# CHAPTER II

## REVIEW OF RELATED LITERATURE AND THEORITICAL

## FRAMEWORK

This chapter discusses the definition of euphemism and dysphemism, translation techniques, and translation quality assessment.

### 2.1 Review of Related Theories

Currently, language is used not only in print media but also in online media. Online media is media that contains various information and news. In sending messages, the use of language is, of course, very important. This is because the media indirectly serves language development institutions. The strength of newspapers lies in their ability to use language skillfully to convey information. As a medium for delivering various information and news, attention should be paid to how the author's communication style is conveyed to the reader.

Because in the mass media, writers naturally use the language of the press, according to Rubby (2008), press language is a variety of language that has distinctive characteristics, namely being short, dense, simple, fluent, clear, and interesting. This is because of the economic nature of newspapers, and we must not forget that those who read newspapers are not only the educational community but the whole society from all walks of life. Abdan Syakur et al. (2013) found that when communicating, people use offensive or impolite language to convey criticism. On the other hand, people use cheerful and polite language to express their approval and support. These two things often lead to euphemism and dysphemism. Regarding this, Khatamovna & Ermekovich (2022) stated that the use of

euphemisms in a text is able to hide the negative tone and information in the news. It is in line with Burridge's statement in Ariani et al. (2020), who added that the use of euphemisms gives a more pleasant impression. Meanwhile, the use of dysphemism itself tends to be used to convey connotative meanings that are offensive to particular individuals or groups Ariani et al. (2020). Nevertheless, Ariani et al. (2020) emphasized that the use of euphemism and dysphemism in a news text is usually used to emphasize or highlight the issue or topic being discussed.

**2.1.1 Euphemism**

Etymologically, euphemism comes from the Greek words "eu" which means "good" and "phemeoo" which means "to speak". So, euphemism means speaking in kind or subtle words that give a good impression. The use of language in the media usually uses polite and refined language. According to Allan & Burridge (2006), Euphemism is terms or phrases used to substitute offensive sounds in order to avoid or protect the 'face' of the speaker, listener.

Leech (1933) defines euphemism as the practice of using more polite terms for terms that are less pleasant. This theory is supported by Webster (1997), who states that euphemisms are expressions that are more agreeable or more subtle and are used to replace expressions that are less polite. When using euphemisms, there are various reasons why this expression is chosen as a linguistic style. Based on Kurniawati (2011) the background is:

1. Avoid words that may induce panic or fear.

2. Do not insult, insult, or insult anyone.

3. Minimize or mention hurtful or tragic things.

4. For diplomatic or rhetorical purposes. Replaces prohibited, taboo, vulgar, or negative words.

5. Keep something secret.

6. Respect and appreciate other people.

7. Insinuate or gently criticize.

## 2.1.2 Dysphemism

Dysphemism is the opposite of euphemism, which is using words that mean harshly and saying something that is not true. Chaer (1995) states that dysphemism is an attempt to replace words with subtle meanings or ordinary words with meanings.

Dysphemism is an expression that has connotations that offend the speaker (second person) or listener (third person) or both, so it should be replaced with a more neutral or subtle expression. Dysphemism is used to talk about opponents, goods, or actions that are opposed by the speaker, so that using this dysphemism will make things worse Allan & Burridge (1991). Dysphemism is language that offends and is used by speakers as a weapon to attack the other person or to express disappointment, anger, and negative emotions (frustration). To avoid getting emotional, Allan and Burridge advise speakers to choose a neutral option.

According to Kurniawati, the use of background dysphemism can be categorized as:

1. Say something taboo, vulgar, or immoral.

2. Showing dislike or disapproval of someone or something.

3. A negative expression of someone or something.

4. Express anger or irritation.

5. Cursing, cursing. showing contempt for someone

6. Mocking, blaming, or insulting.

7. Overdoing something

8. Gossip and criticism

9. Indicates low value.

From the explanation above, it can be concluded that dysphemism is a form of using a sharper term aimed at strengthening the influence of insults against certain parties. The criteria for determining the general classification of dysphemism are insulting, ridiculing, humiliating or pushing other people.

**2.1.3 Translation Technique**

Translation generally means transferring a message from a source language (SL) to a target language (TL) without changing the idea or meaning of the source language. When people talk about linguistic forms, they are actually referring to the words, phrases, sentences, and paragraphs that are spoken or written. These forms are called the surface structures of the language.

Catford (1965) said that translation was the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). From the statement above, Catford points out that the most important thing about the process of translating is to find the equivalent meaning between the source language and the target language. Newmark (1988) also stated that "translation is the

rendering of the meaning of a text into another language in the way that the author intended the text."

Molina and Albir define translation techniques as procedures to analyze and classify how translation equivalence works Molina & Albir (2002). They also say that translation techniques affect the microunit of text. This research uses their techniques since the main object of this research is in the form of terms.

1.      Adaptation

It is the replacement of the cultural element of source text (ST) into the culture of target text (TT). For example: change wolf into kancil in a translation into Indonesian (Hartono, 2011). It happens because replacement of cultural element, wolf is a symbol of clever animal in the ST (Source Text). Thus, the translator has to find appropriate word in translating the text in order to have the same meaning from ST (Source Text).

2.      Amplification

This technique is used to introduce details that are not found in the ST (Source Text): information, explicative paraphrasing. For instance: when translating from Arabic to add the Muslim month of fasting to the noun Ramadan. Therefore, Ramadan is translated into Ramadan, the Muslim month of fasting.

3.      Borrowing

It is a type of translation which takes a word or expression straight from another language. It can be pure (without any change), e.g., to use the English word urine, horizon, diameter, stereo, and neutronin Indonesian text, or it can be

naturalized to fit the spelling rules in the TT (Target Text), e.g., gol, informasi, and tes.

    4.      Calque

It is the literal translation of a foreign word or phrase; it can be lexical or structural, e.g., the English translation Police Academy for the Indonesian Akademi Polisi.

    5.      Compensation

It is to introduce a ST (Source Text) element of information or stylistic effect in another place in the TT (Target Text) because it cannot be reflected in the same place as in the ST (Source Text), for instance, the translation of English "Me?" Exclaimed Mrs. Albert Forrester, for the first time in her life regardless of grammar into Indonesian "Apaan?" Teriaknya. Albert Forrester, untuk pertama kali dalam hidupnya lupa pada tata bahasa (Hartono, 2011).

    6.      Description

It means to replace a term or expression with a description of its form or/and function, e.g., to translate English cow-creamer into Indonesian poci yang berbentuk sapi untuk tempat susu.

    7.      Discursive creation

It is a kind of translation which establishes a temporary equivalence that is totally unpredictable out of context, e.g., the Indonesian translation A Betrayed Son Malinkundang into Si Malinkundang.

    8.      Established equivalent

It is the using of a term or expression recognized (by dictionaries or language in use) as an equivalent in the TT (Target Text), e.g., to translate the English expression They are as like as two peas into Mereka sangat mirip in Indonesian.

9.      Generalization

It is the using of a more general or neutral term, e.g., to translate English go by inches into sedikit demi sedikit in Indonesian. It happens because there is no expression that have the same meaning in Indonesian, so the translator translated it into more general.

10.     Linguistic amplification

It is the addition of linguistic elements. This is often used in consecutive interpreting and dubbing, e.g., to translate the English expression everything is up to you! into Indonesian as semuanya terserah anda sendiri!

11.     Linguistic compression

It means to synthesize linguistic elements in the TT (Target Text). This is often used in simultaneous interpreting and in sub-titling, e.g., to translate the English question are you sleepy? into ngantuk? In Indonesian.

12.     Literal Translation

It means to translate a word or an expression word for word, e.g., electronic mail as surat elektronik, or, upload as unggah.

13.     Modulation

It is to change the point of view, focus or cognitive category in relation to the ST (Source Text); it can be lexical or structural, e.g., to translate English you are going to have a child instead of kamu akan menjadi seorang ayah.

14.     Particularization

It is the using of a more precise or concrete term, e.g., to translate window in English as guichet (jendelatoko) in French (Hartono, 2011).

15.     Reduction

It is to suppress a ST (Source Text) information item in the TT (Target Text), e.g., the proposal was rejected and repudiated into usulnya ditolak when translating into Indonesian.

16.     Substitution

It is the change of linguistic elements for paralinguistic elements (intonation, gestures) or vice versa, e.g., to translate the Arab gesture of putting your hand on your heart as Thank you. It is used above all in interpreting.

17.     Transposition

It is the change of a grammatical category, e.g., glasses translated into Indonesian as kacamata.

18.     Variation

It is the change of linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, etc., e.g., to introduce or change dialectal indicators for characters when translating for the theater, changes in tone when adapting novels for children, etc.

**2.1.4 Translation Quality Assessment**

Translation quality assessment is an important element of translation research intended to find out the quality of a translation and identify whether a translator can produce a translation that is accurate, acceptable, easy to read, and does not sound like a translation product. According to Nababan (2003), 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, translation quality is defined as the degree of accuracy, acceptability, and readability.

Nababan states that there are three aspects that need to be completed with the aim of justifying whether a product of translation is qualified; they consist of the accuracy aspect, the acceptability aspect, and the readability aspect. 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. Furthermore, the euphemism and dysphemism expressions analyzed are at the word and sentence phrase levels. 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:

**Table 2.1 Translation Quality Assessment**

| 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. |
|---|---|---|

## 2.2 Previous Studies

Research focusing on translation techniques has been carried out in the last few decades, moreover related to the use of euphemisms in news texts which has become a hot and compelling topic to be studied by many researchers over the last two decades. Related to this, the author uses several previous studies as a reference in carrying out this research.

The first study was conducted by Putranti et al. (2017) who analyzed data entitle "Euphemism, Orthophemism, and Dysphemism in the Translation of Sexual Languages." The author looked for data sources through a novel entitled "Where There is Smoke" by Sandra Brown. The aim of the study is to analyze the translation of sexual languages used in the translated novel, especially related to euphemism, orthophemism, and dysphemism terms. The method used descriptive-qualitative approach. There are 12 data classified as dysphemism which mostly relate to the male genitals, such as; cock, erection, fuck, and sexual activities. Meanwhile, 8 data belonged to orthophemism which related to the straightforward style of utterance about body parts, and 10 data belonged to euphemism which refers to sexual organs with softer words. In addition, it was also revealed that the translator applied self-

censorship towards the orthophemism and dysphemism which were considered too vulgar and too taboo. Moreover, the author also applied generalization, reduction, and deletion as the translation techniques used.

The following study was done by Sakulpimolrat (2019) with the title "Analysis of Translation Techniques and the Quality of Directive Speech Acts in the Novel the Little Prince." The writer's aim is to identify the translation techniques used to translate the speech acts found in the novel It uses a qualitative-descriptive method. And using primary and secondary research that uses the theory of analysis proposed by Spradley. The author analyzed the data using the theory of Molina and Albir (2012) and found 14 techniques: speech act translating, those are established equivalence, variation, modulation, implication, explication, discursive creation, transposition, paraphrase, compensation, addition, reduction, borrowing, literal, and generalization. The research result revealed that applying proper translation techniques delivers a good transition. The translation techniques impact the translation quality. Established equivalence delivers an accurate quality of the translation. It also revealed that the discursive creation impacts a less accurate translation. Moreover, the deficiency of translation quality is impacted by the use of reduction techniques.

Zulhan (2020) conducted a study entitled "Analysis of Translation Techniques Used by Angry Birds Film Subtitle Writers." This study aims to determine the dominant translation techniques used in the subtitled film. The author uses a qualitative method with purposive sampling techniques. At the same time, the data used in this study consisted of 131 utterances from Red and 102 from

Chuck. The translation techniques use the theory of Molina and Albir (2002 which are divided into 18: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. Based on the 18 existing translation techniques in "The Angry Bird" movie, only 9 types of translation techniques are found: borrowing, calque, compensation, discursive creation, establish equivalent, linguistic compression, literal translation, modulation, and transposition. The most widely used technique is Established Equivalent (107), and the least is Borrowing (3).

Fitriani et al. (2019) conducted research entitled, "Euphemism Used by Men and Women in TV One's "Indonesia Lawyers Club" Show: Language and Gender Perspectives." The purpose of this study is to explain the use of the euphemisms of men and women in the TV show "Indonesia Lawyers Club." The author only analyzes euphemisms. Data sources are loaded from four video transcripts which obtained from December 2017, January 2018, and February 2018. With the results of 72 utterances containing euphemistic expressions, 33 utterances were delivered by men and 39 utterances were uttered by women. In this show, the researcher found nine types of euphemisms: metaphor, hyperbole, circumlocution, initialism, jargon, figurative expression, understatement, colloquial, and hypernym. Among the 9 types found, the mostly used euphemism is an understatement which is used by men. Meanwhile most women mostly used jargon. Regarding this, there are 5 functions for the use of euphemism in the TV show "Indonesia Lawyers Club,": as

a shield to avoid taboo and offensive words or nuance, as an uplifting tool, to show solidarity or defy a particular group, as a doublespeak, and to entertain. Regarding this, the study also revealed that the differences euphemism used by men and women is influenced by their surrounding status, education, and others social aspects.

Meanwhile, the most recent research discussing translation methods of using euphemism and dysphemism in news texts was also carried out by Paramitha (2022) which focused on using news in the BBC online news regarding the Ukrainian war, which was published on 16 April 2022 to 11 June 2022. This research conducted by Paramitha (2022) concluded that translators tend to use dysphemism rather than a euphemism to convey information in the news. Paramitha (2022) added that the use of more dysphemism also shows that readers of a news story will be more interested in reading news containing intense, harsh, and negative words. Related to the translation of euphemism and dysphemism, there are four translation methods found: literal, faithful, adaptation, and free translation. Meanwhile, the translation results of the news displayed on BBC online news into Indonesian have correct and accurate TQA results.

Based on the differences in the research that has been done before, Putranti's research (2017) includes euphemism, orthophemism, and dysphemism. Meanwhile, Sakulpimolrat (2019) analyzes translation techniques by Molina and Albir and uses a qualitative descriptive method by Spardley. Meanwhile, Zulhan (2021) uses a qualitative method with a purposive sampling technique. And Fitriani (2019) analyzes euphemism using the theory of Allan, K., and Burridge, K. Lastly, the

research conducted by Paramitha (2022) focuses on the translation method proposed by Newmark.

Euphemism and dysphemism are now widely found in news texts or press media. It was also conveyed by Khatamovna & Ermekovich (2022), who stated that the use of euphemisms had been commonly found in several news stories, especially those that present negative or sensitive topics or issues. Meanwhile, most existing studies examine the use of euphemism and dysphemism in the translation of novels, films, and TV shows. It distinguishes previous studies from the author's current research, which focuses on examining euphemism and dysphemism translation techniques in news texts. In addition, in this research, the author will only focus on the translation techniques used by news translators on the BBC News Indonesia page for words and phrases that contain euphemisms and dysphemism only. Although they both use the theory of Molina & Albir (2002) in knowing and identifying existing translation techniques, in this study, the author uses the translation quality assessment proposed by Nababan (2003) to find out whether the translation results of euphemisms and dysphemism of the text The news presented on the BBC News Indonesia page has an impact on readers.

## 2.3 Theoretical Framework

There are three issues studied in the translation of the Halloween tragedy in Itaewon BBC online news texts, consisting of the analysis of the euphemisms and dysphemism translated into Indonesian, the translation techniques, and the quality of those translations.

The first question will be answered using Allan and Burridge's (1991) theory on euphemisms and dysphemism. In addition, the second question will be answered using Molina and Albir (2002) theory on translation techniques, and the third question will be analyzed based on the Translation Quality Assessment theory of Nababan (2003) involvement of three instruments: translation accuracy, acceptability, and readability.