

## A critical discourse analysis approach to ideology reflected in three main English newspapers published in Iran

Salehi, Hadi ✉

English Department, Faculty of Humanities, Najafabad Branch, Islamic Azad University, Najafabad, Isfahan, Iran ([hadisalehi1358@yahoo.com](mailto:hadisalehi1358@yahoo.com))

Shojaee, Mohammad

English Department, Faculty of Humanities, Najafabad Branch, Islamic Azad University, Najafabad, Isfahan, Iran ([shojaem45@gmail.com](mailto:shojaem45@gmail.com))



ISSN: 2243-7754  
Online ISSN: 2243-7762  
OPEN ACCESS

Received: 3 July 2015

Revised: 18 October 2015

Accepted: 1 November 2015

Available Online: 23 November 2015

DOI: 10.5861/ijrsl.2015.1286

### **Abstract**

Language is an influential instrument which can control people's points of view. Newspapers are considered as one of the effective means to transfer information. This study has been planned to investigate Critical Discourse Analysis (CDA) approach to the representation of ideology in three main English newspapers published in Iran, namely Tehran Times, Iran Daily, and Iran News. The aim of this study is to see how the discourse features are manipulated in the construction of the content of the social issues and to recognize the ideology reproduced by the print media. To achieve the aim, the theory and procedures of CDA as well as three aspects of the macro-structural level and three facets of the micro-structural level of discourse of both headlines and news stories were analyzed. The findings of the present study imply that media not only express societal events and realities but also mark clearly the ideologies behind the specific news. The results of the content analysis also reveal that there are slight differences between the content of these twelve news articles in terms of the macro- and micro-structural levels of discourse features.

**Keywords:** critical discourse analysis; ideology; Iranian newspapers; Tehran Times; Iran Daily; Iran News

## **A critical discourse analysis approach to ideology reflected in three main English newspapers published in Iran**

### **1. Introduction**

Language is considered as an effective instrument which can be utilized to control a special message. It can be used in many different ways in order to reinforce and manipulate a message. Media in general and newspaper in particular are linguistic tools used for transferring information. The process of producing and distributing printed materials is taken into account as a profitable business and therefore the result of the printed material has to do with the need to benefit and have relations with other agencies, organizations and industries. Newspapers belong to commercial firms which indicate that the owner or the advertiser can affect the representation of news and thus bring its freedom of speech under suspicion. For this reason it is found that Newspapers often attempt to attract the readers by using different techniques used in writing news.

Throughout the process of news making and news reporting, a journalist is consistently surrounded by various ideologies affecting his choices: the publisher's ideology, the editor's point of view, news agency's ideology, the target readers' preferences and expectations, and his own ways of thinking. With regard to this fact, these challenges arise to the mind: Do the affecting ideologies generate a different level of pressure on the journalists and lead them to adopt certain news making strategies? Another challenge is that journalists are generally forced to follow the publisher's policies and ideological stances. How the inherently ideological environments such as news agencies or newspapers affect their ideologies? And are they filtered by revisers, section editors and editors-in-chief and how? It is worth noting that up to now there have been few studies about Critical Discourse Analysis (CDA) approach to ideology reflected in newspapers. This fact is an impetus for the present researcher to study CDA approach in three English newspapers published in Iran. The analysis moves from general aspects of the discourse to specific ones. Therefore, the aim of the present research study is to examine how the three main English newspapers published in Iran with various and opposite ideologies utilize language when broadcasting the news. As the same event and reality can be expressed in different ways and differences in expression signify ideological differences, the language used in newspapers can potentially be used to influence and manipulate readers. What this study tries to achieve is to reveal how discourses are constructed based on particular ideologies that can be represented delicately and covertly.

### **2. Review of Literature**

The word discourse used in sociolinguistics and discourse analysis does not have consistent meaning across different disciplines. Among linguistics, Brown and Yule saw discourse as language which is used in daily routines, while Sinclair and Coulthard consider it as an expanded piece of text that has cohesion, coherence, and internal arrangement (Mills, 1997). Fairclough defined discourse as language as a social act and this is the general meaning of the term that Fairclough (1989) uses throughout his work. Fairclough's (1989) view of discourse is as Mills states a merging of Foucault's definition of discourse as a systemic structure of analysis, and CDA in general is inflecting Foucault's examination of discourse with political interest with the influence of discourse.

Mills argues that discourse is therefore a concept which yields another concept, rather than a concept which can be analyzed in a separative manner (Mills, 1997). Foucault discusses discursive elements which can be discerned because of the systematicity of the thinking which are shaped within a particular situation. Fairclough (1995) considers that discourse is used to refer to written or spoken language use. He regards text analysis as one indispensable part of discourse analysis. Discourse, according to him, involves social context of production as well as social context of interpretation (Fairclough, 1989). The rules and beliefs that motivate texts are often invisible rather than clearly expressed. So the critical approach to discourse analysis aims to display some of the

concealed beliefs and positions, as discourses are loaded racially, socially, economically and politically (Rogers, 2004).

In the English-speaking world, Discourse is often utilized for written and oral texts (Schiffrin, 1994). Other scholars differentiate between various levels of abstractness. Lemke defines text as the tangible fulfilment of abstract knowledge, adapting to a more Foucault's approach. Because discourse is socially resultant, it brings about significant issues of power. Discursive elements may have main ideological influences - they can serve to produce and reproduce unequal power relations within social classes, men and woman and social majorities and minorities through the ways in which they depict things (Fairclough & Wodak, 1997). Critical discourse analysis approach from Fairclough's point of view has been applicable in the analysis of the news article to identify the relations between ideology and language use.

### 3. Methodology

CDA investigates the use of discourse in relation to social and cultural contexts and inquires why the discourse is utilized in specific ways and what connotations this kind of use has. Thus this study draws on approaches set out by Fairclough, and uses the elements set out below as a framework for analysis (Rogers, 2004). Fairclough's CDA model not only takes into account grammatical, phonological, morphological and semantic micro-structures but also deals with some "higher level properties" such as coherence, overall themes, news topics, schematic structures and rhetorical dimensions of the texts (Sheyholislami, 2008).

#### 3.1 Research Design

The present study examines six elements of discourse, three facets at the macro level as well as three elements at the micro level. At the macro- structural level, the presentation of the article, the content and lexicalization and sequence of quotations and at the micro- structural level, the use of headline, transitivity including active and passive voice and modality are analyzed. The following figure illustrates the theoretical framework of this research.

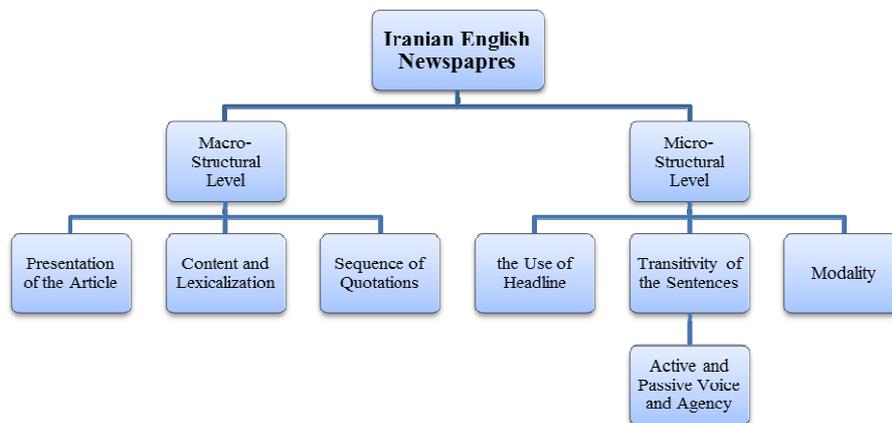


Figure 1. Theoretical Framework

#### 3.2 Research Context

In this study, the social articles of twelve issues of three main English newspapers published in Iran namely Tehran Times, Iran Daily and Iran News have been collected. Instances of lexical units with ideological load were selected. Then the ideological representations of the social issues were compared in these three newspapers. The selection was provided as with two sets of data for investigation: first, the macro- structural level by means of an evaluation of the presentation of the article, the content and lexicalization of the article and sequence of quotations, second, the micro- structural level by means of the use of headlines, transitivity including active and

passive voice and agency and at last modality. It is important to note that the findings of the present study should be interpreted only in terms of the given corpus and naturally cannot be generalized across all newspapers published in Iran.

### *3.3 Instruments*

This corpus consists of 12 texts (news excerpts) from three newspapers published in Iran: Tehran Times, Iran Daily and Iran News. The main topics of the news chosen are mainly social issues in Iran. All the news excerpts were taken from the two newspapers' hard copies, that is, Tehran Times and Iran Daily and one newspaper's website, that is, Iran News.

### *3.4 Data Collection Procedures*

A series of data consisting of twelve headlines and news articles on social issues published by three official Iranian newspapers were gathered and compared in order to investigate their representations of the issue. The data were chosen through a self-selection process. The rationale behind such a self-selection procedure rests on the very nature of retrospective research which is typically assumed to look back to explore pre-existing variables (Delavar, 1988). For the purpose of the present research study, a one-week period from Saturday, October 12, 2014 to Thursday, October 16, 2014 was selected. Ten hard-copy issues of two newspapers namely, Tehran Times and Iran Daily were gathered and the next twelve issues were downloaded from the website of Iran News newspaper. The search supplies hundreds of news stories from which societal news articles were chosen for the present study. Moreover, since news articles are sometimes combined with visual elements to convey certain ideological stances, such non-linguistic elements have also been accounted for.

### *3.5 Data Analysis Method*

Discursive elements, structures and phrases were also collected and analyzed to discover the role of ideology based on the theoretical framework introduced by van Dijk (1998). Microstructures and macrostructures of discourse were analyzed to understand how language of media is manipulated. Since headlines include the routine topics of the news stories, and a general picture of dominant ideology is portrayed by the analysis of each news stories' topics. Subsequently, the topics of twelve headlines were analyzed (T. A. van Dijk, 1998). Despite differences, all the newspapers have common similarities in terms of significant topics. Topics that appear from the selected news stories can be separated into two groups: (a) topics projecting a positive portrayal of Iran in campaigning against issues such as terrorism and drug smuggling and (b) topics presenting a negative portrayal of countries such as the United States and the West.

## **4. Results and Discussion**

In this section, the analysis of Iran Daily, Tehran Times, and Iran News articles will be discussed. In this method, firstly, how the event is represented at the macro-structural level will be examined by means of an evaluation of the presentation of the article, the content and lexicalization of the article and the sequence of quotations. Secondly, how the event is represented at the micro-structural level will be examined by means of an evaluation of the use of headline, transitivity including active and passive voice and agency and modality.

### *4.1 Articles Analysis of Iranian English Newspapers*

In this analysis, the features of twelve articles on the macro-structural level as well as the micro- structural level are analyzed. In the presentation of the article, the issues such as the number of words included, and the appearance of the news are explained. In the content and lexicalization section, the words which occur several times all over the news story and the content and theme of each paragraph are also scrutinized. The sequence of quotations deals with the studying of direct and indirect statements, then followed by the analysis of elements at the micro-structural level which starts with the complete explanation of headlines of all twelve news, transitivity

which include the description of active and passive voice of main verbs and finally, modality concerns with the types of modal auxiliary verbs involved. The following tables provide the summary of the articles analysis of three English published newspapers in Iran.

**Table 1**

*Analysis of Tehran Times Articles at the Macro-Structural Level*

Tehran Times	Presentation of the Article	Content and Lexicalization	Sequence of Quotations
Headline Extract 1	<ul style="list-style-type: none"> <li>- A color photograph is inserted in the middle of the article.</li> <li>- The photograph has no caption beneath it.</li> <li>- The headline is written in bold letters.</li> <li>- The news story is quoted in three short columns.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 223 words.</li> </ul>	<ul style="list-style-type: none"> <li>- The journalist uses 2 direct quotations.</li> <li>- The rest of the statements are indirect quotations.</li> </ul>
Headline Extract 2	<ul style="list-style-type: none"> <li>- It is almost short and neutral news.</li> <li>- The news is included 3 columns.</li> <li>- The headline is written in bold letter without any caption beneath it.</li> <li>- The news has no picture.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 98 words and four statements.</li> <li>- The journalist uses very formal vocabulary.</li> </ul>	<ul style="list-style-type: none"> <li>- All the statements are indirect quotations.</li> <li>- All the sentences are long.</li> </ul>
Headline Extract 3	<ul style="list-style-type: none"> <li>-The headline is written in bold letters.</li> <li>- It is almost a long title.</li> <li>- The article includes 3 columns without covering any picture.</li> <li>- The journalist states the news in neutral way without any special orientation.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 280 words.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole news story consists of 11 statements.</li> <li>- 5 sentences are direct quotations.</li> <li>- The rest of the sentences are indirect quotations.</li> </ul>
Headline Extract 4	<ul style="list-style-type: none"> <li>- The journalist explains the news in 4 short paragraphs.</li> <li>- On page 2, the reader can see a colored photo.</li> <li>- The whole news is arranged in 3 columns.</li> <li>The news has a short headline which is written in bold letters.</li> <li>- The headline is repeated twice in front page and in the second page.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 370 words.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole news contains 11 statements.</li> <li>- 5 sentences are direct quotations.</li> <li>- The rest of the sentences are indirect quotations.</li> </ul>
Headline Extract 5	<ul style="list-style-type: none"> <li>- The headline is written bolder than other articles in the newspaper.</li> <li>- The headline involves a subheading written below it.</li> <li>- The news consists of 4 long columns with a colored photo in the middle.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 413 words.</li> <li>- The first paragraph of this news story is summary lead that goes right to the heart of the story.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 16 statements.</li> <li>- 5 sentences are direct quotations.</li> <li>- 11 sentences are indirect quotations.</li> </ul>

**Table 2***Analysis of Tehran Times Articles at the Micro-Structural Level*

Tehran Times	Use of Headline	Active and Passive Voice and Agency	Modality
Headline Extract 1	<ul style="list-style-type: none"> <li>- The headline is written in bold letters.</li> <li>- The headline begins with the clause.</li> </ul>	<ul style="list-style-type: none"> <li>- There is 1 agent of the sentence.</li> <li>- There are 4 active voice sentences.</li> <li>- There are 2 passive voice sentences.</li> </ul>	- The whole news story consists of 2 modal auxiliary verbs (would and would use).
Headline Extract 2	<ul style="list-style-type: none"> <li>-The headline begins with the clause.</li> </ul>	<ul style="list-style-type: none"> <li>- There are 3 active voice sentences.</li> <li>- There is 1 passive voice sentence.</li> </ul>	- No modal auxiliary verbs used in this article.
Headline Extract 3	<ul style="list-style-type: none"> <li>- The headline shows clearly the whole message of the news article.</li> </ul>	<ul style="list-style-type: none"> <li>- Most of the statements in this article are active.</li> <li>- There are 2 passive voice sentences.</li> </ul>	- The whole news story consists of three modal auxiliary verbs. (will and should)
Headline Extract 4	<ul style="list-style-type: none"> <li>- The headline is written in bold.</li> </ul>	<ul style="list-style-type: none"> <li>- Most of the verbs in this article are active voice.</li> <li>- There are 2 passive voice sentences.</li> </ul>	- No modal auxiliary verbs used in this article.
Headline Extract 5	<ul style="list-style-type: none"> <li>- The headline is written in large bold typeset.</li> <li>- The headline is straight.</li> </ul>	<ul style="list-style-type: none"> <li>- Most of the verbs used in this news article are active voice</li> <li>- There are 3 passive voice sentences.</li> </ul>	- 9 sentences in which the modal auxiliary verbs are used.

**Table 3***Analysis of Iran Daily Articles at the Macro-Structural Level*

Iran Daily	Presentation of the Article	Content and Lexicalization	Sequence of Quotations
Headline Extract 1	<ul style="list-style-type: none"> <li>-The headline is written in boldface.</li> <li>- The whole news story is relatively short and consists of 2 columns.</li> <li>- It includes 8 elaborative paragraphs.</li> <li>- It does not have any photo.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 274 words.</li> </ul>	<ul style="list-style-type: none"> <li>- 4 sentences are direct quotations.</li> <li>- The rest of the sentences are indirect quotations.</li> </ul>
Headline Extract 2	<ul style="list-style-type: none"> <li>- This article is more comprehensive and elaborative than the same article in Tehran Times newspaper in the same issue.</li> <li>- The writer uses very formal words in describing the news.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 172 words.</li> <li>- The whole news story consists of 6 short paragraphs.</li> </ul>	- All sentences are indirect quotations.
Headline Extract 3	<ul style="list-style-type: none"> <li>- The article contains a colored photo.</li> <li>- The content of this article is relatively similar to the same article in Tehran Times newspaper.</li> <li>- The headline is written in boldface.</li> <li>- The whole article contains 9 paragraphs.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 226 words.</li> </ul>	-All sentences are indirect quotations.

**Table 3** ... continued

Iran Daily	Presentation of the Article	Content and Lexicalization	Sequence of Quotations
Headline Extract 4	<ul style="list-style-type: none"> <li>- The article is written as a column without any photo.</li> <li>- It is relatively long news.</li> <li>- The whole article consists of 8 paragraphs.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 231 words.</li> <li>- The content of this news is very similar to the same news in Tehran Times newspaper in the same issue.</li> </ul>	<ul style="list-style-type: none"> <li>- All sentences are indirect quotations.</li> </ul>
Headline Extract 5	<ul style="list-style-type: none"> <li>- A colored photo is inserted at the top of the news.</li> <li>- There is a caption beneath it.</li> <li>- It is relatively long news which consists of 3 columns.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article constitutes 338 words and 13 paragraphs.</li> </ul>	<ul style="list-style-type: none"> <li>- 9 sentences are direct quotations.</li> <li>- The rest of the sentences are indirect quotations.</li> </ul>

**Table 4**

*Analysis of Iran Daily Articles at the Micro-Structural Level*

Iran Daily	Use of Headline	Active and Passive Voice and Agency	Modality
Headline Extract 1	<ul style="list-style-type: none"> <li>- The headline is representative of the message.</li> <li>- It summarizes the story for the readers.</li> </ul>	<ul style="list-style-type: none"> <li>- All verbs used in this article are active voice.</li> </ul>	<ul style="list-style-type: none"> <li>- In 1 sentences, the modal auxiliary verb would is used.</li> </ul>
Headline Extract 2	<ul style="list-style-type: none"> <li>- The headline summarizes the whole story in a minimum number of words.</li> <li>- The type of the headline is straight.</li> <li>- The language of the headline is elliptical and compressed but representative of the whole news story.</li> </ul>	<ul style="list-style-type: none"> <li>- There is only 1 passive verb in this article.</li> <li>- All other verbs are active voice.</li> </ul>	<ul style="list-style-type: none"> <li>- No modal auxiliary verbs used in this article.</li> </ul>
Headline Extract 3	<ul style="list-style-type: none"> <li>- Headline is clearly stated.</li> </ul>	<ul style="list-style-type: none"> <li>- All verbs are active except in 1 case that the writer uses passive voice.</li> </ul>	<ul style="list-style-type: none"> <li>- In 1 sentence, the modal auxiliary verb will is used.</li> </ul>
Headline Extract 4	<ul style="list-style-type: none"> <li>- The type of headline is straight one.</li> <li>- The headline begins with the clause.</li> </ul>	<ul style="list-style-type: none"> <li>- All verbs are active voice in the article.</li> </ul>	<ul style="list-style-type: none"> <li>- No modal auxiliary verbs used in this article.</li> </ul>
Headline Extract 5	<ul style="list-style-type: none"> <li>- The type of headline is straight one.</li> <li>- The headline is a clause with the present tense followed by an infinitive.</li> </ul>	<ul style="list-style-type: none"> <li>- All verbs are active voice in the article.</li> </ul>	<ul style="list-style-type: none"> <li>- In 3 sentences, the modal auxiliary verb can are used.</li> <li>- In 2 statements, the modal verb will are used.</li> <li>- In 1 sentences, the modal verb could is used.</li> </ul>

**Table 5***Analysis of Iran News Articles at the Macro-Structural Level*

Iran News	Presentation of the Article	Content and Lexicalization	Sequence of Quotations
Headline Extract 1	<ul style="list-style-type: none"> <li>- The article includes a photo.</li> <li>- The headline is written in boldface.</li> <li>- It includes 6 paragraphs.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole article consists of 176 words.</li> <li>- The content of this article is very similar to the content of the same article in Tehran Times and Iran Daily newspaper.</li> </ul>	<ul style="list-style-type: none"> <li>- All sentences are indirect quotations.</li> </ul>
Headline Extract 2	<ul style="list-style-type: none"> <li>- The news is written as 1 column.</li> <li>- The whole article consists of 4 paragraphs.</li> <li>- Each paragraph constitutes 1 or 2 sentences.</li> <li>- The news is explanatory and elaborative.</li> </ul>	<ul style="list-style-type: none"> <li>- The whole paragraphs contain 169 words.</li> </ul>	<ul style="list-style-type: none"> <li>- 1 paragraph is an indirect quotation.</li> <li>- 3 paragraphs are direct quotation.</li> </ul>

**Table 6***Analysis of Iran News Articles at the Micro-Structural Level*

Iran News	Use of Headline	Active and Passive Voice and Agency	Modality
Headline Extract 1	<ul style="list-style-type: none"> <li>- Headline is straight.</li> <li>- The headline clearly represents the news story.</li> </ul>	<ul style="list-style-type: none"> <li>- There are 4 sentences in which passive voice are utilized.</li> <li>- The rest of the sentences are active voice.</li> </ul>	<ul style="list-style-type: none"> <li>- No modal auxiliary verbs used in this article.</li> </ul>
Headline Extract 2	<ul style="list-style-type: none"> <li>- It is written in boldface.</li> <li>- The type of headline is straight one.</li> </ul>	<ul style="list-style-type: none"> <li>- All verbs are active voice in the article.</li> </ul>	<ul style="list-style-type: none"> <li>- The reporter uses modal verbs in 3 statements.</li> </ul>

#### 4.2 Discussion

The findings of the study made clear that three English newspapers published in Iran employed almost similar strategies in discourse. Six elements of macro and micro elements of discourse in these newspapers were analyzed. The findings are in line with what Ghannam (2011) stated that the language could show fundamental ideologies by stating the articles of the newspapers in various manners. The overall themes that emerged from the findings of this study agree with the ideas presented in the past research studies. However, though the study shows significant evidence to suggest that ideology and judgments are at play in the newspapers under study, much work is needed to apply a reliable general conclusion to their perspectives. In fact, as van Dijk (1993) observed, media discourses are 'ideological icebergs'. There are various approaches to discourse analysis. The arrangements of expressing the news employed in three newspapers vary in a way that each shows a special political framework, all are harmonious in contents but with differences in political stances that are related to each newspaper's point of view. The presentation of the articles is important since each newspaper uses different methods. Over-lexicalisation, the sequence of the quotations and headlines played a major role in each newspaper.

The events are represented differently in three newspapers published in Iran. The words used to describe the role of Iran in the region highlights the ideology of Tehran Times newspaper which shows a great deal of respect to the position of Iran in the world. The attitudes are mainly displayed by the choice of words and the selection of facts among which the newspaper highlights Iran's effort to fight against terrorism. This may be indicative of

In Tehran Times, most articles include colorful photographs, carrying a meaningful message to the reader for attracting his/her attention due to the significance of the message. The headlines which are written in bold letters with a special format of discourse can be adjusted to that pictorial meaningful message. There are some minor differences in expressing social issues in which Tehran Times states the news in a brief simple way. In Iran News the clarification of the content would be more noticeable. Iran Daily stands in the moderate position in which the social issues are stated in relation to the discourse of the other newspapers. The headlines in Tehran Times are different from those in Iran news and Iran daily in shape, content and structure. The lengths of the articles as well as the chronology of ideas are also somehow different. Tehran Times has given more space to the picture of the news and the numbers of statements which are quoted indirectly are more than direct statements.

Modal verbs carry a range of meanings and it is a mistake to try to identify a fixed one-to-one relationship between verb and meaning. Modalities were selected with the intention to enhance certain feelings in the readers of newspapers. Fig.2 compares the number of modal auxiliary verbs used in three newspapers. Expressive modal auxiliary verbs are utilized in the selected headlines of each news story. Expressive modal verbs consider the issues such as probability, possibility and certainty of an event or a proposition; it necessarily states the speaker or writer's estimation of likelihood of an event. Through the use of modal verb "will", the writer intends to transfer the readers a very high likelihood of occurrences of certain events. Both Tehran Times and Iran Daily have used modal verb *will* in headline extract 5 which shows the high likelihood of happening. In headline extract 4, modal verbs have not been used by the newspapers. The use of different modal expressions in headline extract 1, 2, and 5 proves that political ideologies of Tehran Times and Iran Daily newspapers are different from the Iran News. As can be seen from the Fig.2, the number of modal auxiliary verbs utilized by Tehran Times is more than the other two newspapers which allows it to present opinions and speculations that the readers might interpret them as factual statements.

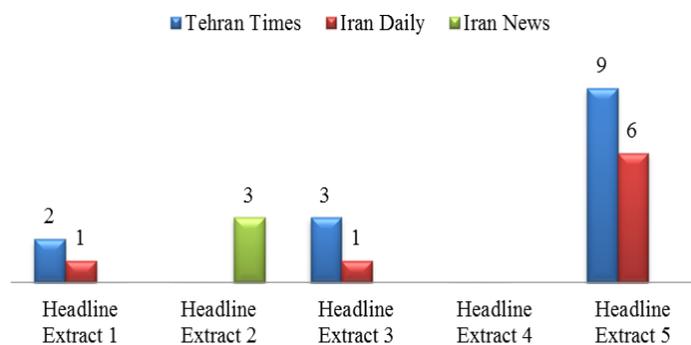


Figure 2. The Number of Modal Auxiliary Verbs

As Fig.3 illustrates, in Iran Daily newspaper, most of the statements in the four articles examined are indirect except the last article: Rafsanjani urges west to seize the nuclear opportunity. In the last news article, the preference for direct speech over indirect speech indicates that the newspaper seeks to represent the exact words of those quoted and avoids reported speech, which could reveal the attitude of the journalist writing the article. This also indicates the importance attached to the actual words of those quoted. Iran Daily uses indirect quotations while Tehran Times uses direct speech which reveals the aim of the writer to strengthen the words of those quoted. Using indirect quotations are especially common, when the outcome of a poll is being used. Quotation statements are considered as a powerful ideological instrument to manipulate the reader's interpretation of events in news stories.

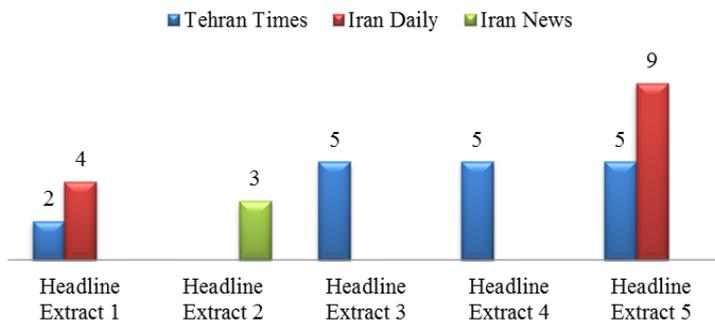


Figure 3. The Number of Direct Quotation Sentences

The comparison of the number of passive voice sentences among the three given newspapers shows in Fig.4 that Tehran Times uses more passive voice sentences in presenting its news which states what has been done, and to whom, but does not blame anyone in particular for the action. Most of the statements in articles published by Iran Daily are active which shows that the doer or agent of the action is important. The use of active verbs in Iran Daily’s news shows a clear picture of who performed a particular action, and to whom. The choice of active voice can attract the reader’s attention on the actor or doer of an event which indicates a specific picture of an individual or group and focuses on the actions in which one side of the conflict does something to another.

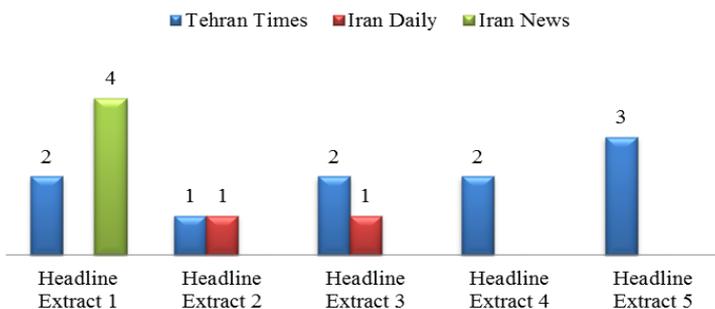


Figure 4. The Number of Passive Voice Sentences

The following figure shows the number of words utilized by Tehran Times is generally more than the other newspapers in headline extract 3, 4, and 5 where often occurs clusters of related words which are synonyms. This over wording often shows key concepts with certain meanings the writers intend to convey. This over wording often indicates a key concept or particular preoccupation which gives certain meanings the producers of texts intend to convey.

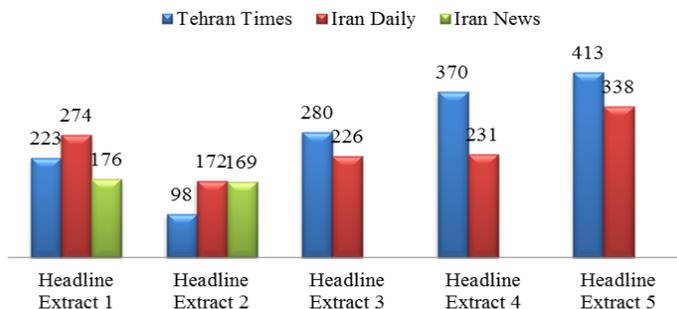


Figure 5. The Number of Words

## 5. Conclusion

This study recognizes the importance of the analysis by identifying the grammatical structure of the

languages involved in a given article which is subject to the analytic step. The discourse analysis of the twelve articles examined the representation of the event at the macro-structural level, emphasizing the presentation of the articles, content and lexicalization and the sequence of quotations as well as the micro- structural level which consists of the use of headline, transitivity and modality. This study investigated how three Iranian newspapers with different political ideologies reported the same event displaying different attitudes through the use of language. It is an attempt to identify the importance of the analysis before becoming involved in any scrutiny. This study has shown that language can depict fundamental ideologies by reshaping and reporting the news articles in various manners.

It seems that the printed media through the language use as well as the sequence of discursive elements that involve transitivity and modality encode and strengthen differences between these three newspapers. Negative portrayal of the other and positive portrayal of us appeared to be common techniques in all the analysed newspapers. It seems that Tehran Times has more political orientation while the others are more socially oriented. Freedom of speech is very important to all three newspapers since the articles included paragraphs mentioning directly the remarks of official authorities in Iran.

In conclusion, in this study, a close textual comparison of the twelve articles reporting the same event proved that the language used indicates that the political ideologies of the newspapers are partly the same. This study has confirmed how language is a vehicle for hidden interpretation in neutral reporting. Therefore, the reader should approach the discourse critically to expose the invisible ideology passing through language.

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