

A Description and Analysis of America's Representation in Iranian Newspapers Before and after Beginning Final 5+1 Nuclear Talks: Critical Discourse Analysis Approach (Van Leeuwen 2008)

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Abstract: Present study, pays to the different representations of the United States, in specific periods of time, before and after beginning the last round of nuclear talks between Islamic Republic of Iran and 5+1 group, especially America's related texts, in Iranian Persian publications as representatives of the two opposite discourses, from the perspective of the critical discourse analysis approach by using socio-semantic features of Van Leeuwen's Model in 2008. To do so, a selection of discursive texts of the two Iranian Persian publications belonging to two competitor groups: Etemad as the representative of reformists and Keyhan, the fundamentalists' representative, have been analyzed both qualitatively and quantitatively. The result indicated although the representation type is highly related to the ideology dominating the minds of the writers of the two political groups reflected in the texts, yet all statistical analysis of the corpus shows that the representations has been changed from a hostile to an amicable style by the initiation of the last round of nuclear talks and it has been perceived that the ideology dominating on the minds of the writers belonging to two competitor political wings, has been reflected in the texts by using discursive socio-semantic features like activation, backgrounding, personalization, personalization, differentiation and in differentiation, etc. This study's finding also states that socio-semantic features are determined by different ideologies, related to power relations and different representations can be explored, described and clarified through the kinds of features applied in the press texts.

Key words: Critical discourse analysis, ideology, power, (5+1) nuclear talks, socio-semantic features of Van Leeuwen Model

INTRODUCTION

The effective usage of language means that the ideological or discursive structures are presented indirectly to language users through language. To do so, language and discourse should have levels and layers. Language and discourse in lower levels contain ideology and power relation and dominance and in upper levels they contain discourse structures.

In critical discourse analysis, analyzing all discourses, especially political discourses is considered. The press discourse is of the most fundamental studies cases in this approach. Because at least a part of press subjects is not social reality representative but their language application presents realities in a distorted type to their readers. In fact, what constructs a text and makes it illegible is not just the description of linguistic codes and meanings but they are ideological factors and people's attitudes and holders of hidden ideas behind

texts which are considered as effective factors in text construction and illegibility (Aghagolzadeh, 2004). In this way, a text analyzer should know discursive features and link them to the social actor's representation and perceive the hidden messages and then analyze them.

The writers of this study intend through analyzing press texts to show that related to text generator and political parties' attitude linking to them, the actors' representation type are different and somehow biased. In addition, after passing an adverting point, the mentioned representations have been diverted.

Potentially, all of linguistic constructions can have ideological load but practically those are discursive or ideological as well as semantic meaning or illocutionary act having an implicational message and meaning or perlocutionary act in contrast to competitors' discourse in minor and major discursive context. In other words, there is not a one-to-one relation between linguistic form in text and transferable message which is more than

linguistic form and abundance of message is affected by recalling and activating mental, historical, cultural and social schemata of addressees (Aghagolzadeh, 2012).

Using or not using application of discursive constructions and their changes and conversion to other forms in speech or text, causes different sayings to have different perceptions or a subject becomes covert or vague or finds a more explicitness or foregrounds a part of saying and backgrounds the other parts. The function of the discursive constructions is imaging social factors. Social actors are people who present in a discourse and are presented in different types by socio-semantic features.

In this study, different representations of America in the two specific periods of time, i.e, before and after beginning the last round of Iran plus 5+1 have been compared nuclear talks about America's related texts from the perspective of critical discourse analysis and by using socio-semantic features of Van Leeuwen's Model (1993, 1996). To do so, selections of discursive texts of the two Iranian-Persian publications belonging to two opposite groups: E'temad as the representative of the reformists and Keyhan, the fundamentalists' representative have been analyzed both qualitatively and quantitatively.

In fact, the present study is seeking to find answers to the questions: how America's representation is in Iranian press texts before and after beginning nuclear talks and how the ideology dominating the writers' minds is reflected in texts. Answering to the above mentioned questions are in line with relation discovering between linguistic features and socio-semantic features by using socio-semantic features of Van Leeuwen (2008)'s Model. In fact, the main goal is to study the status of the description, interpretation and clarification of the texts in press, through discovering the relationship between linguistic and socio-semantic features. In Vandijk's terms the goal of critical discourse analysis mainly is not presentation of a method, model or a special discourse theory but fundamentally tends to study important social matters and tries to present a better description of them through discourse analysis. The critical analyzers, through critical perception, intend to change the situation and targets of their critique are power elites who apply social injustice and continue it and either neglect and ignore it (VanDijk, 1988).

Review of literature: Van Leeuwen (2008)'s Model of socio-semantic features is of the famous models in critical discourse analysis. Van Leeuwen in a paper titled as "The representation of social actors" argues that the study of

socio-semantic features of discourse gives a deeper and more comprehensive cognition of texts rather than the study of linguistic features alone. On 2008 model, he completed his former model with emphasis on act.

In Iran, numerous research projects have been done some of which are going to be mentioned here. Namjoo (2003), by studying lecture texts, interviews or letters of the American President George Bush and those of Seyyed Mohammad Khatami about terrorism and confronting it tried to show the relation between discursive structures and ideological structures by using linguistic features like word selection, nominalization, etc. Saleh (2004), by studying three samples of guidance school, high school and university Iranian English text books, by using Van Leeuwen's Model has shown that in the studied texts different imaging types of social actors are performed.

Women by limited career of house holding and urban men of middle class are depicted as norms. Ghorbani (2003), by comparison of discursive features in adult and young short stories has shown that the application of literary features in young short stories is more than that of adults and discursive features in adult stories are more than those of youth. Yarmohammadi (2004) and Seif (2004), in a paper by studying a selection of Persian and English newspapers in subjects of Israel and Palestine's conflict have shown their unbiased view to the cases, but in practice none of writings or sayings is out of appraisalment or ideological load and writers in legitimating or illegitimizing are active from a special viewpoint. Seif (2004) by studying selections of Persian and English newspapers, conclude that there is a bilateral relation between ideological and discursive structure.

Soltani (2005) by using foregrounding and backgrounding strategy, first has studied the way the Islamic Revolution discourse and its internal transformations in general have formed and then he selected the data of the newspaper which were fore and against reforms and focused his attention on the prudential election of June 1977 and the Islamic consulting parliament of 2003 and showed the process of formation of the fundamentalist's flow and its wane. Aghagolzadeh (2006) has offered a model affected by the Islamic attitude. In his book, he introduces two analyses to the readers. In the first analysis, by selecting 10 titles of 8 newspapers about the news event of the year 2000, he analyzes them and finally concludes that those media texts specially social and political news texts have ideological motivations. In another research, by selecting 30 texts (10 philosophical texts, 10 scientific texts and 10 mystical texts) and

analyzing them concludes that the effective factor in production and perception of texts are ideology, cognition and finally cognitive tools that the speaker or writer applies. Aghagolzadeh (2012), in his paper, referring to linguistic evidences of discourse and social context, practically has presented the method of the application of ideological constructions in press, in order to creation and transition of meaning as well as the writer's intended meaning in text. He believes that these constructions, find their illocutionary and perlocutionary meaning, in addition to locutionary meaning in specific discourse, i.e., their meaning is more than their linguistic form and all of texts potentially can conclude such constructions. Therefore, every discourse by its specific ideology, determines its meaning and intended message. Yarmohammadi (2004), in a paper by introducing Kress and Hodge (1979) model and application of discursive features (word selection, nominalization and active vs. passive and different sentence pattern) studies the relation between socio-mental attitudes (ideology) and discursive constructions.

Asadi (2012) in his doctoral dissertation by studying texts of 4 domestic newspaper of the two opposite wings has shown that the ideology dominating the minds of the writers' mentioned texts have been reflected by using special features like personalization, activation and impersonalisation and so on. These features are also determined by power relations in the major level (i.e., society). Aghagolzadeh and Kheirabadi (1965) studies the time concept in critical discourse analysis and in addition to introducing the systematic timing model and web, based on Van Leeuwen (2008)'s findings which counts timing as depending on time location and extent called time summons and synchronization principle, exact and inexact, unique and recurring. This model has an acceptable adequacy about time concept and has concordance to Persian data.

MATERIALS AND METHODS

In this study, the type of sampling is purposive sampling of the headlines and political pages of the two newspapers related to two wings of reformists (Etemad) and fundamentalists (Keyhan), before and after beginning of the last round of Iran and 5+1 nuclear talks which was simultaneous with the beginning of the presidential term of Mr. Rohani from 2012-2014.

Considering the fact that the research project on critical discourse analysis is of qualitative type, here quantitative analysis means relying on statistical data percentages, is at the service of deduction of qualitative analyses. So, in the present study combination of both qualitative and quantitative methods have been used.

Critical linguistics is not just the study of linguistic constructions and texts but it is studying people, organizations and institutions which form the appearance of the text meanings in different ways. The fundamental assumption in this theory is that the relation between form and content of discourse is not conventional but it is determined by the cultural, social and political limitations of the power holder's institutions. So, discourse analysis in critical linguistics framework, means the analysis of the enriched constructions by an ideological load. Therefore, in terms of critical linguistics, answering the question "how the discourse meanings are formed", in fact is the answer to this question "how social meanings are formed synchronically and diachronically" (Aghagolzadeh, 2006, 2010).

The critical analyzer intends to explore the mechanisms of social injustice hidden in lower layers of the discourse and prepare the necessary and adequate awareness for the society members, so that by preparing background of the fairly distribution of optimum usage of discursive structures, members of the society can take steps towards the realization of social justice (Yarmohammadi, 2004).

Critical discourse analysis deals with clarification of the relation between discourse and social power, how the writings and speech of dominant groups and institutions abuse power and legitimize it. This kind of analysis considers the social problems and studies concepts like level, gender, feminism, race, hegemony, benefits, justice and injustice (ibid.).

This study has been done in a descriptive-analytic method. In qualitative research projects, the researcher can analyze the data and conclude that by using discursive features and evaluating data and description, interpretation, exemplification simile, signification and so on, all of which are done by the use of thought and logic as well as by using data arrangement and the competitor's evidence in society and finding their relationship.

One of the methods of qualitative analysis is consideration of a theory or framework in a special pattern which has acceptable principles. The analysis model in this study is the Van Leeuwen (2008)'s Model of socio-semantic features.

Theoretical framework, socio-semantic features of van leeuwen (2008): Van Leeuwen (2008)'s Model has a considerable adequacy in clarification of the present differences in representation methods of the participant actors in discourse. Van Leeuwen starts his research with the socio-semantic features through which actors represented. The reason he argues is the absence of one-to-one real roles which social actors play in society and also absence of the grammatical roles they are given to in a text. For instance, agency as a sociologic concept

is of a great importance in critical discourse analysis, i.e. who is represented as agent, who as a patient with respect to a given action.

In Van Leeuwen's belief, because of the absence of a one-to-one relation between sociological and linguistic topic in agency representation, if we just focus on linguistic tools, many of agency cases will be ignored. Of course, a considerable point is that in real discourses, choices are not always necessarily "this" or "that" and boundaries in order to access to special effects can be generally unspecified in representation of actors and for instance social correspondents can be both categorized and allocated some roles (ibid.).

In fact each of the actors, depending on the base and their linguistic context (specially social one) and also depending on the power relations which is present between social actors and by using socio-semantic features are depicted in discourse in different types.

In this part, the mentioned features will be introduced by extracted examples of the study corpus and in order to keep the standard extension of the study, just the first three layers of the model have been mentioned and the sub branches of the socio-semantic features have been omitted. Exclusion: it has two sub branches as suppression and backgrounding:

Suppression: In suppression, exclusion happens in a completely exaggerated way and the actor is not recoverable at all. Example: the political wings in America support democrat Obama to put Iran under pressure. Etemad, No. 2421, 2012/06/17:3.

In this example, social actors as generators of political wings in America have been omitted or suppressed and the writer does not introduce the agents of the act intentionally. Suppression is represented in language through different ways:

- Passive agent deletion
- Benefactor's deletion
- Nominalization and process noun
- Process realization as adjectives
- Nonfinite clause realization

Backgrounding: Realization of backgrounding are in the same way as suppression but with respect to excluded social actors can be recovered through the mentioned way in the same clause or complex sentence. Example: America's congress senator in an open letter asked the president of this country, in case that Iran did not accept their condition, they leave the talks to be continued and make sever sanctions against Iran. Etemaad newspaper, No. 2421, 2012/06/17:3.

In above mentioned example, by schematization of the America's congress, the role of this country's president has been backgrounded and he has been located in periphery. But, it is crystal clear that in most countries a president is the first person, not the congress senator. Inclusion: representation of social actors in this form has different methods that will be mentioned here.

Role allocation: The transitivity system in material metafunction, allows analyzer of critical discourse analysis perfectly show inequality and injustice in discourse by questions like: "who is the actor?" and "what is he doing?" and "who is the patient of his action?" In this way, role allocation in Van Leeuwen's system contains active or passive roles given to the social actors and also all actions they participate in. These roles allocated in representation to actors, i.e., agent and patient are done in two kinds of activation and passivation.

Activation:

- Participation
- Circumstantialization
- Possessivation

In activation, social actor is introduced as a dynamic and active force. Active actors appear in objective processes as agent, in behavioral process as doer, in mental process as goal, in discursive process as addressee. When activation is performed, the active role of social actors is foregrounded more apparently. Example: For the first time, Iran and America after three decades had a face to face talk and in this way, the massive lock of nuclear talks became open. E'temaad newspaper, No. 2938, 2014/04/17:3.

In this example, the active roles of America and Iran by participating in a face to face talk have been clearly presented. The simile using of "opening lock" presents an amicable representation of America in this newspaper.

Passivation:

- Subjection
- Beneficialization
- Participation
- Circumstantialization
- Possessivation
- Descriptive premodifiers

In passivation, the social actor bears the effect of an act and is depicted in the way either accepts or absorbs it. Example: the subject that is not considerable is the counsellorship of America in the situation that Saudi

Arabia is neither one side of the talks, nor the supporter of Iran's position in nuclear case. Etemaad Newspaper, No. 2421, 2012/06/17:1.

This text is a sample in the study corpus in which Saudi Arabia has been passived. In other words, the text writer by using this type of actor imaging as the patient of negative process, foregrounds bad consequences of the action. Representation of America in this text is not amicable.

Reference allocation: In each discourse, we can give animate or inanimate features to the social actors each of which has sub categories will be mentioned here shortly.

Personalization:

- Determination
- Indetermination

In condition that the actor is represented in animate form by using proper nouns, personal pronouns, etc., it will be located in personalization category. The specified actors, in this part, has no fixed and specific reference. This way is used when the writer by any reason does not intend to introduce the actor. Example: in the meantime, the silence of some countries about sanctions of the talks should be interpreted as the verification of America's positions. Etemaad Newspaper, No. 2421, 2012/06/17:3.

Here, the writer does not consider the exact introduction of the mentioned countries necessarily. Although, the readers may consider special interpretations. In fact their action, i.e., verification of Americas situation is important and the writer shows his disagreement with this action. In addition, by this approach, the responsibility of their introduction will be removed from the writer's shoulders.

Representation of America, in this newspaper, is not friendly because the news advises that countries should not be silent about the situation of America. Determination has also some sub categories as:

- Association and dissociation
- Differentiation and in differentiation
- Nomination and categorization

Single determination and over determination: In single determination the social actor just participates in one social role and in over determination the social actor simultaneously participates in more than one social activity. Example: this kind of amateurish actions reveals the inefficiency of America's attendants about this critical area and not only is an action contrary to related

worldwide conventions and breaks many of international laws, specially specialized agreements in supporting unmilitary airplanes and ships and people in hostile relations but also shows the critical feeling of American militaries and their fear of movement even fishing boats movement. E'temad newspaper, No. 2447, 2012/07/19:1.

The above mentioned example is about over determination and America has been represented in a hostile style, by using words like "amateurish", "inefficiency", "contrary to", "breaking laws", "hostile relations", "the critical feeling" and "fear".

Impersonalization:

- Abstraction
- Objectivation

The socio-semantic feature of personalization is the opposite of personalization. In personalization social actors are represented with inanimate feature. Example: this spectrum, by the excuse of nuclear talks, jumped for talking to America and used the literature such as taboo breaking and talked about the depletion of Islamic Republic of an ideological background in fighting with the arrogant powers. Keyhan Newspaper, No. 20744, 2014/04/09:2.

The application of "spectrum" causes the representation of social actors by an inanimate feature. Also the representation of America cannot be considered as an amicable one.

Type allocation:

- Genericization
- Specification

Genericization: it is the representation of social actors as levels and ordinary individuals. Example: the reaction of Ulema and scientists to the European anti Iranian statement Keyhan, 20740, 2014/04/02: 1. Specification: it has two categories.

Individualization: When an actor is represented as an individual. Example: Sergei Ryabkove, the deputy Foreign minister of the Russian Federation and the representative of Russia in nuclear talks between Iran and 5+1, implicationally said that Russia may link problems of Iran and Ukraine as a part of the diplomatic lever against America and European Union. Keyhan, 20743, 2014/04/08: 2.

Assimilation: If actors shown by numbers, the aggregation has been done. Example: that many of the

union's representatives legitimate condition or conditions to develop relations with Iran only and only means that they have come to this scenario under pressure and management of America. Keyhan, 20740, 2014/03/30: 1 If not, the feature will be considered as collectivization. Example: prayers after Friday Prayer demonstrated by means of a slogan against the European Union performance and America and Zionist regime. Keyhan, 20740, 2014/04/05: 1. In all above mentioned examples of role allocation, Keyhan has a hostile representation of America.

The analysis of the texts and their applied discursive and socio-semantic features: Here, the analyses of the texts from corpus study, based on different years have been performed for each newspaper from two competitor wings. Considering paper's standard length only some samples of analyses have been mentioned, although the volume of the data has been further and complete analyses exist in the researcher's dissertation. Pay attention to a little part of the analyses from two newspapers belonging to two competitor's discourse, i.e., Etemad newspaper (reformists' representative) and Keyhan (fundamentalists' representative).

RESULTS AND DISCUSSION

E'temad newspaper: Don't lose the hatred of America. Etemaad Newspaper, No. 2429, 2012/06/27:2. Recognition and description of discursive features: Actor's suppression backgrounding America by putting actor as an object in active sentence which has been appeared in a mental process as "goal" and also personalization of America in the subject position as a disgusting entity are counted as the applied features of the text. Analysis and interpretation: the generator of this text has shown "the hatred of America" as a chance. By locating the text in headline position, he has tried to draw the readers' attention. Also, representation of America has a completely hostile form. This kind of advice on its hidden angles declares that by passing the time and under the influence of the different factors, the hatred of America has been forgotten that needs to be reminded and triggered continuously.

Denis Ross, the former counselor of Obama in Middle East affairs also advices in a report in New York Times to the Americans "talk to Rohani, but carefully". Etemaad Newspaper, No. 2715, 2013/07/01:3

Activation of the actor and using individualization (C.B.I) at the beginning of the text, nomination by using titillation in next step to introduce "Denis Ross", utterance automatization by referring to "a report",

instrumentalization by indexing to "New York Times", using plural form of "Americans" in order to identification, informal nomination of "Rohani" and "passivation" of him by using "with" and locating him in the position of receiver of the result of the act.

Analysis and interpretation: the generator of the mentioned text by referring to the Obama's advice intends to show the American's fear to talk to Iran which needs to be careful in this matter. The application of the adverb of "carefully" in terms of pragmatics can have three speech act with itself".

Locutionary act: that means companion of the semantic meaning of this adverb is in line with the way of thinking and manner of Rohani.

Illocutionary act: that is the message and indirect meaning and also the speaker intended meaning and also the writer or the speaker's intended meaning based on context of situation that in Iran the opposite discourse of Rohani, i.e., fundamentalists do not tolerate this kind of discourse, which may have bad results for both Rohani and America.

Perlocutionary act: this kind of negotiation, considering the political atmosphere of competitor's discourses in present society of Iran have more effects on people and society and can be acceptable to them. The senior representative of America's government in nuclear talks to Iran by hopefulness to the to the continuing procedure of nuclear talks to Iran added: "I have been completely persuaded that we can come to a compromise based on determined process and time." Etemaad Newspaper, No. 2931, 2014/04/09:1. Recognition and description of discursive features: usage of individualization and appraisalment and functionalization of America's representative, passivation of Iran by using prepositional structure, using personal pronoun "I", as individualization and using "we" in order to differentiate between "self" and "others," i.e. Iran.

Analysis and interpretation: the writer of this text by using words with positive load like "hopefulness", "persuaded" and "compromise", by a different literature and special position about America and its senior representative tries to represent America in an amicable and positive way in the text.

Russians who are the host of the upcoming talks, criticized one-sided sanctions of America against Iran but at the same time they have not supported 20% enrichment's right. Etemaad Newspaper, No. 2421, 2012/06/17:3

Recognition and description of discursive features: Using thematization by the aim of foregrounding and showing the importance of Russian's hospitality in future talks. Also, by the application of nomination feature, the

writer has prohibited usage of actor's name in order not to be responsible about that. The differentiation of America and Iran and also activation of America in a discursive compound as "one-sided sanctions" and abstraction of "enrichment" as a "right", are of discursive features of the mentioned text.

Analysis and interpretation: in first step, the writer tries to show Russian's support of Iran as one of the greatest power in the world. Simultaneously, sanctions have been related to America. Finally, Iran's contentment of 20% enrichment that is under standard percentage, indirectly asked Russia about its unclear position and its not supporting of Iran's rights. As a whole, this newspaper has represented America in a hostile style which shows that America have been criticized by the other powered countries.

In recent days, American authorities as Vandy Sherman, American representative in 5+1 group have talked about promising emotions. Etemaad Newspaper, No. 2725, 2013/07/13:3

Recognition and description of discursive features: activation of "American authorities" in the position of grammatical subject, and also usage of collectivization of them, i.e., representation of actors as a group, individualization of proper noun "Vandy Sherman" and aggregation of "5+1" group and utterance autonomization by referring to authorities speech, are discursive features of this text.

Analysis and interpretation: referring to Vandy Sherman's speech as one of the participants in 5+1 group and also America's representative that is a main participant in nuclear talks, the writer has done a positive evaluation of talks' processes. There is only one point here that may this positive attitude be limited just in emotion level not in practice.

In past time, we have been witness of American declarations about nuclear program and their verbalizations against Iran and Iranians. Etemaad Newspaper, No. 2928, 2014/04/06:3

Recognition and description of discursive features: Usage of "we" and "their" shows using differentiation feature and referring to "American declarations" can be considered as a kind of utterance autonomization. Nomination of "Americans" as collectivization passivation of Iran and Iranians by circumstantialization with prepositional phrase "against Iran and Iranians" and association of Iran and Iranians by using linking "and" are discursive features present in the text.

Analysis and interpretation: The writer, at the beginning by using "we" versus "they", has represented the opposite position of these two countries. Simultaneously by recalling past documents, tries to

suggest that Americans have had numerous declarations none of which they have been faithful to and the writer calls declarations as "verbalization" that shows the far distance between their speech to their practice. At the same time, using Iran beside Iranians shows the unity of Iranian people and their government. At the last part, by using "we are familiar to" the writer has highlighted the cleverness and awareness of Iran against America's plots which leads readers to a negative representation of America.

In such a condition, American and Israeli radicals again whispered about using pressure against Iran. Etemaad Newspaper, No. 2427, 2012/06/25:3

Recognition and description of discursive features: by using circumstantialization (Activation) through prepositional phrase, American and Israeli radicals have been depicted. Also, association of America with Israel by using linking word "and" also Iran as object in an active sentence has played the role of patient has been passived.

Analysis and interpretation: the text generator by specification of adjective of "radical" to Israelis and Americans has tried to represent their illogical movement because seemingly they on and on have argued that the only solution to the nuclear problem of Iran is pressure that if they will not put Iran under pressure, their whispering can be considered as a threat.

In spite of problem and doubt making of internal and American radicals, entrance of Iran to the diplomatic talks was not considered as defeat and surrender. Etemaad Newspaper, No. 2930, 2014/03/29:1.

Recognition and description of discursive features: passivation of "internal and American radicals" by the application of negation, backgrounding of the agent, assimilation of internal and external radicals and indifferentiation of them, backgrounding of Iran by using passive structure an deletion of agent in this clause and finally personalization of Iran as a war participant who has been neither surrendered nor defeated.

Analysis and interpretation: In addition to using adjective of "radical", the writer has introduced them as "problem and doubt makers", who are not powerful. Because, they have been defeated and they have not meet their goal as the defeat of Iran in talks. In this text, equally, all radicals containing internal and American ones have been represented as enemies.

This common accord and political epic work and public cooperation is a suitable chance for Westerns specially Americans to decrease their hostility and go to talk and cooperate to Iranian people. Etemaad Newspaper, No. 2718, 2013/07/04:1.

Recognition and description of discursive features: referring to “common accord”, “epic work” and “public cooperation” caused backgrounding the actor and it is not clear that who the text is about. Activation of Westerns and America following it by circumstantialization with preposition and backgrounding Iranian people by locating it in subject position are features used in this text.

Analysis and interpretation: the writer of this text by advising that the talks “a suitable chance”, intends to remind the limitation of time which must be done as a priority in order to show that Iran does not need to this talks and in the other hand warned America that in case does not end hostility, there might be bad events happening in future.

The reason of Obama’s movement is that they count on such unfounded cases for application of more pressure on Islamic Republic. Etemaad Newspaper, No. 2431, 2012/06/30:3

Recognition and description of discursive features: Obama, as the president of America, is a proper noun who has been individualized The activation of him in the position of actor in an active sentence should not be ignored. Differentiation of “self” and “others” by using pronoun “they”, passivation of Islamic Republic as the patient of effect and using collectivization instead of Iran are of the most prominent features used in this text.

Analysis and interpretation: this text by a critique viewpoint to America has mentioned the reason of Obama’s behavior depending on irrelevant and unfounded subject as a sorry excuse to intensify sanctions and putting under pressure of Iran, has represented America as a dictator and an illogical entity.

Keyhan Newspaper: Washington intentionally wants the defeat of talks through which they want to show Iran as illogical and continue to apply more pressure. Keyhan Newspaper, No. 20243, 2012/06/28:3.

Recognition and description of discursive features: Spatialization of Washington as the representative of America and passivation of Iran as a phenomenon in a mental process by using this actor as the subject of the second active sentence are of discursive features of this text.

Analysis and interpretation: the text writer by using adverb of “intentionally” wants to show the negative purpose of America against Iran which has not the tendency to compromise in nuclear talks and in the next part by using an indirect act using discursive phrases as “illogical” which possess a halo of negative meaning and also “apply more pressure” which has a word

presupposition of “more” and an existential presupposition of “applying pressure” has motivated the reader to judge against America that not having done the talks’ result in recognition of Iran as illogical, so pressures should be applied more than the past. Based on this text as the Keyhan writer has mentioned, the aim of America is the application of more pressure and sanctions and defeat in the talks here is an instrument to reach this goal.

North Korea also has done tries to cooperating with America which encountered perjury and treachery of Washington: Keyhan Newspaper, No. 20531, 2013/07/02:2
a. Recognition and description of discursive features: Personalization and activation of North Korea by bringing it in actor’s position and somehow association of it to America by using preposition “with” and activation of Washington by using premodifiers are counted as manifest discursive features of this text.

Analysis and interpretation: the writer of the text first by foregrounding North Korea in position of theme and also actor, intends to show the importance of this country among other countries in this ground. At the end of the text, by the application of negative names like “perjury” and “treachery” America has been presented as a treacherous entity that is not faithful to his promises and whole text can be counted as an advice to other countries in order not to cooperate to America. America government is optimist about nuclear talks to Iran: Keyhan Newspaper, No. 20744, 2014/04/09:3.

Recognition and description of discursive features: Activation of America by locating it in the position of actor in an active sentence and spatialization of Iran instead of Iran government and passivation of it, contain discursive features of the text.

Analysis and interpretation: the text generator, by using direct speech and concluding and also by evaluation of all present conditions in talks possesses has anticipated a positive ending for nuclear talks from America’s viewpoint. So, the representation of America in this text is friendly and amicable.

In case Israel decides to attack Iran, whether it needs to America’s agreement? Keyhan Newspaper, No. 20234, 2012/06/17:2

Recognition and description of discursive features: personalization of Israel as an entity who has the ability of deciding, and also to America as having the ability of agreement. Activation of Israel and America as actors that participate in attacking Iran is of discursive socio-semantic features of present text. Based on this analysis, the rate of activation of America is less than Israel and Iran is the patient and affected by the attack which has been represented through subjection. In

addition, a kind of indirect association between America and Israel resulting in dissociation from Iran can be founded in the text.

Analysis and interpretation: the interrogative form of the text intentionally puts the judgment about the writer's intended subject on the readers' shoulder. Therefore, audiences based on their personal viewpoint, answer the question from different angles. It seems that this newspaper in this way has negatively represented America as the main actor behind attack to Iran and at the same time has shown Israel as a weak and dependent entity who has not the ability of deciding alone.

Many of customers like Japan and South Korea which are key confederates of America, decreased their import level of oil but observing that it has no effect on nuclear policies of Tehran, they do not have the tendency to accompany in sanctions. Keyhan Newspaper, No. 20461, 2013/04/07:2.

Recognition and description of discursive features: activation of customers by locating them in the position of subject of an active sentence, association of Japan and South Korea by using coordination, backgrounding America in application of sanctions as a mediator not an agent in the position of grammatical subject, personalizing Japan and South Korea by using them as live entities who "do not have the tendency" and finally, nomination of Tehran instead of Iran have been of discursive features used in the text.

Analysis and interpretation: First of all, the writer of this text by using "many of customers" who the number of them is unclear has enlarged the subject. In the next step, by using a special description of "key confederates" to two samples of customers has tried to state by the decreasing import level of oil, Iran should expect a mortal hit and in continue by admitting to ineffectiveness of this matter has depicted the power and independence of Iran and then has declared the retreatment of confederates and finally has represented America as passive actor in a hostile form.

A group of experts in Iran's affairs in Wilson American thought room in a session settled the political situation of Iran. Keyhan Newspaper, No. 20741, 2014/04/06:2.

Recognition and description of discursive features: this text begins with "A group" represented by individualization then by using spatialization of Wilson's "thought home" it has been continued. In order avoiding to acceptance of responsibility of application of the experts in Iran's affairs, it has been backgrounded by using this socio-semantic feature.

Analysis and interpretation: the writer in an unbiased and neutral manner behind the text intends to show the people who have not been introduced directly, instead of paying attention to their own country affairs, pay attention to Iran's ones which can be considered as intervention in other countries' affairs. Although, normally most countries has such experts but the writer by foregrounding this matter has tried to write this news in order to destroy America's face with an unfriendly goal.

Some of clear-sighted people claim that America's government has proposed its offers in a form which has no contradiction to desires of Israelis' advocates lobbies. Keyhan Newspaper, No. 20238, 2012/06/23:2 a. Recognition and description of discursive features: Unspecification by using "some" as indefinite pronoun, without using proper nouns and using collectivization of "clear-sighted people" and backgrounding Israel advocates by deletion of agent in passive clause are counted as socio-semantic features applied in this text.

Analysis and interpretation: the generator of this text cautiously has not used the name of people and just has called them as "clear-sighted people" and he has only quoted their beliefs to show America's Government as an involuntary system that is at the service of Israelis' lobbies. In fact, the writer has introduced Israel as a director behind talks and of the condition determiners which America is the obedient of its orders. This matter gives a hated face to America in the text.

The former American diplomats and experts in Iran's affairs demanded of Obama government to revise its policy about Iran. Keyhan, No.20527, 2013/06/27:3.

Recognition and description of discursive features: using collectivization "The former American diplomats" in the position of actor, association of diplomats and experts by coordination, passivation of Obama Government by circumstantialization with preposition, nomination of "Obama government" instead of America and also passivation of Iran by using preposition "about".

Analysis and interpretation: in fact the text generator intends to show inefficiency of Obama government, which others as the former diplomats of this country and the experts in Iran's affairs affect Obama's thoughts. The analysis shows that this government is unable to make correct decisions about Iran, based on desired principles of experts and elites of this country. Trampled wishes of America in the statement of The European Union: Keyhan, No. 20740, 2014/04/05:1.

Recognition and description of discursive features: backgrounding of the actor by using adjectival phrase which first does not show who has trampled America's

wishes and then at the end, in a prepositional phrase, it has been cleared that the statement of “The European Union” does not meet their willing, so the actor can be traced in this way.

Analysis and interpretation: first of all, the text writer by locating the text as headline has tried to draw the readers’ attention this matter that America by influencing on “The European Union” has tried to impose its own goals and apply them against Iran indirectly. But, inasmuch as this plan has been ruined the writer has called it as Trampled wishes. By this analysis, a kind of negative representation and disagreement can be perceived.

This anxiety is rising that the increasing hostility between America and Russia about Ukraine conflict has bad effects on nuclear talks to Iran: Keyhan, No. 20743, 2014/04/08:2

Recognition and description of discursive features: backgrounding of the generator of the anxiety in the first sentence which can be traced in the second sentence, the recognition of dissociation has been possible through semantic interpretation, in spite of using coordination.

Analysis and interpretation: usage of the adjective of “increasing”, here shows a hostile relationship between two countries from the past time over internal conflicts of Russia which can be considered as the intervention of America in this country’s affairs and breaking privacy of it. At the end, without introducing the source of rising anxiety which is considered as a public anxiety, this is imposed to the reader that this matter will affect the talks negatively. Irrelativeness of this matter shows the illogicality of the opposite party in nuclear talks to Iran.

By using data analysis of the studying the research corpus an socio-semantic features applied in the texts of the newspapers of competitor wings, samples of which mentioned before, some results was concluded that in this part will be discussed.

CONCLUSION

Present study by using Van Leeuwen (2008)’s socio-semantic Model of social actors has analyzed the texts of the two newspapers belonging to two competitors’ political wings of Persian Press, i.e., Etemad and Keyhan, before and after beginning the last round of nuclear talks between Iran and 5+1 group which was simultaneous with presidential period of Mr. Rohani from the perspective of critical discourse analysis approach. Based on the gained information of this study in different periods of time, distinguished that the texts of both newspapers during three consecutive years, i.e., 2012, 2013 and 2014, gradually diverted their representation

types from hostile and unfriendly style to amicable or neutral ones. Also, in the discursive texts of Etemad this divergence is more evident than Keyhan Newspaper. It seems that Keyhan, after beginning nuclear talks, still in some cases has kept its hostile strategy and there is remained a footprint of hostile literature in this newspaper text.

On the other hand, by studying selected texts of the study corpus, it has been perceived that the ideology dominating on the minds of the writers belonging to two competitor political wings has been reflected in the texts by using discursive socio-semantic features like activation, backgrounding, personalization, impersonalization, differentiation and indifferentiation, etc. and it seems Van Leeuwen (2008)’s socio-semantic Model of social actors has distinguished this subject in mentioned press very well inasmuch as existence of a bilateral relation between discursive features and ideology, through which the ideology behind discourse as well as the ideology dominating the writers’ minds can be perceived. It means that by the extraction of discursive socio-semantic features and by studying representation types of the social actors in Persian Language Press, this study could find the ideology dominating text generators’ minds and the effects of talks on two current discourse of the two competitor discourse in Iran.

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