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EUPHEMISM IN LANGUAGE OF POLITICS IN THE WASHINGTON POST

A THESIS



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ABSTRAK

Dalam skripsi peneliti membahas bentuk dan makna eufemisme serta tujuan penggunaan eufemisme dalam bahasa politik di *The Washington Post*. Objek penelitian ini adalah eufemisme yang digunakan dalam kolom politik *The Washington Post*. Berdasarkan teori formasi eufemisme yang dikemukakan oleh Joseph M. William (dalam Neaman dan Siver 1991:9-10).

Sumber data dari penelitian ini adalah teks berita dalam kolom politik *The Washington Post* edisi September 2010 yang berjumlah 22 buah artikel. Pengumpulan data dilakukan dengan metode observasi, menggunakan teknik simak dan catat, mengambil bentuk eufemisme dalam bentuk kata atau frasa. Data dikumpulkan dengan menggunakan kartu data. Data dianalisis dengan metode padan pragmatik. Hasil analisis data dipaparkan dengan menggunakan metode formal dan informal.

Dari hasil analisis peneliti mendapatkan 3 bentuk eufemisme dari 5 formasi pembentukan eufemisme, yaitu *metaphorical transfer* (9), *metonymy* (2) dan *widening* (4). Temuan penelitian menunjukkan bahwa eufemisme dalam kolom politik *The Washington Post* adalah untuk: (1) menghindari penggunaan kata-kata yang dapat menimbulkan kepanikan, (2) mengurangi atau tidak menyinggung hal-hal yang menyakitkan atau tragedy, (3) memperhalus ucapan agar tidak menyinggung, menghina atau merendahkan, (4) berdiplomasi atau bertujuan retorik, (5) menyembunyikan kebenaran dan merubah perhatian publik, (6) menyindir atau mengkritik dengan halus.



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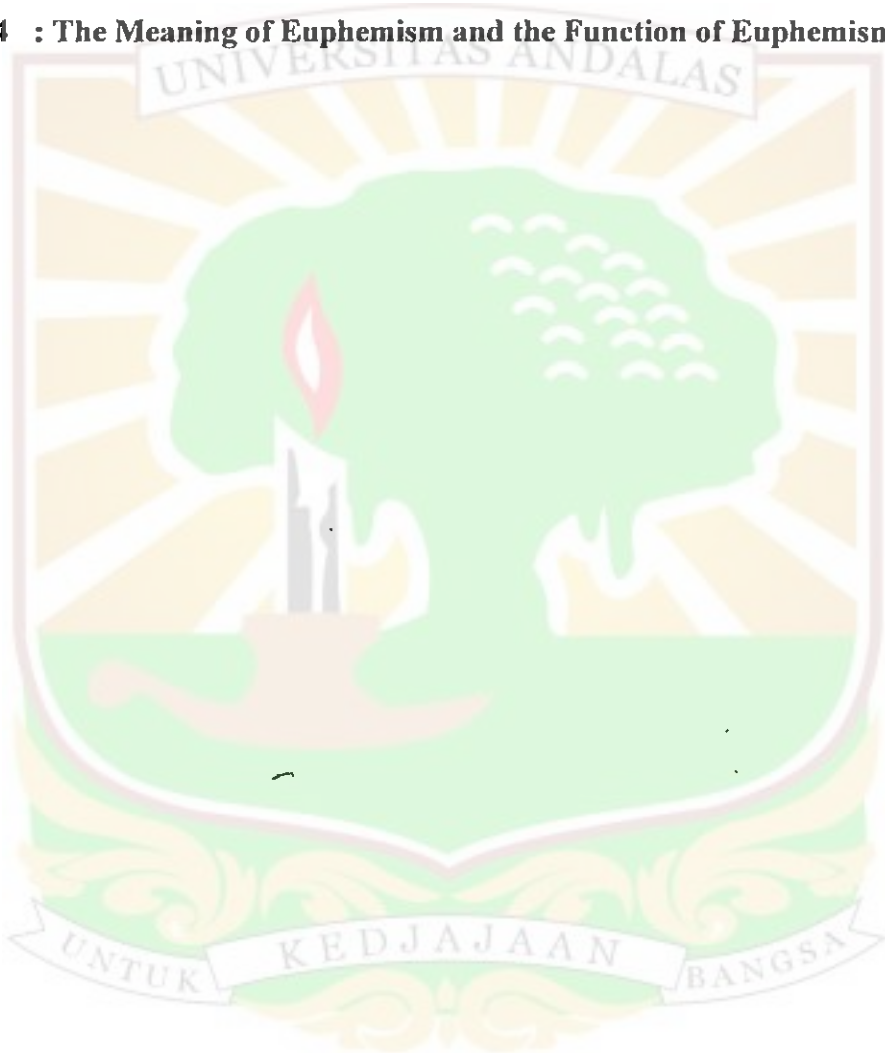
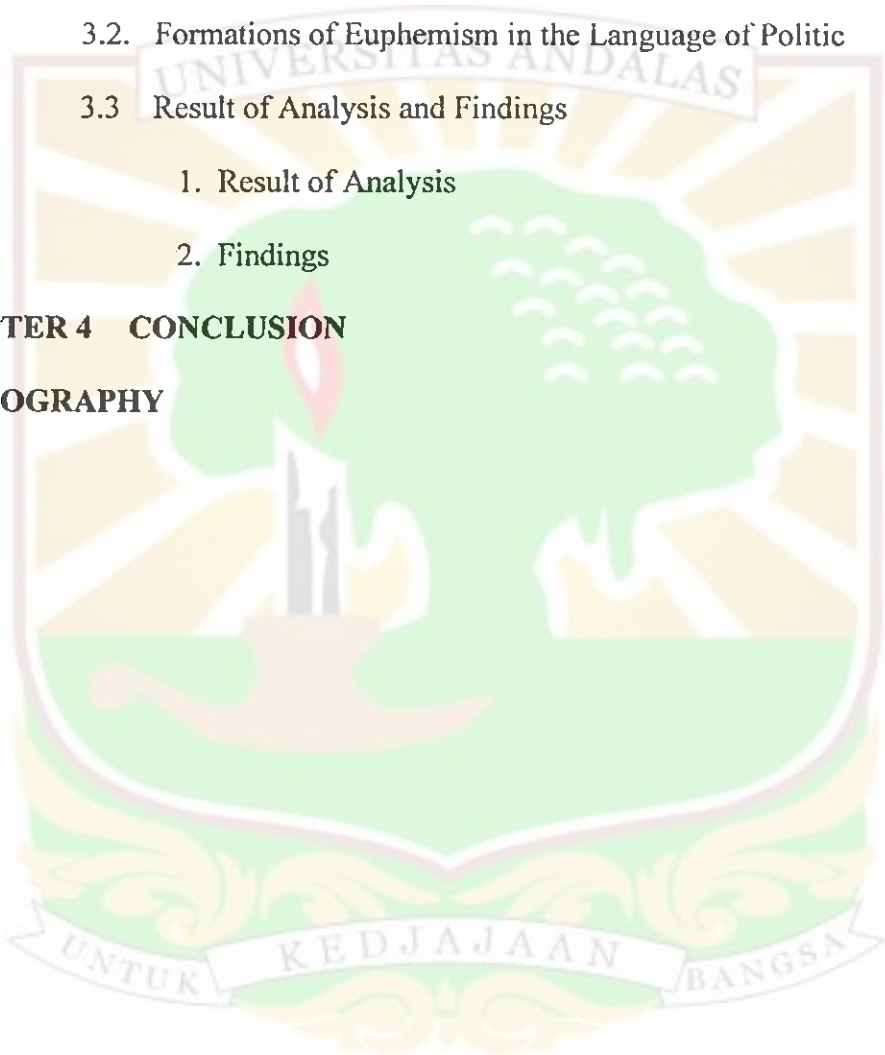


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CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Mass media is one of communication tools that functions to establish language in society, especially for advanced country, such as America. Indirectly, mass media is as tool of establishment. The power of mass media such as newspaper is placed in the ability of using language properly in spreading information, opinion and entertainment. The role of newspaper in establishing of language can be positive or negative. Press language is one of varieties of language which have several characteristics such as short, simple, fluent, explicit and interesting; it is due to economic consideration determined by the press itself. The next readers of mass media themselves range from layman to intellectual people. The complex and complicated language will give many troubles to people with no adequate background knowledge and education (Badudu, 1985).

In delivering information besides using formal language, newspaper often uses particular term or certain word to change what might as harsh expression, the substitution of offensive expression to the inoffensive expression. Euphemism is "the practice of referring to something offensive or delicate in terms that make it sound more pleasant or becoming than it really is" (Leech, 1981:45). The substitution of offensive expression into the inoffensive one can be in form of word or phrase. A euphemism is a word or phrase that replaces a taboo word or serves to avoid

frightening or unpleasant subjects (Fromkin and Rodman 1993: 304). Furthermore, Neaman and Silver (1991, p. 13) state there are two motivations of the usage of euphemism; they are the fear and desires to placate the mysterious force that rule universe and strong desire to avoid offending others. From the definition, it can be said that euphemism is used to protect the speaker or writer, from possible offence. 'This offence may occur in the broaching of a taboo topic, example religion or death, or by mentioning subject matter to which one party involved may be sensitive, such as politics or social issues'. (Ham, 2001).

Related to euphemism, euphemism in language of politics in mass media especially newspaper is an interesting case to be analyzed in order to evaluate and criticize political discourse. 'In fact, any political action is prepared, accompanied, controlled and influenced by language'. (Schaffner, 1997: 1). It means media are part of the cycle of power in politic, what they report, what they decide to make newsworthy becomes influential and their decisions affect the unfolding of events. Points out, language is vital to the process of transforming political will into social action, Furthermore, the process of transforming political into social action has close relationship with media especially news texts. The news is in the language- the topic, the controversies, the arguments among sources real and invented.

The Washington Post is one of the famous newspapers and the largest newspaper in Washington D.C. It is the oldest still-existing paper and has a particular emphasis on national politics. It is also printed in D.C., Maryland, and Virginia

1.3 Objective of the Research

There are several aims that are expected to be achieved in doing this research. First, describing the use of euphemism by politician in language of politic by observing and finding the formation of euphemisms that are used in *The Washington Post* Articles, particularly political section. Second, investigating the meaning of euphemism expression. Third, exploring the functions of the using of euphemism in the analyzed newspaper.

1.4 Limitation of the Research

In this research, the scope of the study is in case of euphemism, especially euphemisms in the language of politics in *The Washington Post*. Then data classified based on the types of formation. The main theory of the formation of euphemisms is proposed by (Joseph M. Williams in Neaman and Silver 1991:9-10).

1.5 Methods of the research

1.5.1 Collecting the Data

The data are collected from 22 an American Newspaper in political articles of *The Washington Post*, September 2010. The first reason of choosing this magazine as the source of data is there are many euphemisms that can be found in this newspaper. The second reasons are caused by the history and development of *The Washington Post*. Based on the history *The Washington Post* is the largest newspaper in Washington, D.C. and it is the oldest still-existing paper. The paper was founded in

- d. Fourth parts are contained the analyzing of corpus. In this analyzing, the corpus is explained and classified the processes of euphemism formation.
- e. Fifth, it continued by searching the meaning.

1.5.2 Analyzing the Data

The data are analyzed by using pragmatic identity methods (Sudaryanto, 1993). It is done by using referential methods. In this case, the referential extra lingual method will be used which is intended to relate the data with the components out of the language, such as meaning, reference and context. After selecting the data from the source, it is continued by reading and comprehending them carefully by using dictionary. Then, the data are analyzed based on five formations of euphemism proposed by (Joseph M. William in Neaman and Silver 1991:9-10). They are borrowing words from other languages, metaphorical transfer, metonymy, widening, and phonetic distortion.

1.5.3 Presenting the Data

The results of analyzing are presented by using informal and formal method (Sudaryanto, 1993). Informal method means the way of presenting the findings of analysis by using verbal language. Meanwhile, the formal method is the explanation in the form of symbols and signs. The result is explained in the form of arguments and supports them by using diagrams or table.

CHAPTER 2

REVIEW OF THE RELATED STUDIES

2.1 Review of Related Studies

The aims of previous studies are to improve and encourage the knowledge for this research, to make the strength of the research and as the comparison in following the research topic. Several previous studies are presented to complete this study. In fact, some researches about euphemisms have been conducted.

A research which related is written by Alkira (2002), San Jose City College California USA, is entitled "Introducing Euphemism to Language Learners". This research focuses the study on strategy and importance of introducing euphemisms to the language learners. This study is the presentation of brief background of euphemism used in English along with a short glossary of common words and some of their current popular euphemisms. It is a lesson that introduces learners to euphemisms and explores the question why, in Garners's (1998:266) words, they "thrive as much today as ever". From this study he finds that English learners need to learn the word of euphemisms, learn the taboo and uncomfortable subjects in English, and appreciate as well as identify euphemisms in daily life.

The second research from Roni (2004), Lecture of Tridinanti University Palembang is entitled "Political Euphemism in News Media: The Associative Meaning in Indonesian and American Vocabulary". He analyzes the texts written by the Indonesian and American in the editorial page, opinion and comments. It is

descriptive study aimed to describing the appearance of political euphemism in Indonesia and American English Vocabulary. The data were analyzed, organized and interpreted based on cross-cultural pragmatics and cross media, namely Indonesian and American English Vocabulary. For examining the credibility of data he applies some of techniques they are: (1) triangulation, (2) peer debriefing, (3) negative case analysis, (4) referential adequacies, (5) Transferability, (Guba and Lincoln: 1985). From this study he finds there was no difference in category of political euphemism between Indonesian and American. Indonesian and American euphemism only differ in usage, degree of politeness, illocutionary transparency, sentence construction, social status, and the choice of perspective. In addition, these findings provide evidence that each country has culture-specific connotation. Indonesia politicians more often violate the cooperation principle than American politicians.

The third research from Xiaonan Zhao (2010) is entitled "Study on the Features of English Political Euphemism and its Social Functions. This research discusses on the features of political euphemism and social functions of political euphemism. The features of political euphemism have three typical features they are greater degree of deviation from its signified, more vague meanings, strong characteristic of time. Then, its two social function of political euphemism based on Austin's Speech Act Theory, they are illocutionary act---political euphemism's disguising and deceptive function and perlocutionary act---political euphemism's persuasive function.

From this study he finds there that political euphemism is not just a rhetoric replacement of the former zero-degree signifier. Instead, it has some special characteristics which distinguish it with euphemistic expression in other fields. Its production reflects political leaders' motivation to hide the truth and shift public attention off it. By using such expression, they attempt to control people's learning about the world as well as information transmission.

From those three previous researches, they have similarities with my research. They are first; they are discussed about political euphemism. Second, the data are collected from the texts written or news media. The other hand, the differences of the previous research with my research are this research deals with the study of euphemisms used in language of politic in American political phenomenon. We have difference theory and methods in support the research. Roni's research used Guba and Lincoln's theory (1985) and analyzed based on cross-cultural pragmatics and cross media. While, my research uses theory proposed by Joseph M. William in Newman and Silver (1991) and analyzed based on referential method. It also focuses on the formation of euphemisms, the influences of euphemism used in the language of politic to American political phenomenon and the influence of context of situations.

2.2 Definition of Key Terms

Euphemisms

The term 'euphemisms' comes from the Greek "eu" (good) and "pheme" (speech or saying) and so it means literally to speak with good words in a pleasant

manner or 'fair speech'. A euphemism as an inoffensive expression that is substituted for one that may be offensive (Newman,1995:51). Euphemism is a word or phrase that replaces a taboo word or serves to avoid frightening or unpleasant subjects (Fromkin and Rodman, 1993:304).

Other linguist, defines euphemisms (Greek: well speaking) as "the practice of referring to something offensive in terms that make it sound more pleasant or becoming more than it really is" (Leech (1981:45). Euphemism gives speakers the chance to keep talking about what so-called "taboo words" and "harsh expression" without inheriting the impression that speakers have hurt interlocutors. Indeed, speakers run communication with them smoothly.

Language of Politic

Thomas et all (2004:36) stated that "Politics is concerned with power to make decisions, to control resources, to control other people's behavior and often to control their values" Politics and language have a close relationship. In other words, "Language is a vital to the process of transforming political action and any political action is prepared, accompanied, controlled and influenced by language". (Scaffner, 1997: 1).

Furthermore, Lakoff claims that politic is language and language is politics. Politics is inevitably connected to power (Lakoff, 1990). The acquisition of power, and the enforcement of your own political beliefs, can be achieved in a number of ways; one of the obvious methods is through physical coercion. Fairclough (1998:23) said that "politics partly consist in the disputes which occur in language and over

language”. It means that politic is not just conducted through language, but much of politics is language. Political action include language, they must show an interest in how political discourse functions from a linguistic point of view, if only to discover its particularities, how it differs from other forms of the language, other forms of rhetorical persuasion.

2.3 Theoretical Framework

2.3.1 The Formation of Euphemisms

There are semantic processes in the formation of euphemisms which are used. Joseph M. William in Neaman and Silver (1991:9-10) give the model to analyze the form of euphemism. According to them, there are five forms of euphemism; they are borrowing words from other languages, metaphorical transfer, metonymy, widening and phonetics distortion. The detailed explanation can be seen in the following.

1. Borrowing words from other languages

Borrowing words from other languages is a way to create euphemism. They are terms that are less freighted with negative associations (Neaman and silver, 1991:10). It does not mean that certain language has no word or expression for the similar matter. But, such a word and or an expression is considered too obscene or explicit.

Borrowing is another way of adding new vocabulary items to a language. Fromkin and Rodman (1993:332) state, “Borrowing occurs when one language takes a word or morpheme from another language and adds to its lexicon”. Speakers of a

language often have a contact with the speakers of other languages. Moreover, if the speakers of one of these languages do not have a readily available word for something in the world and a speaker of the other language does, the first speaker often borrows the word from the second speaker (Wardhaugh 1977: 209).

Even though one language borrows a word from other languages, it does not mean that language does not have a word or expression for the same thing. Actually, that language has an expression for it, but that word or expression for it is considered too explicit or obscene. By the reason, that language borrows a word from other languages which is considered rather soft and implicit.

Joseph M. Williams (In Neaman and Silver, 1983: 9-10) says, "...euphemism may be made by borrowing words from other languages the terms that are less freighted with negative associations".. Some borrowings are taken from Greek and Latin. For examples, the English language has borrowed the term *halitosis* meaning *bad breath* from the Latin *halitus* for breath and we have substituted *micturation* for the more vulgar Indo-European *piss* (Neaman and silver, 1983: 10).

2. Metaphorical Transfer

Metaphorical transfer is a common process in generating a euphemism. Neaman and Silver (1991:10) state "Euphemism may be made by a process called "metaphorical transfer", the comparison of things of one the original word that metaphorical transfer is the comparison of things of one orders to thing another. For instance, the euphemism *blossom* for a *pimple* compares one flowering to another more acceptable variety.

“The euphemisms chosen are often romanticizing, poeticizing, and softening of the original word”. (Neaman and Silver 1983: 10). The example for this metaphor is the term *cherry* is compared with *hymen* which poeticizing the direct expression. From kin and Rodman (1993: 151) state, “to understand the metaphor it is necessary to know both the literal meaning and the facts about the world”. It means that to interpret metaphor, we need to know its literal meaning and the culture where we live in order to get a better understanding about it.

3. Metonymy

Metonymy is contiguity of senses (Ullmann, 1962: 218). It means that there is nearness between these senses. Furthermore, Bloomfield (1973: 427) says, “Metonymy is the meanings are near each other in space or time”. From both definitions, we know that metonymy is the nearness of meanings or senses whether in space or time.

Metonymies can best be classified according to associations underlying them. Some metonymies are based on spatial relations; other groups are based on temporal relation, after inventor and discoverer name and, *pars pro toto* or ‘part for the whole’ (Ullmann, 1962: 218-219).

In the formation of euphemism, the type of metonymy usually occurs especially related to the parts of the body and the sexual relations. For the example, the metonymy *rear end* for the *buttocks* and the expression *sleep with* or *to go to bed with* someone are the words naming for the larger event in place of more precise

references to the sexual relations that are part of the process (Neaman and Silver, 1983: 10).

4. Widening

Widening is a process where a word achieves a more general meaning ((Wardough 1977:211). For instance, 'cat is domestic animal, but now and then we use this word to include *lions*, *tigers*, and so on; the word *dog*, however, is not similarly used to include wolves and foxes (Bloomfield 1973: 151).

“Euphemism may be made by a semantic process called “widening”. When a specific term becomes too painful or vivid, we move up in the ladder abstraction. In this way, “cancer” becomes a growth and a “girdle” becomes a foundation” (Neaman and Silver 1983:10).

Euphemisms may be made by a semantic process called widening. When a specific term becomes too painful or vivid, we move up in the ladder of abstraction. “Sometimes, we divide the negative connotations of a single direct term between two or more words. Instead of saying *syphilis* directly, we speak of *social disease*. We lessen the impact of the term *faces* by referring to it as *solid human waste*”. (Neaman and Silver, 1983: 10).

5. Phonetic Distortion

Joseph M. Williams divides eight types of phonetic distortion dealing with the creation of euphemism. They are abbreviation, apocoptation, initialing, backforming, reduplication, phonetic distortion, blend word, and diminutive (in Neaman and Silver 1983: 10-11).

- a. Abbreviation is the shortening of a word and may be seen in the use of the British expression *ladies* for *ladies room*.
- b. Apocopation is another form of abbreviation, apparent in the use of *vamp* for *vampire*, here meaning 'a seductive woman'.
- c. Initialing is the use of acronyms instead of their component part, as in *JC* for *Jesus Christ*.
- d. Backforming is the substitution of one part of speech (used in shorten form) for another, as in *burgle* (rob), which is derived from *burglar*.
- e. Reduplication distortion is the repetition of a syllable or letter of a word. Particularly common in children's bathroom vocabulary, it substitutes *pee-pee* for *piss*.
- f. Phonetic distortion is the changing of a word. It is audible in such terms are *Cripes* (Christ) and *God* (God).
- g. Blend word is a form of phonetic distortion in which two or more words are squeezed together both orthographically and phonetically. An example of this is *gezunda* for 'a chamber pot', a term derived from the fact that this object 'goes under' the bed.
- h. Diminutive is the formation of a new term by nicking or shortening a name and adding a suffix indicating affection or smallness. *Heinie*, for the example, is the diminutive of *hind end* and refers to the *buttocks*.

2.3.2 Meaning

This research is dealing with the formation of euphemism and the meaning. It has correlation to the meaning of the word or phrase. They may have different meaning based on linguistics and circumstance of use. It is useful to analyze appropriate meaning of the items (words or phrases) as the source language text in order to analyze their meaning. There are two kinds of meaning; they are referential meaning and connotation meaning.

Referential meaning is also called the basic meaning of the word. “the word might refer to certain thing, even, which people can perceive an image” (Nida, 1982). It means the referential meaning of word arises from the relation between word itself and what the word refers to or describe in the real world, for instance of referential meaning for *skin* means the layer of tissue that covers the body.

By contrast, connotation meaning is additional meaning of the word. Other definition about connotation meaning is the aspect the meaning relates to the speaker feeling or attitude rather than to what word refers to (Nida, 1982). Relate to euphemism theory, connotation of a word or longer expressions arise from our experience, beliefs, and prejudice about the contexts within the expression used. Sets of words can have the same sense, but at the same time differ significantly in connotation (Allan and Burridge, 1991). For instance, “you have white *skin*”. Here, *skin* means the layer of tissue that covers the body. Whereas, it is differed when *skin* placed in different context, “that man love to read a *skin*-magazine”, here, *skin* means something erotic, in other words that *skin*-magazine means magazine that contain

erotic picture. Connotation is very important to this study, in other words, some vocabulary items is needed to classified within a dictionary as the type of euphemism.

2.3.3 Context

The context of situations in which a text is embedded, refers to all extra-linguistic factors which have some bearing on text itself (Halliday, 1976:21). The term context of situation associated with the two scholars, first an anthropologist, Bronislaw Malinowski, and later a linguist, J.R. Firth. Both of them concern with stating meaning in term of context in which languages are used, but, of course, in the different ways.

“For Malinowski’s context of situation was “ a bit of the social process which can be considered apart” or “an ordered series of events in rebus” (i.e. an actual observable set of events). Firth preferred to see context of situation as part of the linguist apparatus in the same way as are the grammatical categories that he uses” (In Palmer 1991: 53).

“The term context is of very common occurrence in the literature on discourse and text analysis assert and, like the term discourse itself, is elusive of definition” (Widdowson, 2004). Many linguists assert that context helped us to comprehend what an ambiguous sentence means. It is permitted as long as by context, we comprehend enough about undefined mass of factors that play a role in the production and consumption of utterance (Mey, 1993). Some linguists assert the concept of the text is dealt with syntactic structure or parts of a grammatical paradigm.

“Context is a dynamic, not a static concept: it is to be understood as the surroundings, in the widest sense, that enable the participants in the communication process to interact, and that make the linguistic expression of their interaction intelligible.

The difference between a grammatical and user-oriented point of view is precisely in the context: on the former view, we consider linguistic elements in isolation, as syntactic structures or parts of a grammatical paradigm, such as case, tense, etc., whereas on the latter, we pose ourselves the all important question, how are these linguistic elements used in a concrete setting, i.e. a context?” (Mey, 1993)

Furthermore, the Austrian philosopher Wittgenstein (in Scaruffi, 2001) argued that to understand a word is to understand a language and to understand a language is to master the linguistic skill. A word or a sentence has no meaning per words. It is not the meaning; it is the use of language that matters. The way language is used has to do with the context. It means there is a relationship between language and context especially the sentence. For example, the same sentence may be used for two different purposes in two different context, “do you know what time it is?” maybe a request (equivalent to “what time is it?”) or to give a criticize (as in “you are very late”). In other words, different context may contain different meaning and interpretation. Therefore, analyzing text is one way to differentiate what the meaning of the sentence. In conclusion, there are three kinds definition of context that is suggested by some authors. These authors have a different definition about the context. To sum up, the context is objective (the speaker, time, place and possible world in which it occurs), dynamic, and contain meanings (different context may contain of different meaning and interpretation).

CHAPTER 3
EUPHEMISM IN LANGUAGE OF POLITIC
IN THE WASHINGTON POST

3.1 Introduction

This chapter is the analysis of euphemism in language of politic as found in The Washington Post, September 2010, especially in Political section. In this case, the form, meaning and function of euphemism is analyzed.

3.2. Formations of Euphemism in the Language of Politic

- (1) “We need to make clear to people that the *cancer* is in Pakistan,” Obama is quoted as saying at an Oval Office meeting on Nov.25, 2009. Creating a more secure Afghanistan is Imperative, the President said, “so the cancer doesn’t spread there.” (By Steve Luxenberg, Washington Post, Wednesday, Sep. 22, 2010).

The word *cancer* is categorized into euphemism since it is in the way of metaphorical transfer, according to “Oxford Advanced Learner’s Dictionary”, the term *cancer* has a meaning ‘a serious disease in which growth of cells; also called *cancers*, form in the body and kill normal body cells’. On the other hand, based on the data above *cancer* does not mean like a meaning above.

The addressor in datum is not a doctor. He is Obama, President of America. On the other hand, the topic is not about health. It is about Obama’s war in Afghanistan and Pakistan. Related to the context, the term *cancer* is a euphemism.

The meaning of the word *cancer* in this context is terrorist groups in Pakistan and Afghanistan. They are al-Qaeda and Afghan Taliban that did the crude bomb in Pentagon at 11 September 2001. After that even, Obama declared “war” for terrorist al-Qaeda and Taliban.

Al-Qaeda is an international group that founded by Osama bin Laden, which in Arabic means “the best”. It is formed primarily of mujahedeen, meaning holy warriors, and others fighting the Soviets in Afghanistan. Ironically, al-Qaeda that “outside of enemy of America” as well as the alleged architect of the 9/11 attacks, is a creation of the CIA. From the outside of the Soviet-Afghan war in early 1980s, the US intelligence apparatus has supported the formation of the ‘Islamic brigades’. Propaganda purports to erase the history of Al-Qaeda, drown the truth and ‘kill the evidence’ on how this ‘outside enemy’ was fabricated and transformed into “Enemy Number One”. The US intelligence apparatus has created its own terrorist organizations. At the same time, it creates its own terrorist warnings concerning the terrorist organizations which it has itself created. Meanwhile, a cohesive multibillion dollar counterterrorism program “to go after” these terrorist organizations has been put in place. Portrayed in stylized fashion by Western media, Osama bin Laden, supported by his various henchmen, constitutes America’s post-Cold war bogeymen, who “threatens Western democracy”. The alleged threat of “Islamic Terrorist”, permeates the entire US national security doctrine. Its purpose is to justify wars of aggression in the Middle East, while establishing within America, the contours of the Homeland Security State. (Chossudovsky, 2008)

The euphemism *cancer* in this context of situation is to mislead or deceive people about unpleasant realities of politic risk in Obama's war in Pakistan-Afghanistan. The fact is al-Qaeda and Taliban have safe havens in Pakistan that they used for recruiting Westerners whose passports would allow them to move freely in Europe and North America. It means this situation is threat to Obama. This thing is also stressed by retired Marine Gen. James L. Jones as Obama's national security adviser who explained "United States could not "win" in Afghanistan as long as the Pakistan safe havens remained".(Washington Post, September, 29, 2010). Therefore, Obama used the word cancer to hide his anxiety toward the growth of terrorist group al-Qaeda and Taliban in Pakistan and Afghanistan which he described as the greater threat to American security and also hide the failure of Obama's strategy in Afghanistan-Pakistan's war. The possible function of *cancer* in datum above is to avoid of using of word that can cause of a panic situation and to avoid explicit expression and instead of the straightforward.

- (2) For two exhausting months, he had been asking military advisers to give him a range of options for the war in Afghanistan. Instead, he felt that they were *steering* him toward one outcome and thwarting his search for an exit plan. He would later tell his White House aides that military leaders were "really cooking this thing in the direction they wanted." (By Bob Woodward, Washington post, Monday, September 27, 2010;12:34 AM).

The word *Steering* is categorized into euphemism since it is in the way of metaphorical transfer. Metaphorical transfer usually euphemizes the harsh or direct

expression by comparing it with the mild and soft one. According to “Oxford Advanced Learner’s Dictionary”, the term *steer-ing* has a meaning “the mechanism of a vehicle that you use to control the direction it goes in; to control the direction in which a boat, car etc”.

From the data above, the term *steer-ing* is compared with the object creature and non-creature. The human is compared with a car or boat. A car or boat as non-creature must use *steer-ing* to control the direction it goes by human. But in this context, the term *steer-ing* is used for human. Military use the term to a president. They use it to control and regulate a president as head state that have the power to control anything moreover military, but the fact military want control a president. The meaning of *steering* in this datum is “to control, regulate and dominate” a president by military. The possible function of *steering* in this datum is to soften expression unpleasant subject, insult or humiliate.

- (3) President Obama was *on edge*. (By Bob Woodward, Washington post, Monday, September 27, 2010;12:34 AM).

The word *on edge* is euphemisms formed by the way of metaphorical transfer. According to Webster (2006) “on edge” means “nervous”. From the datum above, the word *on edge* is euphemism from “nervous”. The word *on edge* is mild than “nervous”. But, based on the context the word *on edge* is used to hide unpleasant realities. The unpleasant reality is an American President, Obama was nervous and

frustration because he got conflict with military and White House about his strategy of war in Afghanistan.

Military thwarted president seeking choice in Afghanistan. Based on the context Obama has his own strategy of war in Afghanistan and Pakistan. Especially, in troop request to Afghanistan. Obama essentially designed his own strategy for the 30,000 troops. The Military's request is 40,000 troops as part of an expansive mission that had no clear end. While Vice President Biden loudly argued against the military's request. He worked with Gen. James E. Cartwright, the vice chairman of the Joint Chiefs of Staff, to develop a "hybrid option" - that called for only 20,000 additional troops. It would have a more limited mission of hunting down the Taliban insurgents and training the Afghan police and army to take over. Obama felt that they were steering him toward one outcome and thwarting his search for an exit plan. He was not given a range of options for the war in Afghanistan. (Washington post, September 27, 2010).

In addition, the poll of American agreed with Obama to send 30,000 more troops to Afghanistan drooped to 43 percent, with 53 percent saying the costs outweighed benefits on July 2009 that be compared in March 2009, the poll found that 64 percent of American agreed with Obama's plan. (Washington post, September 18, 2010). The possible function of *on edge* in this datum is to hide unpleasant realities. It is also proved in the context above, that statement in this datum 2 is quoted by Washington post writer from the first of three articles adapted from "Obama's War" by Bob Woodward.

- (4) At critical points in the review, *the ghosts* of Vietnam hovered. Some participants openly worried that they were on the verge of replaying that history, allowing the military to dictate the force levels. (By Bob Woodward, Washington post, Monday, September 27, 2010;12:34 AM).

The word the *ghost* is categorized into euphemism since it is in the way of metaphorical transfer. According to “Oxford Advanced Learner’s Dictionary”, the term the ghost means “the spirit of dead person that a living person believes they can see and hear”.

From the context of situation the word *ghost* does not refer to the standard meaning. The meaning of the word ghost in this context is anxiety; fear. Anxiety that the history of Vietnam’s war will repeated again. Where, it is a bad history and tragedy in America. The possible function of *ghost* in datum above is to avoiding and does not allude that thing injure and tragedy in directly.

- (5) He would later tell his White House aides that military leaders were “really *cooking* this thing in the direction they wanted.” (By Bob Woodward, Washington post, Monday, September 27, 2010;12:34 AM)

The word *cooking* is euphemism formed by the way metaphorical transfer. According to Oxford Advanced Learner’s Dictionary, cooking mean “the process of preparing food; food that has been prepared in a particular way”.

Related to the context the word *cooking* means “discuss, criticize, and investigate”. But, in this case “discuss, criticize, and investigate” is not only the explicit expression of *cooking*. According to A Dictionary of Euphemism”, *cooking*

means “fraudulently to alter”. Such meaning can be proved by seeing the topic of the datum above. The topic is “Military thwarted president seeking choice in Afghanistan”. (Washington post, Monday, September 27, 2010).

Military leadership, including Defense Secretary Robert M. Gates, Joint Chiefs Chairman Adm. Mike Mullen, Army Gen. David H. Petraeus, and head of U.S. Central Command indirectly steering and dominated Obama’s Afghanistan strategy. They only give Obama one option in Afghanistan’s war, its means Obama has not had a chance to choice in Afghanistan. It can be proved by this sentence “Obama turned to Gates. “You have essentially given me one option,” he said. “It’s unacceptable.” Gates replied, “Well, Mr. President, I think we owe you” another option. It never came”. Actually, Obama were going to meet them to talk about three options.

The other way, Joe Biden as vice president and Gen. James E. Cartwright, the vice chairman of the Joint Chiefs of Staff, also develop a ‘hybrid option’ that called only for only 20,000 additional troops. It would have a more limited mission of hunting down the Taliban insurgents and training the Afghan police and army to take over. This option also makes Obama frustration and requires his military adviser to learn it then make other ideas. He used a classified war game exercise to support his case against the option and as evidence that “hybrid option” would not work. “20,000 is not really a viable”. Obama said.

The euphemism *cooking* in this context of situation is the replacement of “thwarted president seeking choice in Afghanistan by alters Obama’s war strategy”.

expression. The possible function of the hook in datum above is to deride or to criticize by delicate.

- (7) Petraeus saw what Biden and Cartwright proposed as a repudiation of his protect-the-people *counterinsurgency* approach, the model he had designed and implemented in Iraq as commander of U.S.-led forces. (By Bob Woodward, Washington post, Monday, September 27, 2010;12:34 AM).

The word *Counterinsurgency* is euphemism formed by the way metaphorical transfer. According to "Oxford Advanced Learner's Dictionary", *Counterinsurgency* means action taken against a group of people who are trying to take control of a country by force.

Based on Ervin (2010) counterinsurgency has been defined as "military, paramilitary, political, economic, psychological, and civic actions taken by a government to defeat insurgency. Counterinsurgencies must "an interlocking system of actions-political, economic, psychological, military--that aims at the (insurgents' intended) overthrow of the established authority in a country and its replacement by another regime." Viewed from the topic, it can be conclude that *Counterinsurgency* is euphemistic word a more soft expression of "war and terror".

This euphemism can be proved by the context and the background of war that in the wake of the attacks on the U.S of America on September the 11th 2001 the "war and terror" was declared into Afghanistan with Special Forces from the U.S of America and U.K assisting Northern Alliance troops and coordinating air strikes

will do filibuster to delay the tax cuts vote “tax cut filibuster” after elections and must win the support of at least one Republican because, a filibuster can be defeated by a Republican, if they leave the debate on issue on agenda indefinitely, without adding anything else. That is why Democrats must win the support of at least one Republican. But in fact Republican intransigence for the delay and accused Democrats of making a calculated political decision to postpone or delay a vote on a plan to prevent tax rates from rising next year for the vast majority of Americans, give tax breaks for the middle class alone after the Nov. 2 elections, but Republicans want to extend the cuts for taxpayers at every income level, including the wealthiest households. Based on the phenomenon Democrats should hard work to win the support of Republicans as opposition to filibuster successful.

From this brief explanation can be found the other expression of *filibuster*, it is “delaying and killing legislation are available”. The possible function of *filibuster* in datum above is to avoid of using of word that can cause of a panic situation.

- (9) You are trying to avoid a judicial ruling on the merits of the whole *issue*,” Chesney said, adding, “But at the end of day, if it’s your best argument in a case you want to win, you’re going to make that argument. (Spencer S. Hsu, Washington Post, Saturday, September 25, 2010).

The word *issue* is euphemism formed by the way metaphorical transfer. The word *issue* is euphemism formed by the way metaphorical transfer. According to “Oxford Advanced Learner’s Dictionary”, *issue* means “an important topic that

people are discussing or arguing about: a key". Viewed from the dictionary, "issue" has nothing to do with euphemism. But when we refer to the topic, the word "issue" can be categorized into euphemistic word to the real fact that happen is not only a topic to discussing. From the topic the big issue here is....."are we only at war in Afghanistan, or can U.S government lawfully use war powers in the other cases". Chesney said.(Washington Post, September, 25, 2010). Robert M. Chesney is a national security law specialist at the University of Texas School of law which this statement he said to Obama.

In fact is not only *issue* but, the real happened "war in Afghanistan" its mean Afghan Taliban and Al-Qaeda. It can be proved by many fact that happen in Afghanistan, in 2009 Obama has designed his own strategy to send 30,000 more troops to Afghanistan and send NATO troops in Afghanistan (Washington Post, Sep 22, 2010), in other evidence that "U.S officials are trying to make the case that their war plan will bear fruit in coming months now that the U.S military has 100,000 troops in Afghanistan, the most since the war began almost nine years ago. The new troops, U.S commanders say, have allowed movement and previously uncontested Taliban strongholds in southern Afghanistan and an expanded presence in restive northern and eastern provinces".(Washington Post, Sept 21, 2010). In other evidence is about the sacrifice of war in Afghanistan, they are 521 NATO troops died in Afghanistan last year (Washington Post, Sept 21, 2010) and in 2009, 479 violent attacks killed 31 civilians, 18 Afghan police and 8 Afghan soldiers, according to a

U.N report. (Washington Post, Sept 18). From this brief explanation the term *issue* has possible function to hide the truth and shift public attention of the fact.

- (10) Obama campaigned on a promise to extract U.S. forces from Iraq and focus on *Afghanistan and Pakistan*, which he described as the greater threat to American security. (By Steve Luxenberg Washington Post Wednesday, September 22, 2010; 12:11 AM).

The phrase *Afghanistan and Pakistan* is included into of types of metonymy, which is “totem pro parte”. In this way, the whole for the part, Afghanistan and Pakistan as a country represented al-Qaeda and Afghan Taliban are just part of the threat in Afghanistan and Pakistan.

Literally, the words of *Afghanistan and Pakistan* mean “country”. But, in this datum both words do not refer to the country but refer to Al-Qaeda and Afghan Taliban. Because, in this context the pure is the greater threat to American security are Al-Qaeda and Afghan Taliban. Al-Qaeda and Afghan Taliban are terrorist group which have power in Afghanistan and Pakistan.

Al-Qaeda and Afghan Taliban had have sponsored and safe havens in Pakistan so that Obama describe them as the greater threat to American security if he does not success to attack the al-Qaeda and Afghan Taliban. This thing is stressed by McConnell’s top-secret briefing for Obama in Bob Woodward writes that the intelligence chief told the president-elect that Pakistan is a dishonest partner,

unwilling or unable to stop elements of the Pakistani intelligence service from giving clandestine aid, weapons and money to the Afghan Taliban..(Washington Post, September 22, 2010)

By the end of the 2009 strategy review, Woodward reports, Obama concluded that no mission in Afghanistan could be successful without attack the al-Qaeda and Afghan Taliban havens operating with impunity in Pakistan's remote tribal regions. (Washington Post, September 22, 2010). In this way, Obama actually said focus on *al-Qaeda and Afghan Taliban*, which he described as the greater threat to American security. He used the general phrase to the soft expression *Afghanistan and Pakistan* instead of the straightforward phrase *al-Qaeda and Afghan Taliban*.

- (11) Jones said he was alarmed that success in Afghanistan was tied to what the Pakistanis would or would not do. As he saw it, the *United States* could not "win" in Afghanistan as long as the Pakistani safe havens remained. (By Bob Woodward, Washington Post , Wednesday, September 29, 2010; 3:03 AM)

The term "United States" is included into one types of metonymy that is "pars pro toto", because its indirectness refers to "Obama". Literally, the words of the *United States* mean "country". But, in this datum words do not refer to the country but refer to president Obama that has declared war to Al-Qaeda; Pakistan and Afghan Taliban; Afghanistan and has promised in his campaigned to focus on Afghanistan and Pakistan, which he describe as the greater threat to American security.

Based on the context if United States could not success and win in Afghanistan and Pakistan's war. Indirectly, its mean Obama could not success and win in Afghanistan and Pakistan. Because Obama is that have idea and strategy in this war. In this case, the term *United States* is euphemism that be used to avoid explicit expression and instead of the straightforward term of "Obama". Furthermore, the term "United States" is included into one of types of metonymy that is "pars pro toto", because its indirectness refers to "Obama".

- (12) In the end, Obama essentially designed his own strategy for the 30,000 troops, which some aides considered a compromise between the military command's request for 40,000 and Biden's relentless efforts to limit the escalation to 20,000 as part of a "*hybrid option*". (By Steve Luxenberg, Washington Post, Wednesday, Sep. 22, 2010)

In accordance with "Oxford Advanced Learner's Dictionary", the term hybrid is an animal or plant that has parents of different species or varieties: A mule is a hybrid of a male donkey and a female horse; something that is the product of mixing two or more different things. From the datum above, the phrase *hybrid option* is euphemism formed by the way of metaphorical transfer. In this case, the explicit expression of hybrid option is "combining elements of other plans in Obama's war strategies".

The addressors in datum are Biden and Gen. James E. Carwright. They used the phrase hybrid option because *hybrid option* does not hit home as hard as "combining elements of other plans *in Obama's war strategies*". In fact they used

hybrid option to thwarted President seeking choice in Afghanistan. Because, Obama have his own strategy of war in Pakistan and Afghanistan which the fact cause conflicts in the White House, National Security team and Military.

Particularly in troops request to Afghanistan. Obama has own strategy for the 30,000 troops, his top three military advisers were unrelenting advocates for 40,000 more troops, while Vice President Biden had long and loudly argued against the military's 40,000 troop request, He worked with Gen. James E. Cartwright, the vice chairman of the Joint Chiefs of Staff, to develop a *hybrid option* that called for only 20,000 additional troops. It would have a more limited mission of hunting down the Taliban insurgents and training the Afghan police and army to take over. (Washington Post, September 27, 2010). In this case the term *hybrid option* is euphemism that be used to be diplomatic or rhetoric and also to soften expression and avoid unpleasant subject, insult or humiliate.

- (13) He had told CIA officials privately in late 2008 that any innocent deaths from the strikes were the cost of doing business against senior al-Qaeda leaders. "Kill the seniors," Zardari had said. "*Collateral damage* worries you Americans. It does not worry me." (By Bob Woodward, Washington post, Wednesday, September 29, 2010;3:03s AM).

The phrase *collateral damage* is euphemism formed by the way of widening. According to "Oxford Advanced Learner's Dictionary", *collateral damage* means "injury to ordinary people or buildings during the bombing raid". Viewed from A Dictionary of Euphemism, "collateral damage" means "killing or wounding civilians

by mistake”. Based on the context collateral damage is euphemistic phrase from “killed innocent children, civilians and other noncombatants”.

The addressor of the sentence is Pakistani President Asif Ali Zardari. In this topic Zardari believed that he had already done a great deal to accommodate his strategic partner, at some politic risk. He had allowed CIA drones to strike al-Qaeda and other terrorist camp in parts of Pakistan, prompting a public outcry about violations of Pakistani sovereignty. He had told CIA officials privately in late 2008 that any innocent deaths from the strikes were the cost of doing business against senior al-Qaeda leaders. "Kill the seniors," Zardari had said. "Collateral damage worries you Americans. It does not worry me." From the topic Zardari would consistency and receive everything of risk from his strategic partner to burn al-Qaeda and other terrorist camp in Pakistan, although this strategic must be the cost by innocent soul. It did not make him worry. We can see from his statement to Americans especially to CIA and Obama. Although, the fact is that CIA or Obama do not worries about collateral damage. Because Americans have done that when in Irak' war, Palestin and when the U.S attacked Libya on April 14, 1986, bombs were dropped on the city of Tripoli, killing civilians, including several children. Such deaths were referred by White House press secretary Larry Speakes as “collateral damage”. (Carroll, 2004).

From the context Zardari used Collateral damage because *collateral damage* does not hit home as hard as “killed innocent children, civilians and noncombatants”. In fact, Zardari does not directly use the phrase “killed innocent children, civilians

and noncombatants”. That is why it can be categorized into euphemism since the topic of the sentence above is concerned. We, Pakistani, Americans even world will not have willing to support government’s actions if do not care about civilians and children’s safe. The possible function of *collateral damage* in datum above is to hide the truth and shift public attention of the fact.

- (14) Democrats said they are counting on the pre-election impasse over taxes to ease when lawmakers return to Washington in mid-November for the first of two work periods before a new Congress is *seated*. Senate Democrats, who control 59 *seats*, will need to unite their caucus and win the support of at least one Republican to overcome a potential GOP filibuster. (By Lori Montgomery, Washington Post, Sunday, September 26, 2010)

The word *seated* is euphemism formed by the way of widening. According to “Oxford Advanced Learner’s Dictionary”, *seated* means a place where you can sit; part of chair. If *seated* refers to delegates to a political party convention, seating the delegates means that the prospective delegate presents some form of identification.

Based on the topic *seated* have a different meaning. *Seated* means “power, authority and strength”. Since Democrats said will finish everything problems that relate with tax-cut wait until after the Nov. 2 election to vote a plan to prevent tax rates from rising next year for the vast majority of Americans. It means Democrats have a plan to extend the cuts, but it only for the middle class alone. Republicans do not accept it. Republicans want to extend the cuts for taxpayers at every income level, including the wealthiest household. Democrats must solve this problem before a new

Congress is powered by other, Republican and the over taxes rates is one of the most important things lawmakers could do right now to support the economy.

- (15) Republicans want to extend the cuts for *taxpayers* at every income level, including the wealthiest household. (By Lori Montgomery, Washington Post, Sunday, September 26, 2010).

The word *taxpayer* is euphemism formed by the way of widening. According to "Oxford Advanced Learner's Dictionary, taxpayer is "a person who pays tax to the government, especially on the money that they earn", furthermore. The word "taxpayer" means an individual or business that pays taxes and when it's used in a discussion of government revenues is not euphemism.

In spite of based on the topic "taxpayers" can be categorized into euphemistic word which is the explicit expression of "citizen". Because it disguises the fact that political policies that apply to individual taxpayers and it appeals to middle class citizens by excluding welfare beneficiaries and other perceived to pay little or no tax. In other words, the term "taxpayers can be categorized into euphemism expression because in American get class in society. They are high class, middle class and lower class. The taxpayer in America is high class, while middle class and upper class do not obligation to pay tax. It is mean that people who get obligation to pay tax is a high class or wealthiest. So that taxpayer is euphemistic expression of citizen which has meaning equalizing. The possible function of *taxpayer* in datum above is to soften expression and avoid unpleasant subject, insult or humiliate.

3.2 Findings

The analysis is conducted after the writer exceeded the first stage of supplying data. The chosen data are of selected ones which fulfill the standard qualification of analysis. After analyzing sixteen data, the writer categorizes each data based on the euphemism formations. The results, in the form of table are followed:

Table 1. The occurrence of euphemism datum

No	The formation of euphemism	Occurrence of Datum
1	Borrowing word from other language	0
2	Metaphorical Transfer	9
3	Metonymy	2
4	Widening	4
5	Phonetic Distortion	0
	Total	15

The table 1 shows that metaphorical transfer form is the most frequently of datum occurred 9 times. It might be conclude with metaphorical transfer forms. The Washington Post language presented as daily conversation in politic. It might be as well that language of politic, in Washington Post, present as fluent and explicit newspaper for reader which talks about politics.

Table 4: The Meaning of Euphemism and the Function of Euphemisms

No	Euphemism words	The Real Meaning	The Function of euphemism
1	Cancer	“Terrorist groups” in Pakistan and Afghanistan. al-Qaeda and Afghan Taliban as a threat.	To avoid of using of word that can cause of a panic situation and to avoid explicit expression and instead of the straightforward.
2	On edge	Nervous	To hide the truth or to hide unpleasant realities
3	Steering	Control; regulate; dominate	To soften expression unpleasant subject, insult or humiliate.
4	The Ghost	Anxiety; fear	To avoiding and does not allude that thing injure and tragedy in directly.
5	Cooking	Fraudulently to alter	To soften expression and avoid unpleasant subject, insult or humiliate.
6	The hook	In a dangerous or difficult situation	To deride or to criticize by delicate.
7	Counterinsurgency	War and Terror	to diplomatic or rhetoric aim and to hide the truth
8	Filibuster	Delaying and killing legislation are available	to avoid of using of word that can cause of a panic situation.
9	Issue	The real fact that war in Afghanistan is really happen.	to hide the truth and shift public attention of the fact

10	Afghanistan and Pakistan	al-Qaeda and Afghan Taliban as group terrorist.	To also to soften expression and avoid unpleasant subject, insult or humiliate and to avoid explicit expression and instead of the straightforward
11	United States	President Obama (as declare of war "Obama's wars")	To also to soften expression and avoid unpleasant subject, insult or humiliate and to avoid explicit expression and instead of the straightforward
12	Hybrid option	combining elements of other plans <i>in Obama's war strategies</i>	to be diplomatic or rhetoric and also to soften expression and avoid unpleasant subject, insult or humiliate.
13	Collateral damage	Killed innocent children, civilians and other noncombatans	To hide the truth and shift public attention of the fact.
14	Seated	Power, authority and strength	To soften expression or to avoid explicit expression
15	Taxpayers	Citizen	To soften expression and avoid unpleasant subject, insult or humiliate.

Table 3 is described further about the meaning of euphemism expression and the function of euphemisms expression that be used in political language in the Washington Post.

CHAPTER 4

CONCLUSION

In the chapter three, the writer has discussed briefly about the formation of euphemism in English language of politic section, the motivation of the usage of euphemism and the context of situation where they occur. The analysis has attempted to make a start in comprehend euphemisms about language of politic. After analyzing the data in one edition of *The Washington Post* Politic section, the writer draws some conclusions about the euphemisms.

A euphemism can be in any forms as long as its aim is fulfilled. There are three form that be found in *The Washington Post*, September 2010 edition, metaphorical transfer (9), metonymy (2), and widening (4). The most form that appeared in the analysis of five euphemism forms is metaphorical in language of politics.

The meaning of the euphemism expression that be found in *The Washington Post*, September 2010 edition, based on the formation of euphemism are metaphorical transfer; *cancer* (terrorist groups” in Pakistan and Afghanistan. al-Qaeda and Afghan Taliban as a threat); *on edge* (nervous); *steering* (control; regulate; dominate); *the ghost* (anxiety; fear); *cooking* (fraudulently to alter); *the hook* (in a dangerous or difficult situation); *counterinsurgency* (war and terror); *filibuster* (delaying and killing legislation are available); *issue* (the real fact that war in Afghanistan is really happen). Metonymy; *Afghanistan and Pakistan* (al-Qaeda and Afghan Taliban as

group terrorist); *United States* (President Obama as declare of war). Widening; *hybrid option* (combining elements of other plans in Obama's war strategy); *collateral damage* (killed innocent children, civilians and other noncombatans); *seated* (power, authority and strength) and *taxpayers* (citizen).

Through the euphemism one can express his feelings or attitudes to the hearers or readers without offending others, because a euphemism is a mild or indirect expression that replaces a taboo word or frightening or unpleasant subject. Since the data are collected in The Washington Post politic section, the euphemism and the meaning are not only about having been discussed above. Euphemism in language of politic is not just a simple rhetoric replacement. Instead, it has some special characteristic and functions which distinguish it with euphemistic expressions in other fields. (1) To avoid of using of word that can cause of a panic situation, (2) To decrease and inoffensive thing or as tragedy (3) to soften expression and avoid unpleasant subject, insult or humiliate, (4) Euphemism is also used to be diplomatic or rhetoric aim, (5) to hide the truth and shift public attention of it and (6) to deride or to criticize by delicate.

After analyzing the data in politic section, *The Washington Post* (2010) unfortunately, two from five euphemism forms can not be found in the analysis of data; they are borrowing word from other language and phonetic distortion. It still needs more analysis from different researchers.

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