

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

Clarifying all terms related to the research to have a clear perspective of the implementation in the field is very essential in conducting research. The purpose is to avoid ambiguity and misunderstanding. Therefore, the theoretical framework is aimed to give a clear concept and applied in this research.

2. 1. Review of Related Theories

Translating is very essential; however, it is not a simple thing to do since it is not only changing one language to another, but also rendering the meaning of a text into another language in the way that the author intended the text. In order to translate messages successfully, suitable expressions should be applied, in this case, the most applicable ones are from Allan & Burrige (1991: 11). Moreover, the translation methods and the quality are also needed to be studied, the theory that will be used are:

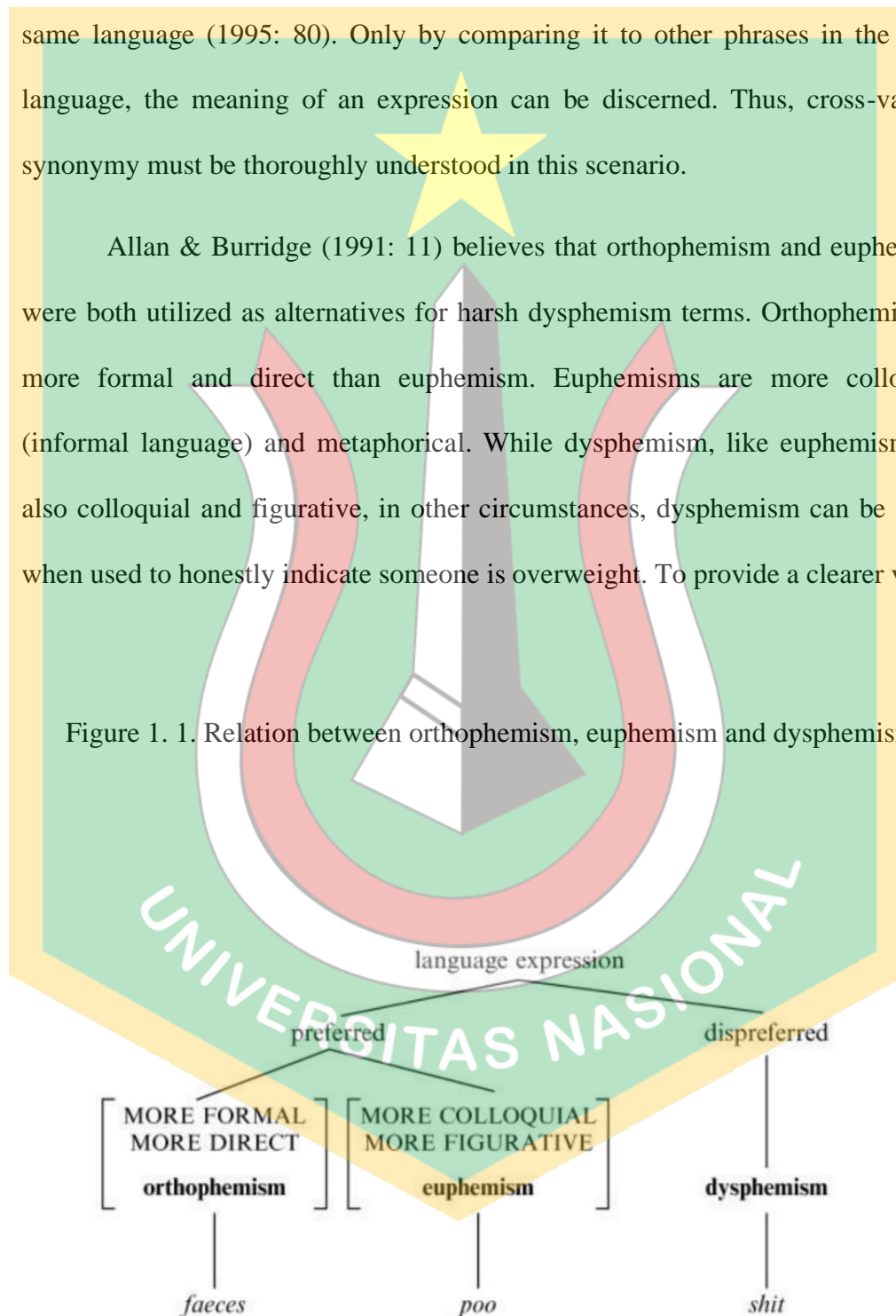
2. 1. 1. Euphemism, Dysphemism, and Orthophemism by Allan & Burrige (1991: 11)

Translation involves transferring culture. Thus, expressions are essential to be used to accommodate the difference of culture into the same meaning. Changes in language meaning involve changes in the value of taste included in that meaning.

According to Lyons, the sense of an expression can be described as a set, or network, of sense-relationships that exist between it and other expressions in the same language (1995: 80). Only by comparing it to other phrases in the same language, the meaning of an expression can be discerned. Thus, cross-varietal synonymy must be thoroughly understood in this scenario.

Allan & Burridge (1991: 11) believes that orthophemism and euphemism were both utilized as alternatives for harsh dysphemism terms. Orthophemism is more formal and direct than euphemism. Euphemisms are more colloquial (informal language) and metaphorical. While dysphemism, like euphemisms, is also colloquial and figurative, in other circumstances, dysphemism can be direct when used to honestly indicate someone is overweight. To provide a clearer view.

Figure 1. 1. Relation between orthophemism, euphemism and dysphemism



It can be seen in the chart that both Orthophemism and euphemism are classified as appropriate expressions, while dysphemism is inappropriate expressions.

2.1.1.1. Euphemism

The word euphemism comes from the Greek “eu” meaning "good" and “pheme” meaning speech. Hence, in terms of terminology, euphemisms can be interpreted as good speech. This is reinforced by the statement of Chaer (1994:144) that euphemisms are symptoms of the display of words or forms that are considered to have a more subtle meaning or are more polite than those to be replaced. Euphemism phrases and statements allow people to talk about terrible topics and remove discomforts. They also help to identify unpleasant things and respond in ways that make what is being discussed more appealing. Additionally, Euphemisms have at least two characteristics, the first one is pleasing to the ear and the second one is not rude. Euphemisms are expressions that are chosen by speakers or writers to express an intention in certain situations.

In this definition, Allan and Burridge associate euphemism with the circumstance where the speaker tries to avoid losing face (one's self-esteem). Efforts to avoid the loss of face is done by avoiding the use of inappropriate expressions. The inappropriate phrases that Allan and Burridge mean here are those related to taboo, scary and negative connotations. To maintain good communication between the speaker and the hearer, it is essential to use euphemisms to talk about

things that are considered inappropriate. In using euphemisms, various backgrounds can be the reason this expression may be chosen as a style of language. Based on

Kurniawati, the backgrounds are as follows:

- a. Avoiding the use of words that can cause panic or fear.
- b. Not to offend, insult, or demean anyone.
- c. Reducing or not mentioning things that are hurtful or tragic.
- d. Diplomatic or rhetorical purposes.
- e. Replacing words that are prohibited, taboo, vulgar or negative.
- f. Keep something secret.
- g. Respect or value other people.
- h. Insinuating or criticizing gently.

One euphemistic expression may accommodate more than one background. To find out the background to the use of euphemisms, readers or listeners must first acknowledge the context of the euphemism expression. From various opinions regarding euphemisms, it can be concluded that euphemisms are all words and expressions that are an alternative to other words and expressions that are harsh, taboo, and inappropriate. This smoothing effort looks like a form of dishonesty in language. However, the use of euphemisms is also important to maintain good communication with the interlocutor or reader. By using euphemisms, speakers can maintain their own image, the image of their partner, even the image of others who are listening or reading

2.1.1.2. Dysphemism

Dysphemism is the inverse of euphemism, which implies employing language in an impolite. The term dysphemism is derived from the Greek words “dys”, which means "non" or "miss," and “pHEME”, which means "speech" or "reputations." It is said that "a filthy disgusting face" is an example of dysphemism. According to Noman (in Rababah, 2014: 233), Dysphemism and euphemism are two sides of the same coin that cannot be separated. Its importance in the language-learning process cannot be overstated. Allan and Burridge are the ones who discuss the most about dysphemism. dysphemism accentuates flaws or shame.

According to Allan and Burridge, dysphemism is the polar opposite of euphemism. Dysphemism, like euphemisms, can be produced by fear and hatred. In addition, hostility and disdain contribute to dysphemism. As a result, speakers frequently use the phrase dysphemism to describe someone or something they dislike or find irritating. They want to express their disdain, criticism, humiliation, and humiliation by using dysphemism.

According to Kurniawati, the background dysphemism usage can be categorized as follows:

- a. Stating things that are taboo, indecent, immoral.
- b. Showing dislike or disapproval of someone or something.
- c. Negative portrayal of someone or something.

- d. Express anger or irritation.
- e. Swearing or cursing.
- f. Showing disrespect or condescending to someone.
- g. Ridicule, denounce, or insult.
- h. Exaggerating something.
- i. Blaspheme or criticize.
- j. Shows something of low value.

Similar with euphemisms, dysphemism in an utterance that may have more than one background. The background is acquired from the clarity of the context of the use of a word or expression of dysphemism in speech.

Finally, it can be concluded that dysphemism, as opposed to euphemism, is an expression with a negative connotation that is used to describe something or someone who is considered unkind, disliked, and disrespected. The main purpose of the usage of dysphemism is to criticize a circumstance or a person, or both. Hence, when a word is used with the intention of hurting, or humiliating the listener, then the word becomes an expression of dysphemism.

2. 1. 2. Translation Methods by Newmark (1988)

Translation has various goals and functions. In order to achieve that goal, certain methods are needed to be used. Thus, messages can be delivered well. According to Newmark (1988), it is important to make sure that what is conveyed is the spirit, not the letter; the sense not the words; the message rather than the form: the matter not the manner. there are 8 translation methods with details as follows:

2.1.2.1. Word-for-word translation

In this method, every single word translated by their most common meanings, which might be out of context and cultural words are translated literally. The main use of word-for-word translation is either to understand the mechanics of the source language or to construct a difficult text.

2.1.2.2. Literal Translation

The grammatical constructions of source language are converted to their nearest target language equivalents. However, the lexical words are translated singly that might be out of context.

2.1.2.3. Faithful translation

In this method, the attempt is to reproduce sentences in the target language contextually. Thus, the meaning of the original language is considered important and maximally conveyed to the target language. Its 'transfers' cultural words and preserves the degree of grammatical and lexical 'abnormality' in the translation.

2.1.2.4. Semantic translation

The aesthetic value of semantic translation is more important. It's also more adaptable, allowing for a creative exception to 100 percent faithfulness and the translator's instinctive empathy with the source material.

2.1.2.5. Adaptation

This is the 'most liberated' type of translation. The text was rewritten once the Source Language culture was transformed to the Target Language culture.

2.1.2.6. Free translation

The content of a free translation is reproduced without the manner or form of the original. It's usually a paraphrase that's considerably lengthier than the original, an 'intralingual translation' that's typically prolix and pretentious, and it's not even a translation.

2.1.2.7. Idiomatic translation

Idiomatic translation reproduces the original's message but tends to distort nuances of meaning by favoring colloquialisms and idioms in places where they don't exist in the original.

2.1.2.8. Communicative translation

Communicative translation aims to convey the original's accurate context in a way that the readership will find both the topic and the language acceptable and understandable.

2. 1. 3. Translation Quality Assessment (TQA) of Nababan (2003)

Translation Quality Assessment (TQA) is an important element of translation research intended to find out the quality of a translation, to identify whether a translator can produce a translation, which is accurate, acceptable, and easy to read and not sound like a translation product. To achieve the goal of quality assessment covers among other three points, they are accuracy, acceptability, and readability. According to Nababan (2003:86), translation quality assessment is focused on three main things: the accuracy of transferring messages, the accuracy of expressing messages into the target language, and the language naturalness of

the translation. In other words, it can be said the quality of a translation is the degree of accuracy, acceptability, and readability.

Nababan states that there are three aspects needed to be completed with the aim of justifying whether a product of translation is qualified, they consist of accuracy aspect, acceptability aspect, and readability aspects. However, because the translation of euphemism and dysphemism phrases is intimately tied to the difficulty of conveying the meaning of the expression, the acceptability and readability elements will not be investigated in this study. The submission of the meaning of this expression is extremely suitable to be evaluated with accurate features. Furthermore, the euphemism and dysphemism expressions analyzed are at the word and sentence phrase. As a result, if the units evaluated are too small, such as words and sentences, the readability assessment cannot be carried out objectively. Therefore, there is only one instrument that can be used to assess the products of translation whether they have fulfilled this aspect or not, which is Translation Accuracy with values as follows:

Table. 2. 1. Translation Accuracy Assessment Instrument

Translation Category	Score	Qualitative Parameter
Accurate	3	The Meaning of words, technical terms, phrases, clauses, sentences, or language source texts is accurately transferred into the target language; no distortion of meaning at all.

Less Accurate	2	Most of the meanings of words, technical terms, phrases, clauses, sentences, or source language texts have been accurately transferred into the target language. However, there are still meaning distortions or double meaning translations (taxa) or there are meanings that are omitted, which disrupts the integrity of the message
Inaccurate	1	The meaning of words, technical terms, phrases, clauses, sentences, or source language texts is inaccurately transferred into the target language or deleted (deleted).

2. 2. Previous Studies

Pujaningrat (2011) this study discusses “an analysis of euphemism in the rubric world of the Jakarta post of December 2010 edition”. The object of this research is to determine what kind of euphemism used by the articles' writers and to find the meaning of euphemistic words or phrases used in the articles of rubric World. The writer uses a qualitative descriptive method to aim the objectives of the research. Finding of this study show that there are four kinds of euphemism found on the collected data, circumlocutions, understatements, part-for-whole-euphemism, and hyperboles; also, the most used kind of euphemism on the collected data is circumlocution euphemism; then, the meaning of the euphemism words and phrases are varied depend on the concept of the euphemism ones based

on Palmer's theory of meaning.

Hermawan (2018) studied the use of dysphemism haters in the Ayu Ting Ting (celebrity) Instagram account. The purpose of this research is to describe the form and function of dysphemism used by haters in Instagram on Ayu Ting Ting account. This type of research is qualitative research with a descriptive method, it means to analyze and describe data descriptively. Based on data analysis that has been done, found 112 forms of dysphemism with division and the dysphemism function used by the haters in the Instagram of Ayu Ting Ting's artist account is eight functions.

Firdaus (2018) Analyzed 'Dysphemism in Riverdale TV Series Season 1. She investigated the types of dysphemism along with the usage of dysphemism based on gender, age, and role in the society. All the investigation activities are under qualitative-content analysis method. The writer acts as the key instrument – human instrument. The result shows 402 dysphemism expressions uttered by the characters of Riverdale TV Series. From these 402 dysphemism expressions.

Surbakti (2020) the research analyzes "Dysphemistic Language Analysis: Case Study of Sulli's Instagram Bullying". The aims of this study are to find the types of dysphemism and the purposes of the netizens. This research used a qualitative descriptive approach, and the data were taken from the comments text of the netizens in Sulli's Instagram. The result showed that there were 150 dysphemism data found from 200 comments. The finding of the research then classified to Allan, K., & Burrige, K. (2001); and as the results, there were found 50 Name Dysphemism, 44 Dysphemistic Epithet, 32 Dysphemistic Euphemism, 15

Homosexuality Dysphemism, 15 Euphemistic Dysphemism, 1 Synecdoche and 1 Cross-Cultural Dysphemism.

Meilasari (2016) studied on Euphemism and Dysphemism in BBC Online News Text. The aim is to analyze the translation of euphemism and dysphemism expressions in BBC online news text, the techniques used in translating those expressions and the translation quality affected by the techniques chosen. The research is descriptive qualitative in nature with single embedded case. The result was Euphemism and dysphemism expressions found in BBC news texts are mostly translated by maintaining those expressions in the target text. English dysphemism expressions which are translated into Indonesian dysphemism ones are 50% points and euphemism expressions translated into Indonesian euphemism are 25% points. Established equivalent technique is the most used translation technique in translating euphemism and dysphemism expressions. The translator's choice of using the technique affects the expressions' translation quality in positive way. Euphemism and dysphemism expressions are best translated into target text euphemism and dysphemism expressions in order to have a high-quality translation.

The differences between this research from the previous studies mentioned above are, Pujaningrat only analyzes the euphemism based on Allan, K., & Burridge, K. (2001). In addition, Firdaus (2018) and Subekti (2020) did the research on dysphemism by Allan dan Burridge in Kurniawati (2011, 53). Furthermore, Meilasari (2016) has the closest study which analyzed the euphemism, dysphemism, translation techniques, and quality assessment. While his study combines the aspects from those previous studies which discusses the euphemism

and dysphemism from Allan, K., & Burrige, K. (2001) and the translation quality assessment from Nababan (2003) as well as adding the analysis of translation method by Newmark.

2. 3. Theoretical Framework

There are three issues studied on the translation of the war in Ukraine BBC online news texts, consist of the analysis of the euphemisms and dysphemism expressions translated into Indonesian, the translation method, and the quality of those translation.

The first question will be answered using Allan & Burrige (1991: 11) theory on euphemisms and dysphemism. In addition, the second question will be answered using Newmark theory on translation methods and the third question will be analyzed based on the Translation Quality Assessment (TQA) theory of Nababan (2003) involves three instruments which are translation accuracy, acceptability, and readability.