

THE QUALITY ASSESSMENT ON EUPHEMISM AND DISPHEMISM TRANSLATION OF BBC ONLINE NEWS TEXT

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ABSTRAK

Setiap karya terjemahan perlu dinilai kualitas terjemahannya. Demikian pula penerjemahan istilah yang eufemistik dan disfemistik pada teks berita media online BBC. Media online BBC telah diterjemahkan ke berbagai bahasa, salah satunya adalah bahasa Indonesia. Penelitian ini bertujuan menilai kualitas terjemahan teks berita online BBC khususnya ungkapan eufemisme dan disfemismenya. Data penelitian ini diambil dari www.bbc.com dan terjemahannya dari www.bbc.com/Indonesia yang berjumlah 156 data. Penelitian ini menggunakan Translation Quality Assessment rujukan Nababan (2012). Teknik pengumpulan data dengan analisis dokumen, kuesioner, dan focus group discussion. Teknik analisis data menggunakan model analisis isi Spradley. Hasil penilaian kualitas terjemahan menunjukkan bahwa sebagian besar ungkapan eufemisme dan disfemisme pada teks berita online BBC diterjemahkan secara akurat pada bahasa sasaran (75%), hanya sebagian kecil ungkapan diterjemahkan dengan kurang akurat (21,8%) dan tidak akurat (2,9%).

A. Introduction

1. Background of the Study

Nowadays, news sharing among societies is unlimited. Information from inside and outside a country comes and goes so easily. It is rare, lately, that people miss important information from across the continent. Accessible sources of information are also spread through the internet. This makes translation important.

Information across language needs to be transferred in order that people from different language backgrounds understand what is being informed. Translators, as the result, play great role in transferring those information from the source language to the target language consumers.

2. Problem Limitation

This research is a discussion of news text translation especially in terms of its euphemism and dysphemism expressions translation. The translation will be checked based on the quality of the translation. It will focus on the accuracy of the translation only.

The data of the research are in the form of news text in source and target language. There is no other source of data but BBC online news text. From the news text, the researcher finds the euphemism and dysphemism expressions which are the data of the research.

3. Problem Statement

According to the background of the study, this research is going to discuss some problems as the following:

- a. How is the quality of BBC online news text translation from English into Indonesian?
- b. What is the suggested translation for the less accurate and inaccurate translation?

4. Study Objectives

The research aimed at:

- a. Explaining the quality of BBC online news text translation from English into Indonesian.
- b. Giving suggested translation for the less accurate and inaccurate translation.

5. Study Significances

The readers of the research are hoped to know more about translation quality assessment which is used as a means of translation evaluation especially the one related to news text translation. For further researchers, hopefully, this research could be the starting point for other researches on translation, translation of news text, translation quality assessment, or euphemism and dysphemism.

B. Theoretical Review

This section explains the theories used to answer the stated problems in brief. Those theories include translation definition, translation quality assessment, translation techniques, euphemism and dysphemism.

1. Translation Definition

One of the definitions of translation, the important notion in language transfer, is given by Nida and Taber. They state, in *The Theory and Practice of Translation*, that:

Translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style (1982: 12)

Based on Nida and Taber's view, the vital part of translation as process is the meaning equivalence between source and target languages. Meaning equivalence is indispensable in case of language transfer. But Saphir (in Bassnet, 2002: 22) states that there is no two languages totally the same to represent a social reality in the same way. Therefore, Nida and Taber emphasize that in case the meaning and the language form/ style are overlapped, meaning equivalent should be given priority. In relation to news translation, considering meaning equivalence is the means of avoiding misleading among the news readers in the target language.

2. Translation Quality Assessment

Considering that translation requires meaning delivery from source text to the target text as close as possible, there should be a system that can check the value of the translation product. The translation that has been produced should be checked whether it is valuable or not. Nababan (2004) states that translation functions as a

means of communication between the writer of source text and the reader of the target text. Consequently, an evaluation on translation quality is needed to judge the value of the translation.

According to Nababan et al. (2012), a high quality translation should meet the requirements of three central aspects namely accuracy, acceptability, and readability. Accuracy is a term related to the evaluation of source and target language equivalence. Acceptability aims at checking the suitability of the translation in target language in terms of its grammar, norms, and culture both in micro or macro level. Readability, then, concerns not only on the readability level of target text but also on the readability of source text.

3. Translation Techniques

To achieve the high quality translation, a means that can solve the problem in translation is needed. This means is known as translation techniques. The appropriate technique which is chosen by a translator to deliver the meaning of source text will make a high quality translation. Therefore, it is crucial that this research pay careful attention on what techniques are chosen by the translator that finally affects the result of translation in a positive way. In this case, the 18 techniques proposed by Molina and Albir are used to see what technique is the most suitable one for euphemism and dysphemism expressions translation. Those techniques are adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

4. Euphemism and Dysphemism

In the news writers' point of view, it is significant for them to serve brief, moderate, clear, straightforward and interesting news. To accommodate those requirements, various expressions and figures of speech are often used. Some figures of speech which are commonly used are euphemism and dysphemism.

Euphemism and dysphemism are the kinds of meaning shift in language. Shift in one language may happen in order to covers society's technological, social, and cultural change. Gomez (2012: 43) mentions the definition of euphemism and dysphemism in the beginning of his work as follows:

Euphemism and dysphemism are two cognitive processes of conceptualization, with countervailing effects (having the same base and resources but different aims and purposes), of a certain forbidden reality.

According to this definition, it can be concluded that euphemism and dysphemism are process of cognitive conceptualization which has double side effect. It means that both euphemism and dysphemism derived from one term with various goals. Both of the terms, euphemism and dysphemism are considered as the way of mentioning a taboo topic in public. Euphemism is used when the writer wants to soften the taboo while dysphemism is used when the writer wants to sharpen the taboo topic for certain reason.

Theoretically, Allan and Burridge (in Allan, 2012: 3) defines euphemism and dysphemism as the following:

A euphemism is used as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one's own face or, through giving offence, that of the audience, or some third party. A dysphemism is an expression with connotations that are offensive either about the denotatum or to the audience, or both, and it is substituted for a neutral or euphemistic expression for just that reason.

As it is stated by Allan and Burridge in the quotation above, euphemism is a way of avoiding heart-breaking, impolite or crude expressions. This expression is used to minimize loss of face towards the speaker as well as the audience. Dysphemism, on the other hand, is expression that is offensive and harsh about something or someone. It is done by substituted the neutral or euphemistic expressions with the offensive and crude ones. Therefore, it can be said that both euphemism and dysphemism are aimed at different reason of uttering something.

C. Research Method

This research is descriptive qualitative in nature with single embedded case. It belongs to descriptive research as it explains clearly the how and why some realities happen. Besides, this research is also called as qualitative research because of the data collected are in the form of words, sentences, or pictures and not number. In addition, semantic approach is applied in this research to understand the implied meaning of every euphemism and dysphemism expressions.

1. Source of Data and Data

Source of data is the origin of the data before they are collected. This research made use of two kinds of data sources namely document and informant. The data which is taken from the document are news texts in the BBC online and their translation on page *bbc.com/Indonesia*. The data from the informant, however, is gathered from the raters who assess the translation quality.

The data used in this research are primary data and secondary data. According to Blaxter et al. (2006), the data belonging to primary data are all euphemism and dysphemism expressions in online news text BBC that are 156 in number. Besides that, questioners of translation quality assessment for the informant/ raters are also considered the primary data. On the other hand, secondary data includes all information and documents related to the research.

2. Sampling

As a qualitative research, purposive sampling is used as the sampling method. Purposive sampling is taking the sample of the research based on research objectives. This kind of sampling method is done by determining some criteria. The criteria for the data are those that belong to euphemism and dysphemism expressions weather they are words or phrases, the other criteria is that the data should be taken from a news text written by English native speaker on BBC online news portal and have been translated into Indonesian.

Besides judging the criteria for research data, the researcher also defines the criteria for rater/ informant. Those who are considered as raters/ informants should be good in translation field, have a clear understanding on euphemism and dysphemism concept, fluent in Indonesian and English, and, last of all, have a will to join in the research as raters.

3. Data Collection Technique

According to its data, the techniques which fit this research are document analysis, questioner, and focus group discussion. Data in the form of document are obtained through document analysis technique. Firstly, the researcher collects 20 news texts from BBC online news portal. The euphemism and dysphemism expressions, the words and the phrases, from the news texts are noted. Next, the collected expressions are classified according to their syntactical analysis. Then, the translated expressions are checked for their accuracy based on Nababan's categorization on translation quality.

This research also uses questioners to have an objective adjustment on whether translated expressions are accurate or not. The questioners, thus, are given to the raters who rate the accuracy of those translations. The raters have been chosen beforehand based on some criteria. After that, the judgment of the raters is rechecked by focus group discussion. This kind of direct discussion with all raters are aimed at understanding the raters' how and why in judging the accuracy score.

4. Data Analysis Technique

Spradley's analysis model (in Santosa, 2014) is the most suitable technique for this research, qualitative research. This analysis model includes some steps namely domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis.

The first is domain analysis. In this step, the whole expressions in the chosen text are sort. The data will be separated from the no data. The next step is taxonomic analysis. It is the step where all euphemism and dysphemism expressions sorted be classified based on their level of accuracy. Then, in componential analysis, the data that have been classified are analyzed in connection to the translation methods that are applied. The last step is cultural theme analysis. Here, the researcher draws a conclusion based on the pattern that is shown through the former steps and its relation to the other theories, previous researches, and the secondary data from the informant of translation accuracy.

D. Result and Discussion

The accuracy level of euphemism and dysphemism expressions translation is not stand alone. There is always something that affects the quality of translation, especially the translation of euphemism and dysphemism expressions. In this case, the accuracy of translation is seen through the affecting element that is the translation techniques applied in the translation.

The research finds that the accuracy of translation is determined by the techniques chosen by the translator. In this case, it is not the matter of how good a technique is but how can the translator pick out one technique that is the most appropriate to translate certain expression. This session is going to discuss the accuracy of translated euphemism and dysphemism expressions and the techniques affecting the level of accuracy.

1. Accurate Translation

Accurate translation means that there is no distortion in message delivery within the translation. It means that the translator has transferred all messages that the writer wants to share to the reader of the target text well without any reduction. In the case of euphemism and dysphemism translation, the best translation, the most accurate translations are those which preserve the type of expressions in target language. For example:

BSu : *Palestinian militant group Hamas says seven of its **fighters** have died after an attack tunnel they were working on in north-east Gaza collapsed.*

BSa : Kelompok militan Palestina Hamas mengatakan tujuh dari **pejuangnya** tewas karena sebuah terowongan penyerangan yang sedang mereka buat di Gaza timur laut ambruk.

(124/ T17/ EE)

The euphemism expression *fighters* is translated into *pejuangnya* in Indonesia. In this example, the researcher chooses established equivalent to be the technique of translation. By using this technique, the translator is able to deliver the whole meaning of the expression into the target language. Besides, there is no distortion at all in meaning delivery. The euphemism expression is translated into another euphemism expression in target language so there are no deep meaning changes to the translation. Hence, this kind of translation is considered accurate translation.

It is not only established equivalent technique which affects the translation in a positive way. Generalization may also give positive effect to the result of translation too. It is shown in the example below:

BSu : *A video appearing to show **the punishment** has been posted online.*

BSa : **Aksi tersebut** diduga diabadikan dalam video dan rekamannya sudah disebarakan meskipun sejauh ini kebenarannya belum bisa dikukuhkan.

(055/ T7/ EE)

The above example is the euphemism expression which is translated by using generalization technique. Translating by applying generalization technique means that the translator generalize the specific expression in the source text to the target text. In this example, the specific expression *the punishment* is translated by a more general expression that is *aksi tersebut*. Choosing this technique to translate this part of sentence is a good decision made by the translator as it finally results an accurate translation. It is said to be accurate because the expression in target text conveys the message delivers by the writer of source text. Besides, through this technique, the translator may keep the euphemistic expression in both text.

There are 10 out of 18 techniques used in translating euphemism and dysphemism expression which results in high accuracy level of translation. Those techniques are reflected in the table below:

Translation Techniques	Total	Percentage
Establish equivalent	90	72,6%
Generalization	9	7,3%
Reduction	8	6,5%
Amplification	6	4,8%
Modulation	4	3,2%
Transposition	2	1,6%
Borrowing	2	1,6%
Literal Translation	2	1,6%
Particularization	1	0,8%
Variation	1	0,8%
Total	125	100%

2. Less Accurate Translation

Translation is less accurate when the messages of the source text are generally transferred to the target text but there still exists some distortion in meaning transfer. In the case of euphemism and dysphemism expression translation, the less accurate translations are those which mostly have transferred the general messages but shift the kind of expression. They include the shift from euphemism into dysphemism or dysphemism into euphemism in target language.

Below is the table showing the less accurate translation in the research together with the techniques which affect the resulting translation.

Translation Techniques	Total	Percentage
Established equivalent	13	38,2%
Amplification	6	17,7%
Particularization	5	14,7%
Reduction	4	11,8%
Generalization	4	11,8%
Transposition	1	2,9%
Variation	1	2,9%
Total	34	100%

There are 7 techniques found in translating euphemism and dysphemism expressions in this research. The following is some examples of less accurate translation together with the brief explanation on each of them.

BSu : *Unesco's director-general, Irina Bokova, accused IS of seeking to "deprive the Syrian people of its knowledge, its identity and history".*

BSa : *Direktur Jenderal UNESCO, Irina Bokova, menuduh ISIS berusaha agar "warga Suriah kehilangan pengetahuan, jati diri dan sejarahnya".*

(014/ T2/ DE)

The above dysphemism expression is translated less accurately. The word *deprive* which has dysphemism sense in source language is translated into *kehilangan* and it causes meaning degradation. The word *kehilangan* in Indonesia has a softer sense than *deprive* which is dysphemistic in sense. The shift on the kind of expression that happen because of the inappropriate technique has caused the loss of dysphemistic sense that the source text writer wants to share. In this data, the modulation technique which is chosen does not really work well and make less accurate translation. To make it accurate, the word *deprive* in the sentence could be rendered into Indonesia by using the word *merampas*. So, the dysphemism will remain dysphemism in the target text and the accurate translation may be resulted.

BSu : *The issue of sexual assault has been high on the agenda in India since a 23-year-old student was gang-raped and murdered on a bus in Delhi in December 2012.*

BSa : Kasus **pemeriksaan dan kekerasan seksual atas perempuan** merupakan isu yang mendapat perhatian di India setelah pemeriksaan berkelompok terhadap seorang mahasiswa 23 tahun di dalam bus di Delhi pada Desember 2012 lalu.

(059/ T8/ ED)

The phrase *sexual assault* which belongs to euphemism expression is translated into Indonesia by amplification technique to become *pemeriksaan dan kekerasan seksual atas perempuan*. The amplification technique applied in this section to give clearer explanation and understanding on what kind of assault it is. But, unluckily, the use of amplification technique causes the less accurate translation for there is slight shift on the kind of expression. Applying this technique, the euphemistic sense of the expression loses and replaced with the dysphemistic one in target text. To maintain the positive sense of the expression, the translator may choose the established equivalent technique in translating this data. By applying established equivalent, the phrase *sexual assault* will be translated into *kekerasan seksual*. This means that the euphemistic sense is kept in the target text.

3. Not Accurate Translation

The product of translation is not accurate at all when the messages stated in the source language are deleted in the target language. It means that the translator reduce overall content of the text and may lead to misunderstanding among the readers of target text. In the case of euphemism and dysphemism translation, when the source text euphemism or dysphemism is missing in the target text, the translation is considered not accurate. It is because removing the euphemism or dysphemism will consequently remove the essential feeling of the writer that he/she wanted to deliver to the readers.

This research finds that the not accurate translations are all data which is translated by deletion technique. There are 5 data of euphemism and dysphemism expressions in source text which are missing in target text. Here is the example:

BSu : *Afghan woman accused of **adultery** is stoned to death*

BSa : *Perempuan Afghanistan dirajam hingga meninggal*

(052/ T7/ D)

The dysphemism expression *adultery* is not translated into the target language text. This translator's decision to delete the expression ruins the deep meaning of the text. The source text implies that the woman is stoned to death for her fault of being an adulterer. It is in contrast to the target text which implies that the woman is not doing anything wrong when she is stoned to death. This kind of deletion will surely affect the deep meaning of the two version of text. Therefore, this translation is considered not accurate. The translation will achieve the high level of accuracy if it maintains the word *adultery* in target language and so the translation will be *perempuan Afganistan yang dituduh berbuat zinah dirajam hingga meninggal*.

E. Conclusion and Suggestion

1. Conclusion

The right decision in choosing the techniques for translating euphemism and dysphemism expressions will affect the quality of the translation. It can be concluded from the research that some techniques affect the quality of translation in a positive way while the others do not. The translated euphemism and dysphemism expressions are best translated with established equivalent technique. This technique is frequently used because the euphemism and dysphemism expressions are in the form of words and phrases. The usage of this technique in translating euphemism and dysphemism does not reduce the degree of accuracy because the deep meaning of the expressions is preserved in the target text.

The research also finds that some expressions translated by established equivalent are less accurate. This is because the translator does not pay much attention on the deep meaning of the euphemism and dysphemism expressions. There arises a question, then, about why the same technique reproduces different accuracy in translation. The result of research analysis shows that different deep meaning in translation might happen even though the surface meanings are the same. The word *resign* that is equivalent to the word *mundur* in Indonesia, for example. The two words are equivalent but they have different interpretations of meaning. The word *resign* is considered the euphemism of *quit* while *mundur* is considered dysphemism in Indonesian culture. Therefore, it can be said that translator style that influences the way he/ she picks the word in target language has made the translation less accurate.

Finally, the quality of translation cannot be separated from the techniques chosen by the translator. The quality of translation has nothing to do with how good or bad a technique is. All translation techniques are good only when they are used in the right place and time. The most important thing for euphemism and dysphemism translation, in this case, is to choose the most appropriate technique that does not

reduce the deep meaning of the expression in the target text. Only through that way, the degree of translation accuracy will be high.

2. Suggestion

The readers of the research are hoped to know more about translation quality assessment which is used as a means of translation evaluation especially the one related to news text translation. For further researchers, hopefully, this research could be the starting point for other researches on translation, translation of news text, translation quality assessment, or euphemism and dysphemism.

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