون لیوون (1996) مورد تجزیه و تحلیل قرار گرفته است. این روزنامه‌ها عبارتند از اعتماد، شرق، رسالت و کیهان. تجزیه و تحلیل داده‌ها شامل مشاهده مؤلفه‌های گفتمان‌دار در متن، تعیین نموه‌های زبانی و تبیین آنها به‌مره‌کردن کشف لیشه‌های پهنای معانی و ایدئولوژی در پس‌متن می‌باشد. نتایج حاصل از تحلیل داده‌ها نشان می‌دهد که ایدئولوژی حاکم بر ذهن نویسنده‌گان، گروه‌ها و صاحبان اندیشه‌ها بهره‌گیری از مؤلفه‌های گفتمان‌دار همجون حذف، فعل‌سازی، منفعت‌سازی، شخص‌بخشی، شخص‌زدایی و غیره در متن معکس می‌شود. مؤلفه «حذف» در تشریح‌های اعتقاد و شرق و مؤلفه «فعال‌سازی» در تشریح‌های رسالت و کیهان مشترک را داشته است. ساختاری که گفتمان‌دار با بهره‌گیری از ساختار های زبانی نظر استفاده از توصیف‌گردگری پیشین، معلوم در نیروی مجهول، همبایگی، موضع‌سازی و غیره در متن صورت می‌گیرد. همچنین، رابطه میان مؤلفه‌های گفتمان‌دار و ایدئولوژی و روابط قدیت یک رابطه در سوبه است که با پروری این ساختار در متن و نهادهای اجتماعی قابل تبیین است.

واگشود کلیدی: تحلیل گفتمان انتقاداتی، مؤلفه‌های گفتمان‌دار، مؤلفه‌های جامعه‌شناسی محتوايی، کنشگران

اثرگذار باوری: تحلیل گفتمان انتقاداتی، مؤلفه‌های گفتمان‌دار، مؤلفه‌های جامعه‌شناسی محتوايی، کنشگران

اثرگذار ایدئولوژی: تحلیل گفتمان انتقاداتی، مؤلفه‌های گفتمان‌دار، مؤلفه‌های جامعه‌شناسی محتوايی، کنشگران

1. دانشجوی دکتری در زبان شناسی، واحد علوم و تحقیقات، دانشگاه آزاد اسلامی، تهران، ایران.
2. دانشیار، گروه زبان شناسی، دانشگاه تربیت مدرس تهران، ایران.
3. دانشیار، گروه زبان شناسی، دانشگاه تربیت مدرس تهران، ایران.