

USING DISCOURSE ANALYSIS OF ENGLISH EUPHEMISM IN NEWS MEDIA AND ITS INDONESIAN TRANSLATION PROBLEMS

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ABSTRACT

The current study has focused on Indonesian translation problems in English political and non-political euphemisms using discourse analysis and cross-cultural pragmatic. The product and process of English political and non-political euphemisms as a potential error when translated to the target language namely Indonesian were analyzed. This recent study is focused on translation as a cognitive product of a translator. The data used in the present study were diachronically collected from the corpora of Newsweeks and times as well as Jakarta Post that contains English political and non-political euphemism Data analysis typically used descriptive-qualitative method with discourse analysis model. The data source of this present study consisted of the English euphemism in news media The purposive sampling technique was employed, with the sample of the English political and non-political euphemism in news media. The results revealed that discourse devices such as knowledge of the world, culture knowledge, topic framework, co-text, mental model, implicature, context, coherence, cohesion could be used to translate English political and non-political euphemisms into Indonesian. The results presented here may facilitate improvements in the translation and reading comprehension as well as semantic, discourse analysis.

KEYWORDS: English political and non-political euphemisms, Discourse analysis, Translation problem

INTRODUCTION

In this study, the Indonesian translation problems were analyzed. This article presents an exhaustive review of these studies and suggests a direction for future developments in relation to the methodology of translation. This recent study is focused on translation and interpretation as a product of a translator. The data utilized in the current study were diachronically collected from the corpora of Newsweek's and times as well as Jakarta Post that contain English political and non-political euphemism

The findings of studies examining the Indonesian translation problems of euphemisms have been mixed. Studies by Roni. R (2019) claimed that in translating taboo expressions, direct translation and or indirect, namely euphemistic translations were used and Sanaty, Behnaz Pour (2010) claimed that culture can place more emphasis on the use of euphemistic expressions, while a translator is translating from one language into another. In accordance with the finding Albarakati, Mohammed (2014) stating that translation process involves two major phases: 1- comprehension of the message

in the source language and 2- reproducing the message in the target language. In addition, Shehab, E., Qadan, A., & Hussein, M. (2014). Found that the role context plays in determining the translation strategies pursued by translators of Arabic euphemisms into English. Due to different cultural backgrounds, adherence to the employment of euphemism in a social context may differ in both Arabic and English. Unlike those studies above, this study deals with the use of discourse devices in translating euphemism In news media. Although much work has been done to date, more studies need to be conducted to ascertain the lack of such information of the methodology of translation representing a gap in our knowledge of translation systems.

The purpose of this study was to ascertain the use of discourse devices in translating euphemisms In news media. Euphemisms are words (or phrases) substituted for other words thought to be offensive to avoid the loss of face: either one's own face or, that of the audience, or of third party (Allan and Burrige, 1991, Spears, 1991, Wardhaugh, 1986, Gairns and Redman, 1986). The unpleasant or offensive expressions may be taboo, fearsome, distasteful, or for some other reason have too many negative connotations to execute a speaker's communicative intention on a given occasion or context. Politics often deals with decision-making in the context of the states. It includes the struggle for power and the attempt in influencing the decision making of the government (Hans, 1969: 25, Alhakim and Cahyono, 1982: 262). Political euphemism in this study refers to euphemism used by politicians who deal with political affairs dealing with the context of government policy (health, economics, politics, social and education), in relation to bureaucrat, Human Rights (HAM), human resources institute, 99 general election campaign (48 Political Parties Campaign), Military Force, Religion, government administration and diplomacy. To conclude, the use of euphemism is an attempt to manipulate the emotional response and or dispreferred expressions to avoid the possible loss of face. And the dispreferred expressions may be taboo, negative connotation, direct naming or some other reasons that are considered unpleasant.

Generally euphemism can be classified on the basis of its uses. Allan and Burrige (1991:14) propose thirteen types of euphemisms. The first type refers to metaphor, which indicates something contrasted to the literal meanings. For example, She is an old bag means "She is an unattractive, old woman", when it issued in the right context. In this context, metaphor is not a device of poetic imagination but it is used as an ordinary language. Metaphor is pervasive in everyday life, not just in language but in thought and action (Lackofli 1980). The second is the idiom, an expression functioning as a single unit whose meaning cannot be worked out from its separate parts. Many idioms are euphemistic when they deal With unpleasant things Some examples of Indonesian metaphorical idioms are: lengser keprabon (step down), Arjuna (playboy), pol itik jalan buntu (deadlock), jaksa mata hyau(bribe1y). In English (American) euphemisms are for example: put one 's foot in one 's mouth (verbally blunder), shake a leg (hurry), pull someone 's leg (deceive teasingly, make fun of, victimize), chew the fat (talk), shoot the breeze(talk), kick the bucket (die), roll in the hay (fornicate), shake the dew of' the lily(urinate), South-South meaning developing and or emerging cotuitries(Krisna, 1993).

Many although not all idioms are used as euphemism for things we feel uncomfortable speaking of directly (Chaika, 1982:200),

The third type refers to circumlocution saying in many words what may be said in a few words. For example a little girl's room means "toilet", categorical inaccuracy refers to "lie". The fourth type refers to acronym and abbreviation. Acronyms are proper words created from the initial letter or two of the words in a phrase pronounced like other words, such as SNAFU meaning situation nonnal, all fouled up. By contrast, abbreviations do not form proper words, and so they are pronounced as strings of letters, for example, S. O.B (son of a bitch). The fifth is that general-for-specific, such as person for "penis", and part-for-whole, such as spend a penny for "go to the lavatory". The sixth refers to hyperbole that uses exaggerated statement(s) made for effect and not intended to be taken literally (e. g. Waves as high as Everest). In addition, hyperbole (overstatement) is also found in euphemisms like flight to glory meaning "deatlill villa in a premier location by the bay referring to "a dilapidated altisan". In connection with political campaign, hyperbole is commonly used (Hoggait, 1985, Cipto, 1997). And the seventh refers to litotes (understatement) that uses a negative form to express the contrary (eg. It was not an easy matter meaning "it was very difficult"). In addition, there is another kind of euphemistic understatement like sleep for "die". The eighth refers to the use of learned terms or technical jargon, instead of common terms and some technical jargon is either borrowed from another language or constructed one from English, such as money laundering, impeachment, coalition, lip service, and the use of colloquial style is used as euphemism instead of formal terms, such, as hukum di Indonesia masih bel um diberdayakan atau tuna daya (colloquial style). In addition, they are mostly derived from Latin or Ancient Greek such as diabetes. Allan and Eurridge further stated that most languages seem to have some euphemisms based on borrowed words or morphs_ for example; tuna netra, tuna susila, tuna rungu, tuna kuasa. The morph "tuna" is borrowed from Sanskerta. In American English, diabetes meaning "a lot" is borrowed from Greek. Using words borrowed from other languages to function Qseuphemisms is characteristic of many languages. Fat instance, Indonesian borrowed the term money politics for "politik uang". This is a of euphemism borrowed from an English expression.

The ninth type refers tqmdenial, a statement or a proposition used by someone trying to disguise the true meaning. Pagano (see Coulthard, 1994; 256) states there are twelve categories of denials: (1) Denials of background information: that is, denials used when the writer assumes that the reader entertains certain mistaken ideas from previous background knowledge. For instance, President Habibie said, "Saya bukan boneka Pak Harto. (2) Denials of text-processed information: that is, denials used when the writer assumes that the reader could derive a wrong idea from the text. (a) Denials was used to prevent an erroneous inference from text to come. For example, Gusdur said, "Tidak terlibat KKN tiga orang menteri dalam kabinet saya. " and KKN is similar to menggelapkan uang meaning "taking grant of someone " or "menggambil uang untuk keperluan pribadi " (Badudu, 1975), (b) Denials used to correct an idea already processed in the text. For instance, Probo Suttedjo

said, “PNI tidak menggunakan money politics (3) Unfulfilled expectation; that is, a denial used when the writer wants to express an unfulfilled expectation of which he makes the reader a participant. For instance, Gus Dur said, “Tidak ada merdeka buat Aceh. (4) Contrast: that is, a denial used to compare or contrast two or more items. For example, Akbar Tanjung said, “Golkar tidak pecah, hanya berpelecah 5) Modality. Eg. The Baligate may be not so dangerous. Gus Dur said: Belum tentu benar berita tentang Bulog itu, 6) Apology. Please, apologize to my policy for bombing Saddam. That is an accident. Clinton said. Maaf dan alasan Clinton atas pengeboman Pasukan Iraq. Maaf Akbar Tanjung atas kesalahan Golkar di masa lampau. 7) Please, as a refusal. such as Gus Dur said: Silakan Protes, mereka kan tidak tahu persoalannya. Begitu aja kok, repot. Please, make a fair election, U" you want an IMF loan. Albright said, 8) Comment as a refusal. Take the example of President Richard M. Nixon, who shortly before resigning as President of the United States said at a press conference, “I am not a crook Instead of saying “I am an honest man Next, Gus Dur said: Perlu pinjaman sementara pada tetangga untuk memadamkan gejolak di Aceh, (9) Thank as a denial. Terima kasih GOLKAR dan PKP akan tolak tiga. Akbar Tanjung said.,10) Conditional as refusal. Habibie said: Saya akan mundur asal konstitusional Please, settle Baligate scandal, #you want the money fund from IMF . Albright said 11) Alternative as refusal. Megawati masih bisa jadi alat pemersatu sungguhpun tidak menjacli ketua umum PDI-P. Al -Gore can be a president of the USA, as long as he is a green state. Clinton said 12) Correction. I don't make love with Lewensky. Clinton said Denial and refusal can be both neutral and euphemistic. For example, A: would you vote for our party? B: 1) No, I will not (neutral), 2) Sorry, I would not but next time would be OK.(euphemistic). The second answer is milder: “therefore, the second answer will be a euphemistic refusal. The tenth refers to euphemistic dysphemism that shows the locution in euphemism but the illocution on dysphemism. For example, Amien Rais said “Pak Habibie akan menjadi tuna kuasa setelah Pemilu 99.” In addition, the eleventh type refers to dysphemistic euphemism that shows the locution in dysphemism while the illocution in euphemism. For instance, Teten Masduki said, “Pak Andi M Ghalib masih melakukan pungli atau seorang Jaksa bermata hyau. ” Next, the eleventh refers to the metonymy, which refers to the naming only a part, such as the inventor of the owner since the meaning is closely related. For example, in political euphemism coblos nomor 11 means “coblos partai PDI-P nomor 11”_ The twelfth refers to synecdoche. By synecdoche is meant general to specific and specific to general. For example pembalut wanita refers to the women's specific area and “mahasiswa yang diamankan itu ada di pundak Prabowo” refers to Prabowo's responsibility. In . The thirteenth refers to the associative engineering that shows the change of semantic or meaning of the words or phrases and meanings can be classified into denotative and connotative meanings. Hayakawa and Hayakawa (1990) propose that there are two kinds of connotations, namely informative and affective connotations. In addition, meanings can be categorized into literal and figurative meanings or denotative and connotative (affective, emotive and evaluative) meanings (Keraf,1996, Tarigan, 1993, Shepherd, 1987, Richards, et al. 1985). Leech (1974) explained that there are five types of associative meanings. They are 1) connotative meanings referring to the meaning of what is referred to (for example, people's democracy to refer to fascist or communist), 2) Stylist meanings referring to the meaning of what is

communicated in a social condition (for example, paduka, sri baginda to refer to the style of a polite greeting), 3) affective meanings referring to the meaning of what is reflected in the feeling and attitude such as Ando seperti Arjuna (playboy) for the speaker or writer to express his feeling toward the reader or hearer) the symbol Arjuna is used to signify the character of Arjuna in having more than one wives. Bysymbolism is meant the art of thinking in images (Cirlot, 1962, Achen, 1981), 4) Reflected meaning referring to the meaning of what is associated with the thing, such as handsome for pretty 5) Collocative meaning referring to the meaning which associates with other words, such as pretty girl, handsome boy, 6) conceptual meaning referring to the definition or denotative meaning, for instance: apartheid meaning separate hood. One word or expression may have more than one image or meaning such as exceptional child meaning abnormal child and procrastinate meaning to put things off and leave (Palmer, 1981, Parera, 1990, Salomon, 1966). In contrast, two expressions may have the same image (Kempson, 1977). Other political euphemistic examples are apartheid, emergent nation or developing countries, emerging countries. In summary, the euphemisms can be categorized into twelve types that can be-used for all kinds of euphemism.

METHODOLOGY

This section presents the research methodology and the procedures designed to answer the research questions. The discussion covers: the research design, data sources, and the instrument, the procedures of the data analysis and the data analysis technique, as well as the triangulation. This study utilized a cross-cultural. discourse design to compare and contrast between Indonesian and American news media in the respective languages. The aspects compared and contrasted were (a) the categories of political euphemism, (b) the function, (c) the interpretation, (micro, macro, ideational and interpersonal), mental model, knowledge of the world, (e) usage, (f) style, (g) degree of politeness, (h) choice of perspective, (I) illocutionary transparency,) the underlying principles and values. The comparison focuses on the political euphemism in the news media. The news media were selected from the local and national news media, including newspaper and newsmagazine. The texts written by Indonesian and American writers in the respective languages were selected from the texts written in the reform era. The texts written in the reform era were employed to assure the uses of both alive and dead political euphemisms. For both Indonesian and American English. This study basically aims at describing the data in the form of words or euphemistic expressions that are language in the form of written text, rather than numbers. From the point of view of the sources of data, the analysis can be categorized as 3 documentary analysis. This analysis is also referred to as a content analysis study in which the investigator analyzed the content of the existing corpus of the Indonesian and American news media (Borg and Gall, 1979: 361) because the main sources of data were documents which already existed prior to the onset of the study. The raw material for this study was written material. According to Holsti (1969: 42 - 43) content analysis can be used; (1) to describe the characteristics of content, (2) to make inference about the causes of content, and (3) to make inferences about the effect of content. The technique was adopted (1) to analyze the content of the message employed in editorial and comments in the news media written in Indonesian and American English, and (2) to make inference about the cultural differences in underlying principles of using the

euphemism. From the point of view of process, this study is viewed as discourse analysis, because it needs the process in analyzing or understanding the written text. Thus, many devices were used in understanding the written text. In communication process, the decoder tries to understand what the writer in the text encodes. Consequently, there is a process in the interactive activity between the reader and the writer. The source of the data in this research is the news media written by Indonesian and American writers. Editorial, opinion and comment sections taken from Indonesian news media and American Newsmagazines supplement it. The texts were selected from the texts written in reform era that is from the fall of president Soeharto on May 21, 1998 to March 31, 2000.

The data were collected by the snowballing technique. The data were collected as much as possible (Bogdan and Biklen, 1982). Next, some of these data were discarded as irrelevant. To determine when it was time to stop collecting and processing data, the researcher used the criteria proposed by Guba and Lincoln (1985): exhaustion of sources and saturation of categories. The data in the form of document, that is the texts from the news media were collected using the purposive sampling technique, because the purpose of the this study is to investigate and develop a theory derived from many data sources, such as 1) Jawa Post, 2) Malang Pos, 3) Kompas 4) Media Indonesia, 5) Gatra (Magazine), 6) Tempo (Magazine), 7) Bangkit, 8) Suara Pembinaan, 9) Surya, 10) Oposisi, 11) Tokoh, 12) Time magazine (weekly magazine), 13) Washington Post, 14) New York Post, 15) Newsweek. The procedures used are: first, to classify the unit information of political(euphemism in the form of coding operation such as the form (IND) for Indonesian political euphemism and the form (AM-E) for the American English political euphemism from both texts in the respective languages, second, to categorize the information unit of political euphemism above by categories, third, to reduce the irrelevant data, fourth, to compare and contrast both texts written in the Indonesian and American in the respective languages and fifth, to draw a conclusion. The study is directed to investigate the euphemism found in news media in the Reform Era. The key instrument, then, will be the investigator himself equipped with theory of discourse types that were focused on the lexical and grammatical sentence levels but not in the rhetorical level. The linguistic aspects such as vocabulary and grammatical usage were investigated in line with the political euphemism in the text. Although the present study deals with the political euphemism found in news media in the Reform Era, the processes underlying the appearance of euphemism cannot be neglected. The writer recognizes and interprets the text because written discourse reflects about what to say and how to say it (Van Dijk and Kintsch, 1983:263). The data were put in the data coding form IND for Indonesian News Media and USA for American news media (See appendices A, C and D). In this study the movement of ideas at the macro level or overall composition level and micro level or paragraph level and sentence levels of the text were analyzed, To analyze the data at macro level, composition aspects such as title, controlling ideas, supporting ideas, and conclusion were identified At the vocabulary level, the culture-specific connotation, in light of form and content were identified. The micro level was done by identifying the relationship between the clause around the political euphemism. To analyze the problem wider study, linear and paradigmatic analysis as Suggested by D' Angelo (1980: 79-93) was used to identify the logical progression ideas in the texts, to see how

every sentence in the texts is related to every other sentence. The linear or chronological order of ideas from one sentence to another and from one paragraph to another was described. This linear technique was applied together with discourse analysis, by using some devices such as mental model, knowledge of the world, topical framework, and interpersonal and ideational function.

The development of ideas in the macro and micro level at the vocabulary and sentence level was identified because the comprehension of the political euphemism is determined by the context. Then, the researcher used the devices developed by Halliday and Brown and Yule. There are three rationales to adopt the Halliday's Scheme and Brown and Yule's devices in interpreting the political euphemism. First, the Halliday's Scheme has a wider function than that of the Brown and Yule's interpretation. Hopefully, it is more specific in differentiating the interpersonal function, ideational (covert and overt function) and textual (micro and macro) function. Whereas, the Brown and Yule's devices comprise of only transactional and interpersonal function. Secondly, it covers three functions that could be used in interpreting the vocabulary or euphemistic expression level, and grammatical sentence level, therefore, it is more suitable for interpreting the political euphemistic expressions which usually contain vocabulary and grammatical level in a discourse. Thirdly, it has been used by many discourse analysts and proved to be appropriate for denial and euphemistic expressions. Thus, the Halliday's scheme is appropriate in interpreting some sources of political euphemism, more specifically the denial, refusal functions. Aside from the Halliday's Scheme, Brown and Yule's devices are also used, because political euphemisms are achieved through many sources, such as denial, hyperbole, acronym, litotes (understatement) and metaphor. There are some considerations to adopt the Brown and Yule's devices in interpreting the political euphemism. First, it covers several devices, which are the most appropriate in interpreting the fixed political expressions, namely context, mental model, topical framework, knowledge of the world. Second, it has been used by many discourse analysts and proved to be appropriate for analyzing the euphemistic expressions. At last, the Brown and Yule's devices are decided to be appropriate in interpreting some sources of fixed political euphemisms in this study, because euphemisms much depend upon the context. Consequently, both the Brown and Yule's devices, and the Halliday's schemes are used, because political euphemisms are achieved through many sources, such as denial, hyperbole, acronym, litotes, circumlocution and metaphor. In this study each corpus was analyzed at its vocabulary or political expression level or micro level as well as in light of its macro or overall composition. The corpora of the study were analyzed using the following procedure as suggested by Miles and Huberman (1992). The first step is data reduction. The raw materials (the articles found in the selected magazines and newspapers) were selected. The raw materials were then paraphrased and summarized. The irrelevant materials were discarded. The second step was displaying the data, the data selected and paraphrased data were organized and classified in certain categories. The third, the Indonesian and American English texts were compared and contrasted whether they are the same or similar in the aspects of categories, function, styles, usage, interpretation and underlying principles or values. The last step was drawing.

CONCLUSIONS

Furthermore, the categories of data are needed in classifying the collected data. There are some steps in categorizing the data. They are 1) to decide which devices were appropriate in interpreting the political euphemisms, 2) to check the classification of the collected data whether they are complete or not. Before drawing conclusion, the Indonesian political euphemism and American English political euphemism are compared and contrasted in terms of form and content. First, the categories of political euphemisms are compared and contrasted, then, the functions, the style, illocutionary transparency, choice of perspective, usage are compared and contrasted. Finally, the underlying principles or values are compared and contrasted.

More specifically, the analysis is based on the grounded theory or constant comparative method. By the constant comparative method is meant that one requires continual revision, modification and amendment until all new units can be placed into an appropriate category and the inclusion of additional units into a category provides no new information (Glaser and Strauss, 1967, Strauss and Corbin, 1991). Next, grounded theory is meant that the theory is obtained from the data or the information about political euphemism found in news media. In addition, an interactive approach was used in this procedure. These steps (data reduction, data display, and conclusion) to avoid bias in the result of the study, the data must be verified. The purpose of verifying the data is to check the trustworthiness, the validity and the reliability of the data. The technique used in verifying the data is by doing triangulation. The complexity of the document analyzed and of the situation in which they interact must be explained. Exclusive reliance on one method may be biased and distort the researchers' picture of the particular slice of reality he is investigating (Cohen and Manion, 1994:233). The use of two or more methods of data collection, is taken. Therefore, triangulation, which can enhance transferability, is done to guarantee valid results. There are several types of triangulation: time triangulation, space triangulation, combined levels of triangulation, theoretical triangulation, investigator triangulation, and methodological triangulation (Cohen and Manion, 1994). The types of triangulation applied in this proposed study are theoretical triangulation, investigator triangulation, and methodological triangulation. Theoretical triangulation is done using several relevant theories instead of one. Theories applied will be theory of writing, discourse analysis, and discourse across cultures. Investigator triangulation is done by engaging more than one news media. There will be many sources as references for finding the euphemisms in the news media (Guba & Lincoln, 1981). After the selected data have been collected, the political euphemism in the news media is analyzed. To maintain validity and avoid personal bias, three persons analyzed the collected data; the investigator and two political journalists meet regularly to check their findings and reasoning out agreement to different findings (Miles and Huberman, 1992). By having such an activity, confirmability can be achieved. The methodological triangulation is done by applying different methods such as transcripts of the process of writing as reflected in the product of the writing in newspapers and magazines and interviews with participants on the same object of the study. In addition, three persons analyzed the collected data. The first one was the investigator himself and the second one was a scholar of letters whose knowledge in politics, and the political

euphemistic expression are good. The third one was an American social and political science teacher whose knowledge in politics is good. Furthermore, peer debriefing was done to analyze and compare the results of the study with researcher's friends discussing similar topic. Guba and Lincoln (1985: 308) state that peer debriefing may be aimed at helping the researcher to probe chapter five, and chapter six, and letting them read the summary for some days. Afterwards, a session of debriefing was held. Some comments, criticisms, and suggestions from the parts of the debriefers were taken into account. The term negative case analysis or discrepant data refer to a situation, social scene, or participant's view that contradicts the emerging patterns of meanings (McMillan and Schumacher, 1993, Berg, 1989, Strauss and Corbin, 1991). The process involves developing hypotheses based on extensive fieldwork and then searching for cases or instances within the hypothesis. If no contradictory cases are found after extensive searching, the hypotheses are considered more credible because no evidence has been found to negate them. If such evidence is found, the hypotheses are modified to account for the new data associated with the negative cases. This process continues until the hypotheses have been modified to account for all negative cases and no new negative cases can be found.

RESULTS

Based on the data obtained, the followings were the results of this study.

Co-text

In understanding political euphemism, the co-text plays an important role. By co-text is meant, the term that denotes the linguistic context of a given expression (i.e. the text that surrounds it). Allan and Burridge (1991:237) state that utterances link up with their co-text by including devices to mark topic continuity, like pronouns and anaphoric expression. As a result, co-text is an appropriate device in interpreting political euphemism. Allan and Burridge (1991: 4) state that in understanding a text, more specifically political euphemism, the mental model of the world is needed in order to understand the political euphemism correctly. See corpus no 1.

Jawa Pos 26 Agustus, 1999: Hal 4. kol 1

Pagar Makan Tanaman

SKANDAL Bank Bali (BB) dalam pandangan Prof Dr. Sri Edi Swasono justru memberi kesempatan B.J Habibie untuk memulihkan citra pemerintahannya. Dia juga mengungkapkan, salah satu pertimbangan politik mengapa skandal BB sukar diungkap adalah karena kasus ini ibarat pagar makan tanaman, Pemerintah, tegas dia, secara terbuka telah gagal melindungi beleid politik ekonomi dari gangguan konspirasi yang hendak mempertahankan status quo lewat cara-cara berpolitik tidak etis.

From the text we could conclude that the expression, such as pagar makan tanaman is considered as a kind of political euphemism. It is confirmed by the co-texts, indicating the government elite bureaucrats try to maintain the status quo. The bureaucrats are very intricate to expose the Baligate

from the perspective of the government, therefore, it can be inferred that pagar makan tanaman signifies the employers and or politicians who are in charge of handling and keeping the government money axe taking a profit §'om the opportunity. In other words, in internal or deep meaning of the expression pagar makun fanaman means totake an advantage from the job that is obliged to do. Furthermore, the expression pagar ma/can tanaman does not mean ar knce eating its plant.

Knowledge of the World

Knowledge of the world can be used as device in judging political euphemism and it is used when the anlysis is based on the relevant socio-political context. Then the analysis is based on the coherence of the politician's sentences or intention, especially the politician's decision making in each department of the government. The government of the world deals with the knowledge and past experience of the writer and the reader and that's why it is an appropriate device in understanding political euphemism. Allan and Buriedge (1991:14) state that in understanding a text, more specifically political euphemism, the knowledge of the world is required to judge whether it is euphemism or a dysphemism. Text : Jawa Pos 8 Juli,99. Hal 1 kol 1.

Pembekuan Harta Soeharto

Jadikan Tersangka Dulu Mensesneg? Menkeh Prof Muladi mengumumkan akan membekukan harta Soeharto di luar negeri setelah pemerintah mengetahui persis di mana saja kekayaan itu disimpan. Kalau pembekuan itu berhasil, pemerintah segera mengambil langkah tegas dengan mentransfer uang-uang tersebut ke Indonesia. Yang menjadi persoalan, mampukah pemerintah melakukan niat itu, sementara hasil pelacakan kekayaan Soeharto di Austria dan Swiss nihil? Berikut wawancara dengan tokoh Gempita. (Gerakan Masyarakat Peduli Harta Negara) Dr. Albert Hasibuan dan Direktur Pelaksana Indonesian Corruption watch(ICW) Teten Masduki.

From the text, we could conclude that the knowledge of the meaning of pembekuan in the above text', pembekuan is perceived by the same comprehension between the writer and the reader. The expression pembekuan in the above text means "pemerintah akan mengambil seluruh harta pak Soeharto" from overseas especially in Swiss bank. In this context, the past experience and the knowledge of the writer and the reader of the text are the same. Therefore, the reader is able to understand the meaning of pembekuan through the use of "world knowledge'. In addition, it is closely related to the view of the literal interpretation via words in the text. –

The principle of local interpretation

The principle of local interpretation was applied in obtaining the intended meaning of euphemism, consider an example used in a proper context in corpus 1:

(1) Text 1 (IND78) Surya 20.Juli, 98. Hal 1, kol 4

PRABOWO BISA DI-SINTONG-KAN HANYA DIALIHKAN JABATANNYA? Mantan Kassospol ABRI, Letjen TNI(Purn) Bambang Triantoro, menegaskan, tidak menutup kemungkinan nasib Letjen TNI Prabowo Subianto -mantan Danjen Kopassus- akan sama dengan Mayjen TNI

Sintong Pandjaitan, mantan Pangdam Udayana. Menurut catatan Surya, Mayjen TNI Sintong Pandjaitan, dinonaktikan setelah Dewan Kehormatan Militer (DKM) yang waktu itu diketahui Mayjen TNI Feisal Tanjung-sekarang arena Polkam- menemukan bukti bahwa Sintong bersalah dalam kasus Dili, Timor Timur. Karena itu, DKM lalu menonaktifkan Sintong.

From the text, we could conclude that principle of local interpretation of the meaning of PRABOWO BISA DI-SINTONG-KAN in the above text', disintongkan is perceived by the same comprehension between the writer and the reader. The expression disintongkan in the above text means " could be put in jail in Timor Timur.–

Topic Framework

When we infer the expression into a topic framework, for example, the highest topic is often expressed in the headlines, as in:

PRESIDEN GUS DUR LULUS RAPOR MERAH
NAMUN MASIH CUCI PIRING

From the text, we could conclude that the topic framework of the meaning of PRESIDEN GUS DUR LULUS RAPOR MERAH NAMUN MASIH CUCI PIRING in the headline above text', he was successful as a President but still doing a number jobs and it is perceived by the same comprehension between the writer and the reader.

Conclusion and Pedagogical implication

From the discussion above; it can be concluded that euphemism is universal and there are several discourse devices to be used in interpreting the euphemism such as mental model, knowledge of the world, co-text, and context. The results indicated that discourse devices such as knowledge of the world, culture knowledge, topic framework, co-text, mental model, implicature, context, coherence, cohesion could be used to translate English political and non-political euphemisms into Indonesian. Another findings showed that English euphemisms are the same as Indonesian ones in terms of categories. But they are different on meaning, more specifically culture specific connotations. The results presented here may facilitate improvements in the translation and reading comprehension as well as semantic, discourse analysis The teacher can help the learner the specific culture of the target language and he or she can use euphemism as a teaching strategy or technique. More specifically, the strategy used could be compensation, comprehension strategy in the process of teaching and learning.

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