

Ideological Manipulations and Cultural-Norm Constraints

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Abstract : Translation cannot be considered as a simple linguistic act. Through the rise of descriptive approach in the late 1970s and 1980s, translation process managed to meet the requirements of social aspects as well as linguistic approaches. To have the translation considered as the cross-cultural communication through which various cultures communicate in ideological and cultural constraints, the contrastive analysis was conducted in this paper to reveal the distortions imposed in the translated texts. The corpus of the study involved the novel 1984 written by George Orwell and its Persian translated texts which were analyzed through the qualitative type of the research based on critical discourse analysis (CDA) and Toury's norms as well as Lefever's concepts of ideology. Results of the study revealed the point that ideology and the cultural constraints were considered as an important stimulus which can control the process of the translation.

Keywords : critical discourse analysis, ideology, norms, translated texts

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