The Exploitation of Translation in Talking Customers into Purchasing Products: A Critical Investigation of English-Persian Advertising Brochures for Household Appliances

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Abstract

The present study sets out to conduct a critical investigation into what linguistic strategies are exploited during the translation of English advertising brochures for household appliances into Persian to manipulate customers to purchase the respective products. In the pursuit of this goal, it seeks to explore the values that have been added to the Persian version of the translated brochures. In doing so, a number of 35 English advertising brochures for household appliances for which the Persian translation were available in the market were randomly selected and then analyzed based on the three-dimensional model developed by Fairclough (1989). Accordingly, the data are analyzed with respect to the linguistic strategies employed during the translation process. To comply with the requirements of the next two dimensions of the model, afterwards, the results are interpreted and explained. The findings suggest that the translators effect certain linguistic changes in transitivity structure, vocabulary and grammatical features while translating the brochures. Furthermore, the results reveal that various values like caring about customer's enjoyment and convenience, ensuring customers about their purchases, maintaining a formal link between manufacturers and customers, paving the way for better understanding of the source texts by reducing the sentences and preferring an indirect speech towards customers in the target texts than the source texts are conveyed to the target texts by translators.

Keywords: Advertising brochures, CDA, Fairclough, English, Persian

INTRODUCTION

The rapid growth of emerging markets has tempted manufacturing companies to sweep across the boundaries to obtain their share in the global market. In doing so, advertising plays a key role as they are set to influence perceptions, thereby using hidden persuasive strategies to achieve such an ambition (Johannessen et al.,2010).

Kumar and Raju(2013) propounded the view that advertisement adds vital information to the customers' decision-making process and thereby, according to Kotler (2007), exerting a persuasive effect on the target group. Johannessen et al. (2010) were inclined to believe that the physical properties of the text (e.g. color, size, people, names, organizations, etc.) together with the words, phrases and constructions seek to transform information into persuasion.

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As such, the language used in advertisements must be clear, understandable and particularly, persuasive. In global market, companies are required to translate their advertisements given the cultural, social and even ethnic differences between the languages, which appears to call translators for devoting vital attention to the way they try to convey the messages embedded in the ads (Johannessen et al., 2010). In this regard, Cook (2008) hypothesized that advertising is a discourse in which text and context interact in a way that is perceived as meaningful and unified. This suggests that attentions need to be devoted to the interactional role that text and context play to transfer the encoded message, or ideologies of the sender to the receiver, who is ready to encode the embedded message.

Schäffner (2003) and Rojo López and Ramos Caro (2014) put forward the view that the translation process is unavoidably influenced by the translators' ideology. It is therefore predicted that translators of advertisements intentionally, i.e. in response to manufacturers' demands, or optimistically, unintentionally bring about some changes in the messages via making lexical and grammatical changes. This raises the awareness about the important role of translators in paving the way for manufacturers to exploit translation instrumentally to persuade the customers of different cultures into purchasing their products.

Notwithstanding the paramount nature of translation, translating advertisements is a cumbersome task as they are "a microcosm of almost all the prosodic, pragmatic, syntactic, textual, semiotic and even ludic difficulties to be encountered in translating" (Smith & Klein-Braley, 1997).

Unfortunately, few studies have investigated the issue of translating advertisements promoting foreign products in general and critically analyzing the content of these translations in particular as Munday (2004) stated that not much has been written about the translation of advertisements. Hansen (1997) also stated that "brochures are among the least examined text types".

Lotfollahi, Ketabi, and Barati (2013) investigated Persian translation of English print advertisements for cosmetic and hygienic products. Having employed Vinay and Darbelnet's (1958/1995) model, they made an attempt to show how such procedures could change the effect of such advertisements in the target language. The results of their study revealed that the main translation procedures used were literal and borrowing.

Kaur, Arumugam, and Yunus (2013) undertook a project on beauty products advertisements from using Fairclough's three-dimensional framework. The findings of their study showed that advertisers use various strategies to manipulate women.

Obeidat, Haddad, Al-Najadat, and Amine (2015) employed Skopos theory to investigate the translation strategies in the Arabic-English e-brochures of baby products. They concluded that the main translation strategies used in translating the e-brochures under investigation were transference, transliteration, literal translation and omission. Moreover, unsuccessful choice of the translation strategy caused the target text to be deviated from its skopos; thus, leading to website abandonment by web surfers.

Absalan and Falahati Qadimi Fumani (2016) also examined the translation strategy applications in clothing brand advertising slogans in Iran. They concluded that literal translation was highly employed by the sample students while translating the advertising slogans.

In sum, it becomes clear that the creative use of advertising language makes it a particularly appropriate domain for language and discourse analysis (Cook, 2008). Accordingly, the act of translation involves more than language, it involves non-verbal signs, and is culture-bound. However, the extant translation literature suggests that studies have mostly focused on the linguistic differences between the source text (henceforth, ST) and target text (henceforth, TT), and have not zeroed in on the values manipulated during the process of advertisement translation, thereby leaving a gap for painstaking considera-

tion of the way manufactures set out to manipulate their customers through exploitation of translation. Therefore, the present study hopes to raise the awareness of the current state of advertising brochure translation into Persian. To put it differently, it aims to point up those strategies employed by the translators to translate the sample brochures into Persian to shed lights on those strategies which make the translations readable and understandable to consumers and also fit the cultural and situational context of the target language

Based on the model developed by Fairclough (1989), the present study seeks to answer the following questions:

- What strategies are counted by translators while translating the household appliances brochures into Persian?
- What values are reflected through the linguistic choices in the household appliances brochures into Persian?

METHODS
Corpus
The English advertising brochures for household appliances alongside their Persian translations were selected as the corpus of the present research. To conduct the study, the researcher went to the household appliance stores and also visited the websites of these manufacturers to collect the required data. It is noteworthy that all advertising brochures of the household appliances constitute the statistical population of the present study, among which a number of 35 brochures which had Persian translation were selected. These 35 brochures and their Persian counterparts were composed of 244 clauses, among which 127 ones were in English and 117 ones were in Persian.

The Three-dimensional Model: Description, Interpretation and Explanation
Fairclough (1989) propounds the view that the analysis of texts should be undertaken given the analysis of institutional and discoursal practices.

In pursuit of this goal, he distinguishes three dimensions, or stages, of critical discourse analysis. In the case of description, analysis is generally thought of as a matter of identifying and labelling formal features of a text. Fairclough (1989) lists ten main questions (and some sub-questions) that can be asked of a text to find the set of textual features which tend to be significant for critical analysis.

Vocabulary
1- What experiential values do words have?
- What classification schemes are drawn upon?
- Are there words which are ideologically contested?
- Is there 'rewording' or 'over wording'?
- What ideologically significant meaning relations (synonyms, hyponyms, and antonyms) are there between words?
2- What relational values do words have?
- Are there euphemistic expressions?
- Are there markedly formal or informal words?
3- What expressive values do words have?
4- What metaphors are used?

Grammar
1- What experiential values do grammatical features have?
- What types of 'Process' And 'Participant' predominate?
- Is the agency unclear?
- Are processes what they actually seem to be?
- Are nominalizations used?
- Are sentences active or passive?
- Are sentences positive or negative?
2- What relational values do grammatical features have?
- What modes (declarative, gram-

matical question, imperative) are used?

- Are there important features of relational modality?
- Are the pronouns we and you used and if so, how?

3- What expressive values do grammatical features have?

- Are there important features of expressive modality?

4- How are (simple) sentences linked together?

- What logical connectors are used?
- Are complex sentences characterized by 'coordination' or subordination?
- What means are used for referring inside and outside the text?

Textual structures

1- What interactional conventions are used?

- Are there ways in which one participant controls the turns of others?

2- What larger-scale structures does the text have?

Fairclough (1989) puts forward the view that the interpretation stage revolves around the situational and intertextual context. Accordingly, the situational context has to do with physical situation and the participants involved in a given discourse. Intertextuality, moreover, concerns the assumptions the interactants need to refer to interpret the given text.

Finally, explanation is concerned with the relationship between interaction and social context. It is related to the social determination of the processes of production and interpretation and their social effects.

Procedure

To start off the analysis, the linguistic features of the text need to be revealed to lay the ground for further interpretive and explanatory analyses.

Accordingly, the current analysis first of all sets out to reveal how these features have undergone certain changes during the translation of STs into TTs through the strategies employed by translators. These linguistic features include:

Transitivity structure: involves such major processes in the transitivity system of English as material, mental and relational, accompanied by three less important types such as verbal, behavioral and existential ones (Halliday & Matthiessen, 2014).

Tense: is exhibited in terms of the finite element which has the function of making the proposition finite in one of two ways: one is by reference to the time of speaking, namely primary tenses; the other is by reference to the judgment of the speaker, i.e. modality (Halliday & Matthiessen, 2014).

Modality: means likely or unlikely (if a proposition), desirable or undesirable (if a proposal) (Thompson, 2014).

Polarity: accounts for the positive/negative in every language. Typically the positive clause is formally unmarked, while the negative is realized by some additional element (Halliday & Matthiessen, 2014). If we take account of a wide range of discourse types, positive probably works out around ten times as frequent as negative (Halliday & James, 1993).

Passivization: Halliday (1985) argues that besides agent, there are other participants such as the patient and the beneficiary, which can be selected as subject of the clause, as a result of which the verb will be in the passive form.

Speech function: includes the most fundamental types of speech role, which lie behind all the more specific types that we may eventually be able to recognize, are just two: (i) giving, and (ii) demanding, which may be either (a) goods-&-services or (b) information. These two variables, when taken together, define the four primary speech functions of offer, command, statement and question (Halliday & Matthiessen, 2014).

Nominalization Vs. denominalization: Nominalization is a process, during which a verb is

converted into noun (or a multiword compound noun). It is reduced in the sense that some of the meaning that one gets in a sentence is missing-tense so there is no indication of the timing of the process; modality and often an agent or patient (Fairclough, 2013). However, there is an inverse trend, namely denominalization process, in which we make a noun less noun-like or turn it into a verb, adjective or some other grammatical categories (Payne, 2002). The most common type of denominalization creates verbs from nouns (Clark & Clark, 1979).

Subordination Vs. Coordination: In syntax, hierarchical connection of clauses is traditionally called subordination, and non-hierarchical connection of clauses is called coordination (Fabricius-Hansen & Ramm, 2008).

Rewording Vs. Overwording: Fairclough (2013) defines rewording as "An existing, dominant, and naturalized, wording is being systematically replaced by another one in conscious opposition to it". On the other hand, he also defines overwording as "An unusually high degree of wording, often involving many words which are near synonyms.

Synonymy, Antonomy, Hyponymy: Synony my is a situation where words have the same meaning. Antonomy occurs when two words have opposite meanings. Hyponymy is referred to the meaning relationships under a superordinate.

Formality Vs. Informality: Fairclough (2013) suggests that formality is an expression intended by the speaker to be less offensive, disturbing or troubling to the listeners than the word it replaced in the translation.

In the interpretation stage, the analysis was conducted to reveal the contextual and intertextual cues required to interpret the results. This suggests that the situational and intertextual networks upon which the texts are drawn were discussed.

The explanation stage of the analysis was also dedicated to reveal the values (social effects) the translators have manipulated during the translation process.

RESULTS

The brochures under investigation together with their Persian equivalences are composed of 244 clauses, the frequency and percentage of which are depicted in figure 1:
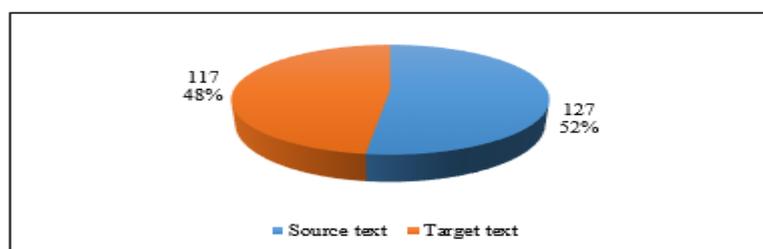

Figure 1. The Distribution of the Clauses in the Brochures

As illustrated in figure 1, the number of clauses in the STs and TTs shows a slight distinction. It means that the translators have reduced the number of clauses, the reason for which should be put under consideration in the following parts.

Transitivity Structure

The frequency of the processes involved in the transitivity structures of STs and TTs are presented in figures 2 & 3, respectively.
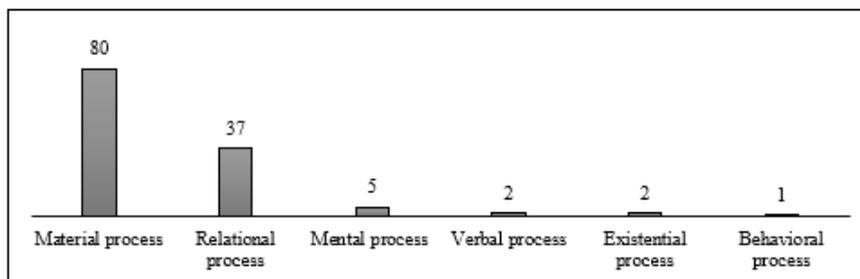
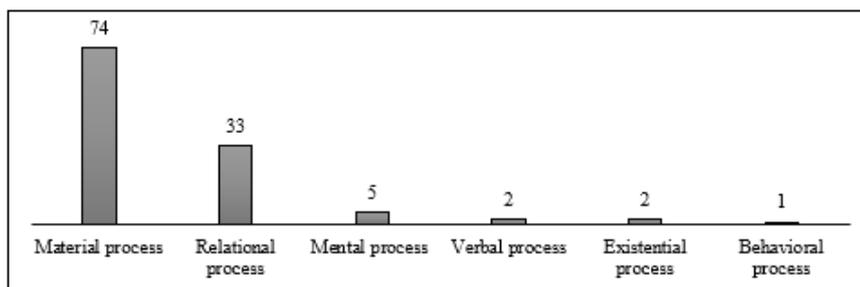Figure 2. The Frequency of the Processes in the Source Texts

Figure 3. The Frequency of the Processes in the Target Texts

As indicated above, the STs are written in terms of 127 clauses, among which 80 clauses (62.99%) are designed using material process, 37 clauses (29.13%) with relational process, 5 clauses (3.93%) with mental process, 2 clauses (1.57%) with verbal process, 2 clauses (1.57%) with existential process and finally 1 clause (0.785) with verbal process. However, the number of clauses in TTs is reduced to 117 clauses. 74 clauses (63.24%) in material, followed by 33 clauses (28.20%) in relational process, 5 clauses (4.27%) in mental process, 2 clauses (1.70%) in verbal process, 2 clauses (1.70%) in existential process and 1 clause (0.85%) in behavioral process. The interesting point to mention is that the majority of the clauses, i.e. more than 90% concern only two processes, namely material and relational processes.

As Halliday and Matthiessen (2014) indicate, the material process helps listener experience the process of "doing and happening". For example:

1) The blade and cutting plate of Bermuda meat grinder have been made of stainless steel, by INOX Company in Italy.

»تیغه و صفحه برش چرخ گوشت های برمودا از استیل ایتالیا ساخته شده اند.« INOX ضد زنگ توسط شرکت

2) ...all the potatoes will be cut in the same size and very nice.

»تمام سیب زمینی ها به اندازه یکسان و به زیبایی برش می‌خورند.«

As indicated, the material process in these texts appears in the forms of such verbs as "cutting", "making", "protecting", etc. to persuade customers how they can employ these appliances to do their stuff.

The results reveal that the relational process covers more than 70 clauses in either texts. For instance:

3) The kitchen of the 21st century has too many cooking gadgets.

»آشپزخانه قرن 21 از ابزار بسیاری برخوردار می‌باشد.«

4) The food processor is one of the most efficient appliances in the kitchen.

»غذاساز یکی از کارامدترین لوازم در آشپزخانه می‌باشد.«

In sum, about 28% of the clauses in either texts serve to characterize and identify various attributes of the appliances. According to Halliday and Matthiessen (2014), all of these clauses, either in STs and TTs, are processed with the verbs meaning "being" and "having". This point confirms the claim that brochures are important marketing tools that serve to characterize the features of products.

Nevertheless, the researcher witnesses a sharp decrease in the number of clauses using other processes. The scarcity of mental process in comparison to the first two ones can be assigned to the nature of advertising brochures, as they serve to inform customers about the different characteristics of products. Interestingly, however, all the clauses including mental process are used to express the experience of users in using appliances. Let's take a look at an example:

5) *... so the whole family can <u>enjoy</u> tea time together...*

«تا همه افراد خانواده از خوردن چای با هم لذت ببرند.»

The mental process in the example 5 serves to wish users of the products experience the sense of enjoyment, rendering some clauses to be centered on the verb "enjoy".

Finally, figures 2 and 3 reveal that the secondary processes, namely verbal, existential and behavioral, as emphasized by Halliday and Matthiessen (2014), play insignificant role (constituting less than 5% of the structure) in the transitivity structure of the STs and TTs.

Tense

Figure 4 reveals the distribution of tenses in the studied brochures.
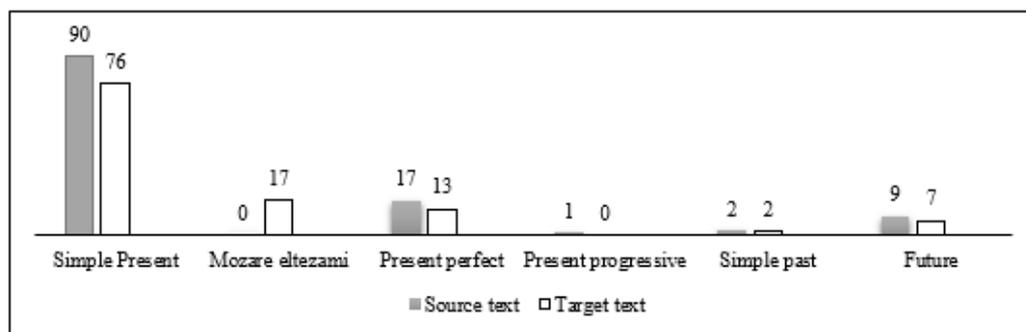
Figure 4. The Frequency of the Tenses in the Studied Brochures

As can be seen, the most frequent type of tense in the STs and TTs is simple present, which best suits the language of brochures, which is mostly concerned with facts and features of products. Also, there are some interesting differences between tense categories between English and Persian. As illustrated, Persian has a specific tense called "Mozar-e Eltezami", which does not have an English equivalence. Following Arzhang and Sadeghi (1982), this Persian-specific tense is usually used to talk about wishes, reasons, demands and future plans or concerns. Consider the following example:

6) *As a kettle and a teapot which <u>meet</u> the traditional need of many families*

«به صورت کتری و قوری تا نیاز سنتی بسیاری از خانواده ها را برآورده کند.»

The example 6 suggests the verb "meet" is in simple present in English, whereas its counterpart in Persian, i.e. "برآورده کند" is in the so-called Mozar-e Eltezami.

Other examples indicate other distinctions between the finite system of English and Persian in the collected data. For example:

7) *That's the problem a growing number of manufacturers <u>are trying</u> to solve with all-*

in-one kitchen appliances...

»این مسئله تولید کننده های بی شماری را که تعدادشان رو به رشد است <u>بر آن داشته است...</u>«

As indicated, present continuous emerging in the verb "are trying" is rendered into present perfect in the verb "<u>بر آن داشته است</u>". That is, the English version of the clause illustrates the current attempts of the manufacturers while the Persian one looks back on the past of the company and their attempts until now. Finally, our analysis has some implications for imperative structure as well. "Let's" has been used twice in the English brochures. According to Halliday and Matthiessen (2014), the expressions like "Let's" doesn't embody a choice of past, present or future relative to the now of speaking. However, the Persian translation of the clauses containing "let's" indicates that they are translated into two time clauses as follows:

8) Let us taste your delicious food and partake it as well.

»ما را هم در طعم لذیذِ غذاهایتان سهیم کنید«

Finally, one can conclude that the distribution of the tenses does not accord in the ST with that of the TT. In other words, the Persian translators of the brochures have mostly changed the tenses from the source texts into Mozar-e Eltezami and simple present in the target texts. By the same token, the Persian translators seem to aim at representing more facts about the features of appliances and to talk about the reasons why customers are recommended to use these appliances.

Modality

Examining the different clauses of these brochures reveals the number of the realizations of the concept of modality in the STs is 23 while it is 17 in the TTs. For example:

9) The French Fries <u>usually</u> don't have the same size...

»سیب زمینی های سرخ کرده   <u>معمولا</u> سایز یکسان ندارند«

10) You <u>can</u> prepare many dishes with luxurious and impressive decoration

»شما <u>می‌توانید</u> غذاهای بسیاری با دکوراسیون لوکس و چشمگیر فراهم آورید«

As underlined in the above examples, source texts include various terms by which various meanings of certainty (*never*), obligation (*have to*), possibility (*can*) and frequency (*usually*) are construed. Similarly, the Persian translation of the clauses contains the same concepts with the same meanings. However, there are many clauses in the STs which include modality, whereas their Persian counterparts do not include such items. For instance:

11) These 33 functions <u>presumably</u> allow for a wide variety of cooking possibilities.

»این برنامه‌ها به شما اجازه می‌دهند تا دامنه وسیعی از امکانات آشپزی را به کار گیرید.«

12) It <u>can</u> also be healthier than store-bought juices.

»آبمیوه تازه حتی سالم تر از آبمیوه هایی است که از فروشگاه خریداری می کنیم«

Examples 11 and 12 indicate that the modality tools like "presumably" and "can" are not translated into Persian. Specifically, in example 12, it can cause misleading. That is, the ST implies the possibility of a situation while the TT carries this meaning in a certain manner. For example, "presumably" is the sign of modality in example 11. According to Online Cambridge Dictionary, this adverb is "used to say what you think is the likely situation". As such, the company, in the English brochure, is inspiring its customers with certainty of having a proper purchase. However, the Persian translation doesn't point to the modality at all.

Polarity

The investigation of the data point to the unmarkedness of the texts as they enjoy positive pole in most part. Following Halliday and James (1993), the only traces of marked polarity which caught the researcher's eyes were found in 9 clauses of the STs and their Persian counterparts. Consider the following examples:

13) Strong odors won't linger inside the Samsung MW5000H Smart Oven.

MW5000H »اثری از بوهای قوی در فر هوشمند سامسونگ بجا نخواهد ماند«

14) There is no need for turning- even when food is piled up.

«نیازی به چرخاندن و هم زدن غذا حتی در حالت انباشته شدن روی هم نیست»

As can be seen, these clauses involve various negative markers, namely *no* and *not*. Interestingly, all these negative clauses in the STs, together with their Persian counterparts serve to mark that these appliances are going to bring about changes in their purchasers' life, thereby making their life more convenient and comfortable.

Passivization

Interestingly, the analysis of the sample reveals that, in accordance with different studies showing that the frequency of occurrence of passive structure in English and some other European languages is more than that in Persian (Jabbari, 2003), the passive structures in the STs (17 clauses) outnumber those in the TTs (2 clauses). For example:

15) It makes the smaller ones to be fried sooner

«این باعث می شود تا تکه های کوچکتر زودتر سرخ شوند...»

16) All three vital stages of your sleep is protected from humidity and heat

«هر سه مرحله خواب شما از گرما و رطوبت اضافی محفوظ می‌ماند»

Dabir-Moghaddam (1985) believes that the Persian passive structure is made from the past participle of the main verb together with the auxiliary verb of "being:شدن". As such, as said before, only two clauses in the collected TTs comply with the rule. This suggests that examples 15 and 16 are translated into Persian in active voices.

Speech Function

The results indicate that among the various speech functions, the most frequent ones are goods-&-services and information, served by declaratives, as stated in Halliday and Matthiessen (2014). No demand has been made for information, i.e. no clauses have been made in question form. However, 5 clauses of the STs are used to demand goods-&-services, thereby being rendered in imperative structures. Of these five imperative clauses in the STs, only 3 clauses have been translated into Persian in the TTs. Consider the following instance:

17) Choose from a wide variety of pre-programmed local recipes on the Samsung MW5000H Microwave Oven.

«اکنون می توانید با تنظیم تنها یک گزینه به طبخ غذاهای از قبل ذخیره شده بپردازید.»

As can be seen, example 17 reveals that the translator changes the original imperative form of the source clause into the declarative form in Persian to avoid direct speech or, better to say, interaction between manufacturer and customers.

Nominalization versus Denominalization

Examining the clauses included in the STs suggests that about 20 processes structured in the forms of sentence in the STs are converted into noun phrases while being translated into Persian. Consider the following examples:

18) Bermuda awards you the variety in order to cook home-made cakes and pies.

«برمودا برای درست کردن کیک و شیرینی های خانگی، تنوع را به شما هدیه می کند.»

19) There is no need for turning- even when food is piled up.

«همچنین نیازی به چرخاندن و هم زدن غذا حتی در حالت انباشته شدن روی هم نیست»

As indicated, the clauses seem to be translated in the forms of noun phrases to avoid redundancies, as the information is already given in the main clauses.

However, the analyses also reveal that only 4 cases of denominalization have been made while translating the brochures into Persian.

20) That's the problem a growing number of manufacturers are trying to solve....

«این مسئله تولید کننده های بی شماری را که تعدادشان رو به رشد است بر آن داشته تا حل این موضوع را با تولید لوازم آشپزخانه چند کاره میسر سازند.»

21)... because of the severe outside temperatures and fine sand particles enter-

ing the unit.

«به این دلیل که دمای شدید خارج و ذرات بسیار ریز شن و ماسه وارد دستگاه می‌شدند»

The above examples indicate that where translators intend to facilitate the understanding of the meaning of the clauses and lessen the complexity of the English structures, they begin to denominalize the nouns included. We can thus hypothesize that the two languages exhibit different stylistic preferences; Persian syntax is more reliant on nominal style, which is marked by a high proportion of nouns (notably nominalizations) that sometimes form elaborate noun phrases, whereas English, to a larger extent than Persian, tends to favor verbal style, in which actions are more frequently depicted by verbs and verbal modifiers.

Subordination versus Coordination

Investigating the clauses in the STs indicate that 33 clauses have coordinative connections while 42 ones exhibit subordinative status. For example:

> *22) This allows it to use less energy to maintain the set temperature while also being able to cool the room quicker at start up.*
>
> «این قابلیت به آن / این امکان را می‌دهد که برای حفظ درجه حرارت تنظیم شده از انرژی کمتری استفاده کنند و در عین حال قادر به خنک کردن اتاق سریعتر از زمان شروع به کار باشد».
>
> *23) Soleplate heating up time is greatly reduced and constant temperature is maintained through the use of circulating stem.*
>
> «زمان گرم شدن کفی اتو کاهش پیدا کرده است و هنگام گردش بخار دمای کفی اتو ثابت است»

Interestingly, of 33 coordinative clauses in the STs, all of them are rendered into coordinative structures in Persian. However, of 42 subordinative clauses in the Ts, 35 clauses are transformed into subordinative structures in the TTs. As subordinative clauses (also called complex sentences) are the indication of complexity in a language (Fabricius-Hansen & Ramm, 2008), the results suggest Persian brochures tend to be less complex than English ones, thereby being more understandable for Persian consumers.

Rewording versus Overwording

Examining the STs and TTs reveals that they include 29 and 16 cases of rewording and overwording, respectively. For example:

> *24) This results in more homogenous heat distribution and therefore <u>50%</u> more evenly fried food.*
>
> «این مسئله باعث می‌گردد تا گرما به صورت یکنواخت توزیع شده و در نتیجه <u>تمامی</u> قسمت های غذا به صورت یکنواخت سرخ گردند».
>
> *25) The kitchen of the 21st century has <u>too</u> many cooking gadgets.*
>
> «آشپزخانه قرن 21 از ابزار <u>بسیاری</u> برخوردار می باشد».

As can be seen, "50%" is replaced with "تمامی". By rewording while translating this clause, the translator has tried to exaggerate the effect of food processor in making French fries ready. The word "too", which implies a negative meaning in English, is also substituted with "بسیاری", which does not necessarily imply a negative meaning in Persian. Indeed, the translator has failed to transfer the ideology of the manufacturer about the extra number of appliances in kitchens. To put it differently, the application of rewording strategy while translating the STs into the TTs aims to persuade customers to purchase the advertised appliances. Now, let's consider the case of overwording:

> *26) One of our greatest missions is to provide a greener planet for the next generation.*
>
> «ما معتقدیم یکی از بزرگترین ماموریت های ما ارائه سیاره ای سبزتر به نسل بعدی است».

The above-mentioned example suggests that the translator intends to create this conception in the mind of customers that the manufacturer is talking about his ideals and concerns, which have been fulfilled by manufacturing the supposed appliance.

Synonymy, Antonomy and Hyponymy

Fairclough (2013) believes that the analysis of the discursive structures proves that when a word in the source texts cannot be translated perfectly into the target text, the near synonymy that has similarity in meaning is used as translation strat-

egy by translators. Examining the collected data reveals that synonymy is the most salient example of meaning relation which has been employed to transfer the ideology of manufacturers perfectly. Our analysis shows a frequency of 23 cases of synonymous relation among the STs and TTs. For example:

27) The Hardened Stainless Steel blades can grind hard substances effortlessly...

»تیغه های از جنس فولاد آبدیده ضد زنگ می تواند مواد سفت را بدون زحمت آسیاب کنند«

28) As herbal tea, by the filter which has been placed into the kettle...

»به صورت دمنوش تا شما را قادر سازد با فیلتری که داخل کتری تعبیه شده است...«

The word "effortlessly" in example 27, for instance, is translated as "بدون زحمت" to mesh the ideology of the manufacturer perfectly. The word "herbal tea" is translated as "دمنوش" to avoid creating such a strange translation as "چای گیاهی".

The analysis also revealed only one case of hyponymy in which "appliance", which, according to Cambridge Online Dictionary, means a device, machine, or piece of equipment, especially an electric one that is used in the house, such as a cooker or washing machine, is translated into "لوازم", which the researcher thinks has no specific implications for the analysis of the collected data. It is noteworthy that no cases of antonomy, metaphor and euphemism were found

Formality versus Informality

The analysis indicates that in 20 cases, translators have shifted from an informal style to a formal one. The researcher believes that translators have failed to do transfer manufacturers'' ideologies properly as shifting from informal language to formal one cannot shed true lights on manufacturers' intentions and concerns. To capture the discussion better, consider the following examples:

29) Invite yourself to drink a cup of tasty tea

»خود را به نوشیدن یک فنجان چای گوارا دعوت کنید«.

30) That's why Samsung's Good Sleep feature creates an ideally comfortable climate in your bedroom.

»این است که ویژگی « خواب آسوده » سامسونگ شرایط محیطی ایده آلی را در اتاق خوابتان ایجاد می‌کند«

DISCUSSION

The results reveal that certain situational and intertextual cues have been imposed upon the TTs which need to be counted while conducting an interpretive analysis. Regarding the situational context, the findings indicate the material processes are used more than other processes to inform customers of the usability of these appliances. The highly frequent use of simple present also complies with the factual nature of advertisements. By translating the present continuous verbs in the STs into the present perfect in TTs, the translators have tried to draw the consumers' attention towards the manufacturers' attempts from past to present. Ignoring the translation of the modals of probability may imply the translators' attempts in inspiring the consumers with certainty of having the right choice. Caring for customers, the translators have rendered many clauses into various noun phrases to help customers process the message and thus capture manufacturers' intention more steadily. They have also employed mental process in terms of the verb "enjoy" to wish the consumers experience the sense of enjoyment. Another important situation which is the realm of interaction between the translators and the target customers is passivization. Besides two clauses, all passive clauses have been rendered in active voice, thereby suggesting the translators' awareness of the Persian native speakers 'ability in processing the active voice better than the passive one. The translation of imperative clauses into the declarative one is a good sign of translators' averse to use direct speech towards the consumers. As achieving a good balance between transparency and conciseness requires to avoid redundancy (Every, 2017), some clauses in the STs are translated into noun phrases in the TTs.

Considering the intertextual context, the translators take advantage of the marketing capacity of the brochures, and hence employing the relational process to advertise the features of the products. The tense of Mozar-e Eltezami is also used to remind the customers of the important contribution of appliances to their lives. The application of negative markers in the clauses of either texts has been a tool to ensure customers of their right purchase by making them look back on the problems they have experienced in the absence of these appliances. The nominalization and denominalization strategies involved in either texts exhibit different stylistic preferences of the languages of the STs and TTs so that Persian syntax is more reliant on nominal style, which is marked by a high proportion of nouns (notably nominalizations) that sometimes form elaborate noun phrases, whereas English, to a larger extent than Persian, tends to favor verbal style, in which actions are more frequently depicted by verbs and verbal modifiers. Being aware of the complexity of subordinates, the translators have rendered them into coordinative clauses, making them more understandable for Persian consumers.

The explanation stage requires the researcher to investigate the realm of the society to understand the meaning of the discourse better. It is observed that one value is of great importance to both manufacturers and translators, i.e. enjoyment. Various examples included in the analysis section pointed to the fact that manufacturers pay a particular attention to their customers' enjoyment, convenience and health as, in different brochures, the manufacturers terminate their brochures with the wish of enjoyment for their customers.

Therefore, the questions raised in the introduction section are addressed as follows:

-*The strategies that have been mostly used by the Iranian translators while translating the advertising brochures*

The findings suggest that material process is the most frequent type of the processes in either texts. Interestingly, the clauses of the either texts are mostly structured in simple present, suggesting that the information included in the brochures are facts and truth on which customers can easily trust. It should also be noted that most English clauses in the source texts employ infinitives or simple future to speak with customers about manufacturers' goals. Persian translators, however, have mostly used Mozar-e-Eltezami, as a more comprehensive tools, talk with their customers about their goals. Ignoring the translation of modals have caused a kind of misunderstanding in some aspects. Examples of the concept of polarity in both types of the texts suggest that negative markers are used to aid manufacturers to inform their consumers of the changes they wish to bring about in their lives. According to the result, one can now conclude that Persian translators have assisted customers to understand manufacturers' norms, goals and ideologies by translating most of the passive clauses into active ones. Regarding speech functions, it is found out that most clauses are organized in declarative. Our analysis based on the concepts of nominalization and denominalization indicates that the very clauses have been translated into noun phrases to make the STs more understandable to the customers. Furthermore, fewer number of subordinative clauses in the TTs than the STs implies that Persian brochures tend to be less complex than English ones. It is also revealed that translators have sometimes failed to convey the ideology of manufacturers when, for instance, the source clause includes the adverb "too", which implies a negative meaning in English, while this adverb is translated in "بسیاری" in Persian, which cannot completely and perfectly convey the true meaning of the English equivalence. The synonymy is also the most frequent type of semantic relations that has been used during the translation process. After imperatives, the realm of formality seems to be the second context in which translators have tried to pay attention to the concept of power and thus preferred translating the informal language of manufacturers into formal one in Persian.

-*The values counted by the Iranian translators while translating these brochures*

Having answered the first research question, the research concludes that the following values are conveyed to the target texts by translators:

- Caring about customer's enjoyment and convenience
- Ensuring customers about their purchases
- Maintaining a formal link between manufacturers and customers
- Paving the way for better understanding the message encoded in the STs by reducing the sentences.
- Adopting a more indirect speech towards customers in the TTs than the STs.

CONCLUSION

The present study was concerned with exploring the linguistic strategies used by translators while translating English advertising brochures into Persian. It also aimed at interpreting and explaining the results based on Fairclough's (1989) three-dimensional model. Furthermore, it sought to unravel which values were added to the STs during their translation into TTs. The findings reveal that such linguistic strategies as transitivity structure, modality, tense, polarity, nominalization, coordination, speech function, formality, overwording, rewording and semantic relationships like synonymy assisted translators to transfer various values including caring about customer's enjoyment and convenience, ensuring customers about their purchases, maintaining a formal link between manufacturers and customers, paving the way for better understanding of the STs by reducing the sentences and preferring a more indirect speech towards customers in the TTs than the STs.

The results of the study are in compliance with those of Lotfollahi et al. (2013), Kaur et al. (2013) and Absalan and Falahati Qadimi Fumani (2016) as they also concluded that translators manipulate the customers through various linguistic features they employ, and hence diverse changes they effect while translating STs into TTs. In contrary to the findings of the current research, nevertheless, Obeidat et al. (2015) held the view that unsuccessful choice of the translation strategy caused the target text to be deviated from its Skopos; thus, leading to website abandonment by web surfers.

Finally, the researcher has the following recommendations for carrying out further research. This study only looked at the discourses of brochures. Further research can be done on the billboard. This research is mainly based on household appliances brochures. Other projects can be undertaken on other products from CDA perspective. The researcher has studied the translation of brochures from English into Persian within an Iranian context. So other researchers are recommended to do research on the discourse of all products inside and or outside of Iran. The data collection period of this study is contemporary to the researcher; other studies can extend the time period and consider the discourse of brochures in the past.

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