



## Exploring the Publics' Perception on the use of Euphemism in Malaysian Political Articles

Nur Muslimah Mat Akhir<sup>1</sup> Ainul Azmin Md Zamin<sup>2</sup>

### Abstract

A large number of euphemisms have been routinely employed in English-speaking media, including television and radio channels, newspapers, online articles, and magazines. Even though the use of euphemism is unarguably helpful in most cases, there are few cases in which the euphemisms used fail in conveying their meaning. Hammond and Bransford (2012) had addressed that euphemisms can cause problems such as confusion and failure in adequate information interpretation. This research attempts to investigate the public's perception on the use of euphemisms in Malaysian political articles. The method adopted in this study was qualitative approach starting with content analysis of euphemistic expressions from ten selected Malaysian political articles based on Burrige (2012). This was followed by structured interviews with five Malaysian citizens of various backgrounds. The findings indicated that the euphemisms used in national political newspapers are formed through lexical devices, grammatical devices, and rhetorical devices as has been suggested by Burrige (2012). The results of the interview show that the participants' perspectives towards euphemisms can be categorized into four: (1) euphemisms usage to avoid taboo words and showing politeness, (2) misleading or unclear meaning, (3) euphemisms as ideological tools, and (4) greater degree of unconventionality from its meaning.

### Introduction

People need language to communicate in daily life, despite the fact that not all can fluently communicate with each other if they cannot get the true meaning of their interlocutors. Effective communication, therefore, requires understanding and recognition of the links between a language and the individuals who use it. Such links require knowledge of the language and the cultural and social forces acting on it. In order to synchronize the real meaning of communication between speaker and listener, semantics plays a significant role.

<sup>1</sup> Graduate, Department of English Language and Literature (DELL), AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences (AHAS KIRKHS), International Islamic University Malaysia, [mnurmuslihah@gmail.com](mailto:mnurmuslihah@gmail.com)

<sup>2</sup> Assistant Professor, Department of English Language and Literature (DELL), AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences (AHAS KIRKHS), International Islamic University Malaysia, [ainul\\_azmin@iiu.edu.my](mailto:ainul_azmin@iiu.edu.my)



Semantics is known in linguistics as the study of meaning through language. This involves the interpretation and meaning of the words, the structure of the sentence, and symbols. The reading comprehension of the readers is also discussed in semantics; how they understand others and their interpretations. The context of a sentence, whether the meanings of words are literal or figurative, is clarified. The influence of semantics can be seen in the political sphere, mass media, and more simply in daily conversations.

One of the kinds of semantics that is often used in daily language is euphemism. Euphemism technique comprises substituting terms that refer to something disrespectful or inappropriate to make it more pleasant and acceptable (Leech, 1981). Further definition of euphemism as described by Alvestad (2014), euphemism is "a delicate and inoffensive word or expression that is used to substitute or cover terms that appear to be either taboo, too harsh or simply inappropriate for a given conversational interaction" and is "the replacement of an undesirable or distasteful word with a more acceptable or less direct word."

Euphemisms can be found in most of the world's languages and it serves particular essential functions. In the social context, people tend to replace indelicate words with better ones by using euphemisms to create harmonious communication. Besides, the political field is also no exception from using euphemism. Politics is one of the disciplines where the use of euphemism is widely observed because of the desire to control the society by using the euphemism to disguise the grim reality of things. Further comments on the function of euphemism, Lim (2012) had suggested that euphemisms are widely used in the everyday speech of people and serve two purposes, which are to minimize the essence of potentially offensive things that people need to address and to neutralize negative connotations associated with offensive things. Among the concepts to which euphemisms regularly refer are death, bodily functions, disability, intercourse, and war (Stockwell, 2002). With regards to the wide use of euphemism in daily life, this study attempts to explore the use of euphemisms in political articles.

Even though the use of euphemism is unarguably helpful in most cases, there are few cases in which the euphemisms used fail in conveying their meaning. Hammond and Bransford (2012) had addressed that euphemisms can cause problems such as confusion and failure in adequate information interpretation. In addition, nowadays, a large number of euphemisms have been routinely employed in the English-speaking media, including television and radio channels, newspapers, online articles, and magazines. Due to the wide use of euphemism in these media, audiences are exposed to various sorts of euphemisms, irrespective of whether they pay specific attention to them or regard them as typical terms. The use of euphemism in these media is most importantly, understandable at every time without creating possible confusion as they convey important news and messages to their audience. However, considering the frequency and the various types of euphemisms being used in these media, it is very likely that even discerning audiences who pay special attention to euphemisms have trouble understanding and making sense of them.

Taking into account the frequent use of euphemisms and euphemistic expressions by the many English-speaking media in Malaysia, the scope of the research is narrowed to political



articles of a few high-profile English-speaking online articles. Political articles have been chosen to be studied considering their importance as coverage of all aspects of politics and political science, specifically coverage of civil governments and political power in Malaysia. They report the actual issues and events, including political issues related to the context of government policy. Inadequate choice of euphemism could lead to misinterpretation, misleading, and misunderstanding of the issues or news. Even though there has been plenty of research and studies done on euphemisms used in the media and political news worldwide, yet there are not many studies done on this issue in Malaysia, particularly in political articles. Nevertheless, far too little attention has also been paid to the people's perception of euphemism used in the media. This study is aimed not only to identify the common types of euphemisms used in the Malaysian political articles but also to study the perception of people towards the euphemisms used.

This research aims to find out the types of euphemisms frequently used in Malaysian political articles. Then, people's perceptions and opinions regarding the euphemisms used in these articles would also be explored. Furthermore, the study also intends to draw upon pedagogical points and suggestions corresponding with the findings. To identify the common types of euphemisms that are used in Malaysian political articles.

### **Studies on euphemism**

Euphemism has been studied by many people. Some of the previous studies play a significant role in this study as it reflects the position and direction of this research. Therefore, some previous studies were being referred to in assisting this study. The first research is "21st Century Political Euphemisms in English Newspapers: Semantic and Structural Study" written by Samoskaite (2011). In this research, the author explores the political euphemisms that are used in 21st century English newspapers and analyses their semantic and structural characteristics. The research emerges from a qualitative perspective as the study focuses on the analysis of the meanings of euphemisms used in certain contexts. The analysis revealed the mannerisms of the use of political euphemisms, their underlying meaning, and their semantic and structural characteristics, as found in the English press.

The second research is "A Study of Euphemism Found in Political Articles in The National Section of The Jakarta Post" by Laili Azkiyah (2008). This research deals with the types and the functions of euphemism found in political articles in the national section of the Jakarta Post. The data analysis is done by categorizing the euphemisms collected based on their types and functions. As a result, the author managed to find out the most frequent type of euphemisms being used and analyzed the functions of those euphemisms.

Thirdly, research of "Euphemism and Political Discourse in the British Regional Press" by Crespo-Fernandez (2014). The author attempts to gain insight into how Norfolk and Suffolk politicians use euphemism at both word and sentence level by using a sample of the Eastern Daily Press regional newspaper published in Norwich (UK). The author relied on multiple frameworks in assisting this study. The findings gained indicate that euphemism plays an essential role in the self-promotion of regional politicians. It is found that the euphemisms



being employed for various objectives including avoidance of expressions that can be considered to demean socially marginalized communities, sensitivity to audience concerns, polite mitigation and criticism, and even disguise of unpleasant matters.

All of those previous studies have their own distinction and position in this discipline. From the previous studies, it could be learned that the media have been actively employing euphemism in their conveyance. Thus, it is significant that the use of euphemism in these media is most importantly, understandable without creating possible confusion as they convey important news and messages to their audience. Hence, studies on the effectiveness of the euphemisms used are crucial used.

### **Concept of Euphemism**

Duda (2011) defined euphemism as words or expressions that are subtle and pleasant and are used to replace or cover terms that appear to be either taboo, too offensive, or merely inadequate for a conversational exchange. He further added that euphemism is the alternative of a more pleasant or less direct word for a distasteful or harsh one. As supported by Fromkin (2006), she also suggested that euphemism is used to avoid saying taboo words. The offensive or unpleasant expression may be taboo, unsettling, inappropriate, or have too many negative connotations to carry out the communicative intention of the speaker on a given occasion or background. Euphemism, however, pretty much precisely addresses the phenomenon, so nothing is being concealed actually. Cruse (2006) described euphemism as an expression that refers to something that people are reluctant to mention lest it causes offense, but which reduces the offensiveness by referring indirectly in some way. According to Pavlenko (2006), euphemism is meant to shield speakers from undesired emotional arousal. On the other hand, Mayfield (2009) had commented that euphemisms sanitize and disguise actions, stuff, or events that may seem inappropriate in light of professed values. Therefore, it can be concluded that euphemisms are substitute terms and expressions that are more pleasant and not explicitly comparable to the words and phrases that have been replaced. Whichever definition of euphemism to be taken, it is regarded as a kind of polite and roundabout mode of expression, which is used to minimize or embellish the unpleasantness of sense. Euphemism words and phrases enable anyone to speak about unpleasant things and 'neutralize' the unpleasantness.

### **Forms of Euphemism**

There are various strategies and ways of how euphemisms are formed. According to Burrige (2012), the linguistic mechanisms used in the formation of euphemisms fall into three underlying devices, namely distortion (remodeling), analogy, and borrowing. Word-formation distortion involves several processes; (i) abbreviation and acronym, (ii) apocopation, (iii) ellipsis, (iv) clipping, (v) back-formation and (vi) diminutive, (vii) backslang and (viii) circumlocution. Meanwhile, phonological distortion involves (i) phoneme replacement, (ii) blending, (iii) reduplication, (iv) alliteration and (v) rhyming (slang). Semantics innovation or analogy involves several but rather designs innovative euphemisms from the already established vocabulary. The method is usually analogous and involves a transition of meaning from one sense to another. Several semantic innovations that can be used to form euphemisms

are (i) semantic shift, (ii) metaphor, (iii) understatement, (iv) litotes, (v) hyperbole, (vi) synecdoche (vii) metonymy. In addition, internal and external borrowings from foreign languages can also be used to function as euphemisms.

### Functions of Euphemism

The function of euphemisms is refined according to how they correspond to the context. According to Burrige (2012), there are six functions of euphemisms, which are (i) protective euphemism: to avoid offense and to shield, (ii) underhand euphemism to mystify and to misrepresent, (iii) uplifting euphemism to inflate to and talk up, (iv) provocative euphemism to inspire and to reveal, (v) cohesive euphemism: to define the gang and to show solidarity and (vi) Ludic euphemism to entertain and to have fun.

### Euphemism in Political Context

Euphemisms are significant in disguising the rational purpose to deny significance, disallowing people from recognizing their real intent, gaining their endless support, and sustaining their everlasting respect in the political language. Euphemisms are effective since they substitute less offensive expressions for the triggers (the offending word form). In the political world, political euphemism is formed and serves political ends. Its production denotes the political urge to hide and drive public attention away from the truth. By using such expressions, they seek to constrain people's learning about the world and the transmission of information. As such, it is an instrument for politicians to conceal scandals, veil the truth, and direct public thoughts when dealing with social affairs or events.

Political euphemism is not just a mere rhetorical substitution of the former zero-degree signifier. Rather, it has distinctive features that differentiate it from euphemistic expressions in other areas. It has its typical features, despite the certain similar characteristics that political euphemism shares with others. As euphemism is only formed by modifying the signifier to enlarge the gap between the signifier and the signified, meanings of euphemism remain relative to their former zero-degree ones (Xu, 2002). Although euphemism and its former zero-degree signifier refer to the same meaning, in order to prevent any phenomenon, political euphemism differs from other commonly used euphemistic forms in that it deviates significantly from the meaning conveyed by its former signifier, or even a total distortion.

Political euphemism is an important method for political figures to monitor the quality and quantity of the transmission of information that would glorify or conceal any disgraceful acts or motives while preventing public accusation. Political euphemism, in that both seek to persuade and manipulate the public, is similar to political propaganda. With the use of euphemism, political people attempt to influence the people's recognition and perception of the world, thus shaping their view of the world and intervening their awareness and sense of decency. Critical linguists had also agreed that language is not a true representation of reality. According to Dong (2000), language imposes on the people a set of profoundly subjective classification on behalf of their group interests, which is also used to trick people subtly, while assisting them in knowing about the objective world. The effects of political euphemism are

subtle and imminent, thereby instilling enigmatic ideas into the minds of people and transforming them into facts acknowledged by the people.

### Research design

This study involved five Malaysian citizens of various backgrounds in order to find out their opinion on the euphemisms in the Malaysian political articles. Participants were identified by convenience sampling. For this study, online interviews were conducted to gain insights into people's experiences with euphemisms. Online interviews allow the respondents to take the survey on any device and any place of their convenience. This instrument seems to be the most suitable considering the current situation of the COVID-19 pandemic.

Data collected from the articles are used to identify the common types of euphemisms that are often used in Malaysian political articles while the data collected from the participants are used to examine their experience with the euphemisms. Ten Malaysian articles on political issues from various publishers such as The Star, The Malaysian Insider, New Straits Times, and others were selected as data for this study. The euphemisms that were found in the articles were classified into their types according to Burrige's model. The data gained from the articles were analyzed manually by examining and classifying the types of euphemism into their classification as suggested by Burrige (2012). The data gained from the interviews will be analyzed by reviewing and comparing the responses and the recurring opinions will be identified.

By accessing the online archives of each local newspaper, the writers were able to determine the time period during which extensive coverage of a few politicians' debates was published. The number of papers was reduced further by excluding articles that had no connection to the study's key goals. The number was methodically decreased to ten after thorough examination and reading of the papers. The following table shows the list of the articles used.

#### *Headlines of mainstream newspapers articles*

No	News Article
1	Dr. Mahathir, the former Prime Minister of Malaysia, ( <i>The Star</i> , 26/1/2018)
2	Tak pandai jaga kawasan punca ajak debat ( <i>Utusan</i> , 26/2/2012)
3	Ahli akademik sokong debat Anwar-Najib tidak perlu ( <i>Utusan</i> , 22/2/2012)
4	Dr. M: No point debating with Anwar the chameleon ( <i>The Star</i> , 21/2/2012)
5	No benefit in Najib-Anwar debate ( <i>New Straits Times</i> , 20/2/2012)
6	I'm ready for reasonable discourse, says Najib ( <i>The Star</i> , 6/3/2012)

7	Ambiga's call is just naïve ( <i>New Straits Times</i> , 29/11/2012)
8	Najib tak perlu layan debat ( <i>Berita Harian</i> , 27/1/2012)
9	Debates won't solve anything, says former PM Abdullah ( <i>The Star</i> , 21/2/2012)
10	Politik buang masa pembangkang ( <i>Utusan</i> , 24/2/2012)

The results of data analysis show that the euphemisms used in national political newspapers are formed through **lexical devices, grammatical devices, and rhetorical devices.**

### Lexical Devices

Rawson (1981) presented many methods for producing euphemisms using lexical tools. To begin, using loan words to avoid discussing a taboo term is an effective euphemism. The second method is to use substitution, which is to substitute light and pleasant phrases or expressions for unpleasant or inconceivable terms. The third method is to utilize euphemistic phrases and idioms that can obscure the negative yet explicit connotations that banned words provoke.

#### Data 1:

*"We should be grateful of being free of visual impairment."* (The Star, 2018)

The euphemism used is "visual impairment". This phrase is used to euphemize blindness in order not to hurt people who are blind. By using the phrase "visual impairment", the sense of being unable to see can be reduced because many people also have some impairment such as impairment of social and moral behavior, mobility impairment, learning impairment, and so forth. Therefore, the function of using the euphemism "visual impairment" is to show politeness.

#### Data 2:

*"Pedophile suspect to be sent home."* (The Star, 2008)

The word *home* from the text above is litotes (understatement). Litotes employ a negative form to communicate the opposite; the word *home* is not seen as a place where people stay and live; instead, it has a connotative connotation, namely Australia, the country from which the pedophile suspect originates.

#### Data 3:

*"Now the possibility of restoring the world's economy to the level of 1997 has become uncertain."* (The Star Newspaper Post, 2012)

The use of the word “uncertain” is called euphemism because it obscures the fact relating to the restoration of the world’s economy. Mahathir does not want to say exactly what happens to such restoration, but by using the word “uncertain”, it can be understood that there is no effort by the government to restore the economic crisis. Such an idea sounds too offensive for blatantly criticizing the government policy if expressed literally.

#### Data 4:

*“Democracy depends on **popular support**.”* (The Star, 2008)

The word “popular” does not contain its literal meaning. By looking at the context in which it is used, the word “popular” means “people with good power or influence in politics”. Meanwhile, the word “support” refers to financial support or money. When this meaning is used, democracy will lose its own identity although, in fact, such democracy practice can be found anywhere in almost every country in the world.

#### Data 5:

*“As things stand, too many local participants are content being what Malays call **jaguh kampung**.”* (The News Straits Times, 2012)

The euphemism in Datum 5 is the use of the borrowing word “*jaguh kampung*”. The compound word “*jaguh kampung*” is derived from Malay which means “a person or people who are superb in their own village, but they are nothing when compared to people from other villages”. In other words, while we can perform admirably in the village ring, we are completely out of our depth when confronted with the realities of global competition. Other people may be offended when such literal meaning is presented.

#### Data 6:

*“If the Number of eligible voters, for example, reaches 172 million, we need to print about 800 million ballot papers for the legislative elections; **it is not an easy job**.”* (Utusan Newspapers, 2012)

To express the opposite, litotes or understatement frequently utilize a negative form. *It is not an easy job* uses a negative form to express the opposite, which means it is a very difficult job. For example, if the number of eligible voters reaches 172 million, the KPU (General Elections Commission) members must print approximately 800 million ballot papers for the legislative elections, making it a very difficult job for them. Instead of using the phrase *it is a very difficult job*, the phrase *it is not an easy job* makes the expression more polite.

## Grammatical Devices

Grammatical devices is one way of forming euphemisms. The results of data analysis below show that some euphemisms are formed by omitting parts of sentences and by constructing negative sentences.

### Data 7:

The result will be instability for the country and it will not be able to develop and *the people will suffer*. (The Star, 2012)

The euphemism takes place when Mahathir stops his sentence at the word “suffer”. It is a verb that is usually accompanied by an object. This means that the object of the verb “suffer” is intentionally eliminated by him. The purpose of eliminating such a part of a sentence is to euphemize the meaning of the sentence because the eliminated or omitted words must contain the ideas that do not sound pleasant. Therefore, by omitting such words from the sentence structure, the expression becomes more pleasant and more acceptable.

### Data 9:

“... market leaders must also appreciate that competitive advantage *does not come from costs alone*.” (Utusan Newspapers Post, 2012)

The use of the negative connotation is to reduce the sense of offense that contains in its positive construction “competitive advantage comes from many sides”. By using a negative connotation, the sentence shows a small number of competitive advantages.

## Rhetorical Devices

The use of rhetorical devices in forming euphemisms is identified into one type, that is using metaphors realized in idiomatic expressions. The following is the example of data relating to the formation of euphemisms using an idiomatic expression.

### Data 10:

“In war, those *who kicked the bucket* will not taste the fruits of victory in this life.” (The Star, 2012)

The expression “kicked the bucket” is the euphemism which is used to avoid taboo words, that is death. In English and also in most cultures in the world, death is taboo because it shows the end of someone’s life. Although most people do not want to die, death must approach every living thing. Besides, death is something that is not unpleasant to talk about. It is a horrible as well as scary moment. It is really rude or irritating when someone informs someone whose family member dies by using the words such as “die” or “dead”.

## Findings from interviews

The interview began with 'introductory questions,' which are simple, brief, and straightforward. For instance, "How often do you read political articles/news?", "Are you familiar with euphemisms?". Then, the participants were asked related questions to get in-depth information about their experience with the euphemisms used in the political articles. The results of the interview show that the participants' perspectives towards euphemisms can be categorized into four: (1) euphemisms usage to avoid taboo words and showing politeness, (2) misleading or unclear meaning, (3) euphemisms as ideological tools, and (4) greater degree of unconventionality from its meant. The following is the analysis of the communicative functions of euphemisms.

### Familiarity with political articles and euphemisms

Out of the five participants, only Sarah is keen in reading political articles. She always reads political articles as she is concerned with Malaysian politics. Meanwhile, the other participants rarely read political articles. They would read only if there were any viral and important issues or any issues that interest them.

*It can be said that I always read these political articles because I am the type who is concerned about political matters. But I am not that diligent until I had to read every day. (Sarah).*

*I would read only if it were regarding issues that concerning me. Regardless, I would not bother reading. I am not that interested with politics so that you know. (Aisyah)*

Most of the participants do not even realize that it is actually a euphemism that we have been using several representative definitions, which have it in common that euphemism is a replacement of ordinary expressions with propitious or exaggerated ones. They are familiar with the concept of euphemism but they do not know the term for the concept which is 'euphemism'.

*Yes, I am familiar with euphemisms. We actually use euphemisms a lot in our daily life. I think it has been a norm that we don't even realize that it's actually a euphemism that we've been using. Like "disabled" is a euphemism for "handicapped" if I'm not mistaken. So, what I want to say is that we are actually closely associated with euphemisms. (Hajar).*

They also do understand that euphemism is used when people want to say offensive things but in an appropriate way and manner.

*As far as I understand, people would use euphemisms to allow them to be able to speak about things that are unpleasant to be talked about. Like instead of "dead", we would use "passed away" to be nicer or considerate. (Hajar)*

### **Euphemisms usage to avoid taboo words and showing politeness**

According to the participants, Malaysian press, especially politically related, do use euphemisms a lot. And its use is usually utilized in order to reduce the intensity or to make the information more polite. From the interview, they believe that euphemisms in political articles are used in order to make their expressions sound pleasant to other people. In addition, showing politeness also means an effort not to hurt other people's feelings.

*The euphemisms are used to make it more relevant to the context or even to censor any offensive words. So, I think it is acceptable to use them in the articles. (Sarah)*

*Euphemism ni sesuai digunakan untuk penulisan ataupun acara yang formal. (Amirah)*

*Lagipun euphemism kan digunakan untuk cover perkara-perkara yang sensitif ataupun tak sopan kan, so bagi saya okay ja la penggunaan euphemism dalam article ni. (Ahmad)*

### **Misleading or unclear meaning**

Most participants believe that the use of euphemisms might cause misleading or mistranslation because people might not know what those words connote. However there are also some participants who do not believe so. According to them, the terms used could be understood easily based on the context of the article.

*If the word used is a word that is commonly used in daily life, I think there is no problem to understand, it's easy. After all, euphemisms are used to cover sensitive or impolite matters, so for me it is okay to use euphemisms in this article. However, I think there might also be certain times that people mistranslate the word, maybe because people take the word literally. For example, "gift" if people take the word literally, the meaning will be different, even though what it means is "bribe". (Ahmad)*

*I think factors like viral issues, the context and other words used along with the euphemisms would help me to understand the meaning behind it. (Sarah)*

### **Euphemisms as ideological tools**

Participants believe that the use of euphemisms give more advantages to the political parties or figures as their portrayal would seem more decent. Like their misconducts, if any, were being portrayed in a nice way, not too obvious. By that, they can gain more power. As far as they are concerned, euphemism will favor people with power and influence.

*Euphemisms are often used in the political field because they want to minimize any complication that might occur. Like as mentioned in the example, if they used "raising taxes", it might spark people's anger. Not to mention, it also may be misleading. (Hajar).*

*I think it is often used by politicians and celebrities as they would want to protect their image and have a good image. (Sarah).*

### **Greater degree of unconventionality from its meant**

Participants believe euphemism will to some extent influence view on the issue brought. People did not realize if the issue was far more serious. They state that euphemism will make people not see the mistake because it has been covered by using euphemisms. They believe that euphemisms will make certain issues to be inclined towards the journalist's way of writing the issue. The articles also would be seen as biased and not neutral in reporting the issues.

*Kind of things or issues that should be heavy would seem to be less heavy, for example corruption and taxes. If it's like this for me, it's not really worth it. Not transparent and sincere people say. (Sarah).*

*I am against euphemism that will fabricate the truth to tamper any misconducts. It is more acceptable to use straightforward language. So, it is not a necessity to use a lot of euphemisms in order to conceal the truth and it will not do any good if people are blinded from the truth, so it is not effective at all. Objective of an article is to tell the truth in the first place. (Aisyah)*

### **Discussion**

Euphemism is the result of a human intellect struggling with the challenge of how to speak in different situations about topics that, for one reason or another, the speaker would prefer not to speak freely about in the current context. Euphemism is essentially employed to disguise disagreeable concepts in order to avoid losing face in conversation. Furthermore, euphemism is employed in communication to extract the deep information or message hidden behind the euphemism-containing word, phrase, or sentence.

According to the data analysis depiction, there are various variances on the features of euphemism that are formed by the Malaysia political articles. In Malaysia's national political publications, thirteen political articles used euphemism. According to the types of euphemisms that have been found in the previous section indicate that the usage of euphemisms which appear most frequently in the Malaysia newspapers are formed through lexical devices. The frequent use of lexical devices in forming euphemisms is motivated by the effort of the politicians to make their speech sound pleasant without reducing the accuracy of the content of the speech that he wants to deliver. This finding supports Qi (2010) who argues that most euphemisms are formed through lexical devices, particularly by using borrowing words. In addition, this finding also supports Munfaati (2008) who found that most euphemisms used in the political articles are formed by using lexical devices.

Meanwhile, the very low frequency of using both sound and rhetorical devices in the politician's speeches is caused by the fact that the speeches are formal. In general, formal speeches usually use more familiar words and structure and less metaphors or abbreviations. This is in line with Rosa and Zaim (2014) who found that abbreviations are usually used in the casual context of language usages, such as in daily conversations or language used in newspapers. The findings indicated that the participants do realize that euphemisms are used as substitute metaphors with ideological force in sociopolitical contexts across cultures. Orwell (2019) looked at the use of euphemisms as ideological hedging tactics. The concept of metaphors as aspects structuring human mind, as well as Roman Jakobson's methodology for studying metaphor and metonymy as instances of romantic and realistic tendencies in the user, and appropriately ordering human behavior (Lakoff & Johnson, 2019). The use of euphemisms implies that some euphemisms reveal a hegemonic tendency, but another category of euphemisms acts as a counter-balancing force to this hegemonic impulse exerting supremacy in a community.

People think that politics is dirty and there are a lot of games. It is also good to use the euphemisms so that it would not look very dirty politically. But what is not good is if it is used for self-interest so that others stray from the truth. There is no problem in using euphemisms in articles as long as they are easily understood by the readers. It is necessary to a certain extent and also if it is for good purposes. But misleading euphemism with corrupted motives is bad. Politicians use euphemism as a safe means to discuss uncomfortable topics and criticize their opponents without offending their audiences. Under specification is closely related to understatement, a linguistic trick of euphemism construction that appears frequently in the corpus. Similarly, a common expression like nuisance is halfway between both resources in that it presents an uncomfortable topic as less important than it really is in order to lessen its degree of possible face-affront. In a subtle sense, nuisance refers to the harm caused by potholes on the region's roads. the use of cautious language in the form of the modal verb can help to reduce the risk of potholes for route users.

The findings show that euphemism plays an important role in the "self-promotion" of regional politicians, including sensitivity to audience concerns, avoidance of expressions that can be perceived to marginalize socially disadvantaged groups, polite criticism, and even disguise of unsettling topics. In journalism, these occurrences are regarded as euphemisms for presenting political statements in every part of life.

## Conclusion

The results of data analysis show that the euphemisms used in national political newspapers are formed through lexical devices, grammatical devices, and rhetorical devices. The participants' perspectives on euphemisms can be categorized into four: (1) euphemisms usage to avoid taboo words and showing politeness, (2) misleading or unclear meaning, (3) euphemisms as ideological tools, and (4) greater degree of unconventionality from its meant.

Politics, as far as we are concerned, is a mass of lies, and politicians, in fact, loathe displeasing others if they can prevent it. This is why euphemisms were employed. In other



words, euphemism is a useful tool for avoiding embarrassment. In any event, Islam has taught us that we must exercise caution when communicating with others. That is, when dealing with sensitive issues, we must be cautious of our lips. To summarize, in order to interact with others and keep good harmony, we utilize euphemisms rather than expressing anything straight to them whenever and wherever we believe it deals with something unpleasant in order to avoid disagreement. Euphemism is mostly dictated by the expression used or the context in which it is used. Then, mental models and self-knowledge were to be used to judge whether or not it is a euphemism. Euphemism is a useful tool for avoiding embarrassment, and it is used not only to hide distasteful or offensive terms, but also to conceal unpleasant concepts, even if the phrase for them is not necessarily objectionable.

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