

THE MAPPING OF POSITIVE EMOTIONS IN COLOURS MAGAZINE: A NATURAL SEMANTIC METALANGUAGE APPROACH

Putu Gede Budiarta¹, Ni Luh Sutjiati Beratha², I Nengah Sudipa³

putugedebudiarta@gmail.com

Udayana University, Bali, Indonesia

Abstract

Translating the concept of emotions is a task and mission for a translator to bear and solve. The translator needs to carefully determine the closest equivalent between the source language and the target language. Transferring the meaning of any kind of emotion lexicon might be regarded as quite challenging and interesting aspect to explore at the same time. The expression of emotion concepts must be transferred properly in the TL to avoid misunderstanding and misguiding.

This study focused on dealing with two problems; categorization of emotion concepts and the mapping of Indonesian-English positive emotions. The aims of this study are to find out the categories of positive emotions based on aspect of cognitive scenario, and to analyze how the positive emotions are mapped. The data of this study were taken from bilingual Indonesian-English magazine entitled *Colours* by Garuda Indonesia Airlines. Observation method and note-taking technique were applied in collecting the data. In analyzing the data, the descriptive-qualitative method was also applied. The discussion of the problems utilizes the category of emotion based on aspects of cognitive scenario by Wierzbicka and Natural Semantic Metalanguage theory with paraphrasing technique in formulating explication are also by Wierzbicka.

The results of this study showed that there are two categories of positive emotions; they are 'something good happened' and 'good things will happen'. Furthermore, in mapping the positive emotions, there are some lexicons with similar meanings used and for the lexicons which were less appropriately translated in the TL; the translation suggestion was given to make it more appropriate and acceptable.

Keywords: Translation, Positive Emotions, Mapping, Natural Semantic Metalanguage

1. Introduction

Translating emotion is not an easy process. The translator has to look for the closest equivalent between the source language text (SL) and the target language text (TL). The emotion concept expressed in the SL has to be transferred by using a proper expression with the correct language system in the TL. There must be proper techniques applied in the translation process of emotion. Many lexicons in English bring translators into a challenge, especially a lexicon for conveying emotions. Many psychologists appear to be more comfortable with the term 'emotion' than 'feeling' because 'emotions' seem to be somehow 'objective', it is often assumed that the only the 'objective' which is real and amenable to rigorous study, and that 'emotions' have a biological foundation and can, therefore, be studied 'objectively', whereas feelings cannot be studied

(Wierzbicka:1999). Translating state verbs or entities (adjective, noun, adverb, etc) indicating emotions is a task for a translator to bear and solve. It becomes interesting to reveal the features of the emotion lexicon from one to another language. It opens a chance for people to understanding and also appreciation.

Based on the introduction background, the material for this study comes from the text in the magazine entitled Colors Magazine January and February 2019 edition, published by Garuda Airlines Indonesia as the data source. The focus of this study is on the translation of the English emotion lexicon applying the Natural Semantic Metalanguage (NSM) approach proposed by Wierzbicka (1996), in a case where the SL is Indonesian and the TL is English.

Based on the orientation of transferring positive emotion lexicons when translating a magazine from Indonesian into English, they can be formulated as follows:

1. What categories of positive emotions based on the aspect of cognitive scenario are found in *Colours magazine*?
2. How the positive emotions in the *Colours* magazine are mapped from the SL to the TL?

Theoretical Framework

A. Category of Emotion Based on Aspects of Cognitive Scenario

NSM combines the philosophical and logical tradition in the study of semantics with a typological approach to the study of language which is based on the empirical research of languages (Wierzbicka:1996). NSM provides terms for describing the concepts in the object language called a set of semantic primes, a small core of basic, universal meaning which are believed to be shared by all the languages of the world (Kamajaya, 2013). Wierzbicka (1996) states that NSM is an approach to semantic analysis based on reductive paraphrase that is breaking concept/words using a small collection of semantic primes. She derives some natural meanings which consist of several components including conceptual primitives and lexical universals.

Emotion concepts encoded in the English lexicon constitute a coherent and reasonably self-contained (though not sharply delimited) cognitive domain, with a characteristic and specifiable type of semantic structure (Wierzbicka, 1996: 178). Wierzbicka (1996) substantiates the claim by analyzing a reasonably large group of emotion concepts, drawn from two separate areas: roughly speaking, an emotion linked with 'events contrary to expectations' and emotions linked with 'misfortunes'. Wierzbicka (1996) derives the two areas of emotions more specifically as follows:

- (1) Emotion linked with events contrary to expectations includes frustration, relief, disappointment, surprise, and amazement
- (2) Emotion linked with misfortunes includes sad, unhappy, distressed, upset, depressed.

Furthermore, Wierzbicka (1999) divides emotion concepts by discovering cognitive scenarios into six types. This theory draws relevance since the cognitive scenarios help map or categorize the emotion lexicon in order

to easily analyze and understand it. Like any other set of complex entities, emotion concepts can be classified in many different ways, they are; 'something good happened' (e.g joy or being happy), 'something bad happened' (e.g sadness or grief), 'something bad can/will happen (e.g fear or anxiety), 'I Don't want things like this to happen (e.g anger or indignation), 'thinking about other people (e.g envy or Schadenfreude) and 'thinking about ourselves' (e.g shame or remorse). Each of these themes is linked with some aspects of cognitive scenarios which underlie the emotion concepts. However, this study only used two of the cognitive scenarios which are 'something good happened' and 'thinking about other people'. *Tables*

(1) Something Good Happened and Related Concepts

Like other languages, English has a relatively small set of emotional terms referring to good events' (cf. Averill 1980), and not all such words are linked with 'good feelings'. For example, *envy* implies that something good happened', alas, it happened to someone else, and the experience feels something bad', not something good'. There are several common English words which are linked with thoughts about good things' that happened and are happening, or will/can happen and which imply good feelings', such as; joy, delighted, contented, happy, relief, etc.

1. Joy

The cognition scenario of joy is simpler than that of happiness, and partly for this reason joy is a better starting of the analysis of 'positive emotion terms'. There are two crucial cognitive components in the joy scenario. An evaluative one something good is happening' and a volitive one I want this to be happening'.

2. Happy and happiness

Happy is when something good has happened to us that we have wanted to happen. One clear difference between happy and joy has to do with the personal character of the former and the non-personal selfness character of joy. Unlike being happy, joy can be shared with other people and can be seen as open to everyone. In some ways, joy can be seen as more intense, more thrilling than being happy – and more likely to be a short emotion. The most singular difference between happiness and joy is that happiness is a solid and joy is a liquid. Being happy is more consistent, furthermore with goals achieved and dreams fulfilled than with an unexpected and undreamed of good things. However, there is one further important difference between being happy and joy, which (as we will see) links the former with contentedness; the implication that one doesn't want anything else, that one has all one wanted.

3. Contented

Contented is also focused on the present well-being ('I feel something good based on past good events (some good events happened to me before now and on the lack of present desires (I don't want other things now). It is, therefore, more limited in scope than happy which is on past events (something good happened to me) matching past wanting (I wanted something like this to happen) and, therefore, more compatible with the achievement of goals and fulfillment of long term wishes.

Semantic Primitives (Semantic Primes)

When discussing NSM, it is impossibly detached from semantic primes theory by Wierzbicka (1996). She says that the key to rigorous and yet insightful talk about meaning lies in the notion of semantic primitives (or semantic primes). It is relevantly used to do the explication of emotion lexicon, therefore the lexicon's semantic features are revealed and examined. The elements which can be used to define the meaning of words (or any other meanings) cannot be defined themselves; rather, they must be accepted as indefinability', that is, as semantic primes, in terms of which all complex meanings can be coherently represented. (Wierzbicka, 1996: 10). Any set of primitives is better than none because without some such set of semantic description is inherently circular and ultimately, untenable. This doesn't mean, however, that it is a matter of indifference what set of primitives one is operating with, as long as one has some such set.

Afterward, Goddard (2006) offers a new set of semantic primes. He starts by highlighting Wierzbicka's NSM theory. The NSM theory (Wierzbicka 1996a; Goddard and Wierzbicka eds 1994, 2002; Goddard 1998; Goddard ed. In press) is based on evidence supporting the view that, despite their enormous differences, all languages share a small but stable core of simply shared meaning (semantic primes), that these meanings have concrete linguistic exponents as words or word-like expressions in all languages and that they share a universal grammar of combination, valency, and complementation (Goddard,2006:3). That is, in any natural language one can isolate a small vocabulary and grammar which has precise equivalents in all other languages. The number of semantic primes appears to be in the low-sixties; sixty-four. Semantic primes can be combined according to grammatical patterns which also appear to be universal to form simple phrases and sentences.

Therefore, as proposed by Goddard (Goddard et al, 2014:65), the latest set of semantic primes is presented as follows.

TABLE OF SEMANTIC PRIMES	
SUBTANTIVES	I, YOU, SOMEONE/PERSON, SOMETHING/THING, PEOPLE, BODY
RELATIONAL SUBTANTIVES	KIND, PART
DETERMINERS	THIS, THE SAME, OTHER/ELSE
QUANTIFIERS	ONE, TWO, MUCH, MANY, SOME, ALL
EVALUATORS	GOOD, BAD
DESCRIPTORS	BIG, SMALL
MENTAL/EXPERIENTIAL PREDICATES	THINK, KNOW, WANT, FEEL, SEE, HEAR
SPEECH	SAY, WORDS, TRUE
ACTIONS, EVENT, MOVEMENT, CONTACT	DO, HAPPEN, MOVE, TOUCH
LOCATION,EXISTENCE, POSSESSION, SPECIFICATION	BE (SOMEWHERE), THERE IS/EXIST, HAVE, BE(SOMEONE/SOMETHING)
LIFE AND DEATH	LIVE, DIE

TIME	WHEN/TIME, NOW, BEFORE, AFTER, A LONG TIME, A SHORT TIME, FOR SOME TIME, MOMENT
SPACE	WHERE/PLACE, HERE, ABOVE, BELOW, FAR, NEAR, SIDE, INSIDE
LOGICAL CONCEPTS	NOT, MAYBE, CAN, BECAUSE, IF
AUGMENTOR, INENSIFIER	VERY, MORE

To make explication, it is needed to make some clauses or sentences by using semantic primitives which describe the meaning of the words or phrases being explicated. The basic unit of the NSM syntax is a “clause” which is constituted by a “substantive” and a “predicate”, and some additional elements determined by the nature of the predicate (Wierzbicka 1996: 144). Besides the common form of clauses (consisting of substantives functioned as subject and predicate), there is also sentence with no subject, such as existential sentences, centered on the predicate THERE IS/ ARE. The substantives include I, YOU, THIS, SOMEONE, SOMETHING, and PEOPLE. The last three substantives can be combined and become a unit with determiners THIS, THE SAME, OTHER, ONE, TWO, SOME, MUCH/ MANY, LITTLE/ FEW, ALL, and attributes such as GOOD, BAD, BIG, and SMALL.

The possible predicates include the following elements:

- a. Mental predicates: THINK, WANT, KNOW, FEEL, SEE, HEAR
- b. Speech: SAY
- c. Actions and events: DO, HAPPEN, MOVE
- d. Existence and live: BE, LIVE
- e. Relation: (be) LIKE; (be) a PART of
- f. Space: (be) in a PLACE; (be) UNDER; (be) ABOVE; (be) ON (this) SIDE; (be) INSIDE; (be) FAR; (be) NEAR; (be) HERE
- g. Evaluation: (be) GOOD, BAD
- h. Description: (be) BIG, SMALL

In order to make explications of phrases about plants, semantic templates followed by explications for animal terms stated by Goddard (2015:8-9) are used as an important reference because animal terms and phrases about plants belong to the same category: natural kind terms. A semantic template is a structured set of component types shared by words of a particular semantic class – often applicable across many languages (Goddard 2015:8). Explication for animal terms follow semantic template with the following sections: [a] CATEGORY, [b] HABITAT, [c] SIZE, [d] BODY, [e] BEHAVIOR, [f] SOUND, [g] RELATION TO PEOPLE. Explications of phrases about positive emotions also adapt this template.

II. Methods

The data for this study comes from the text in the bilingual magazine entitled *Colours Magazine* January 2019 edition, published by Garuda Airlines Indonesia as the data source. The focus of this study is on the translation of the English emotion lexicon applying the NSM approach proposed by Wierzbicka (1996), in a case where the SL is Indonesian and the TL is English according to Garuda Airlines Colors Magazine chief director Herawati Saragih. She explained via telephone that according to her, even though the magazine format is showing the English text first on the left side of the magazine and followed by the Indonesian text on the right side that does not mean that the English text is the SL, it is just a matter of positioning the English

text first to attract the international passengers of the flight Airlines. This bilingual magazine is chosen because the content and the information within the magazine are very intriguing thanks to the fact that this kind of magazine is unique in its way. The figure number and caption should be typed below the illustration in 8pt and left justified. For more guidelines and information to help you submit high quality artwork please visit: <http://ijrp.org/page/instruction>. Artwork has no text along the side of it in the main body of the text. However, if two images fit next to each other, these may be placed next to each other to save space, see Fig 1. They must be numbered consecutively, all figures, and all tables respectively.

The method of collecting data in this study was observation and identification. Observation method is a method of collecting data by observing closely the SL and TL text that express emotion concepts, especially positive emotions. In this case, as the data source of this study was in the form of a bilingual magazine, the observation method was appropriate in order to observe the content thoroughly to find out the lexicons as in the problems discussed.

The data were analyzed by applying the qualitative method and paraphrasing technique. The data were analyzed based on the theories concerned and were explained by applying the descriptive method. There were some steps in analyzing the data.

The present study is a qualitative study. Formal and informal methods were applied in presenting the result of the data analysis. According to Sudaryanto (2015:261), an analysis presented by using informal presentation method is detail and in form of long description (using words and sentences). Therefore, the analysis presented will be relatively longer than formal method. In formal method, the description tends to be shortened to make it more effective and efficient. Obviously the formal method will not merely uses basic description in forms of sentences. To make the result presentation shorter, tables, symbols, or abbreviations may be used. The analysis result in this study was presented in the form of description using words, as well as tables for presenting the data and abbreviations such as SL and TL. Descriptive method and explanation technique were applied in this study.

III. Findings and Discussion

In this chapter, the results of the data analysis are presented. The Indonesian positive emotion lexicons and their translation equivalents were categorized through the theory of category of emotion based on the aspect of cognitive scenarios. Afterwards, the theory of translation procedures was described, and it was analyzed through the theory of NSM.

3.1 "Something Good Happened" and related concepts

Wierzbicka (1999:60) states that in English, as in many other languages, there are many emotion terms associated with cognitive scenarios in which something good happened, is happening, or will happen.

(4.1)	SL	TL
	Saya sangat mencintai fashion yang mewakili kebudayaan dan adat istiadat suku pedalaman. Jadi ketika melakukan travelling, saya selalu mengenakan manik-manik dari hasil kerajinan tangan yang terbuat dari biji-bijian. Intinya bisa mewakili kearifan budaya lokal dari Indonesia. (p133)	I really love fashion that represents cultures and customs. So when I travel, I always wear natural handicraft beads made of seeds, which express the wisdom of Indonesian local culture. (p133)

In the data above, the person stated that she loves fashion that represents her cultures and customs. Therefore, as she travelling, she always wearing unique accessories, which express the wisdom of their country.

The lexicons *mencintai* has an emotion concept which indicates 'something good happened'. It indicates a feeling of pleasantry and likeness towards something in particular. In English translation, this word can be transferred into *love* or *like*. The translator chose the most appropriate word for the SL in the TL. The explication of *mencintai* can be seen through the following explication.

Mencintai (cinta)

X felt something because x thought something

Sometimes a person think:

" I want something

I don't want to stop

I need something

I will do anything for it

I will do something for it

Something good is happen

Because of this I feel good"

When this person thinks this this person feel something good

X felt something like this

Because X thought something like this

According to Indonesian-English Dictionary (Cambridge,2020), *mencintai* is translated into *love*. In the data (4-1) the translator translated the lexicon *mencintai* into *love*. Based on the explanation of the word *mencintai* to the context of situation in the magazine, the word translated is appropriate with the source language.

When it is translated into English, the emotion of *mencintai* is well represented by *love*. The data above presents that the speaker was very fond of their country's fashion especially that truly represented the wisdom of their country. In order to show the clearer comparison between the word *mencintai* and *love*, the cognitive scenario of each word is presented below. Here is the explication of *love*.

Love

X felt something because x thought something

Sometimes a person think:

" I want something

I don't want to stop

I need something

I will do anything for it

I will do something for it

Something good is happen

Because of this I feel good"

When this person thinks this this person feel something good

X felt something like this

Because X thought something like this

As stated before, one feels *cinta* not merely because “something good happened” to them but also “something very good” already happened before and for some time; it shows that this person feels that way in quite a long time. It also means a feeling of great fondness or enthusiasm for a person or thing. Therefore, it can be concluded that the word *mencintai* translated into *love* is appropriate. The lexicon *mencintai* and *love* match to each other by comparing the explication of both lexicons. The similar cognitive scenario is identified in both lexicons.

3.2“Good things can happen”, and related concepts

This emotion is closely related to the cognitive thought of something good which can or will happen in the future. Thus, something good can happen in the future raises positivity of feeling within the experiencers themselves, varying from *harapkan* until trust, as it is thoroughly discussed below.

	SL	TL
4-10)	<p>“Sejalan dengan komitmen pengembangan jaringan penerbangan nasional yang dilaksanakan Garuda Indonesia Group, hadirnya layanan penerbangan rute Kertajati- Lampung- Palembang pp dan Kertajati- Balikpapan- Tarakan pp tersebut tentunya kami harapkan dapat mendukung upaya percepatan peluang kawasan ekonomi baru di wilayah Jawa Barat bagian timur dan sekitarnya,” kata Direktur Layanan PT Garuda Indonesia (Persero) Tbk., Nicodemus P. Lampe. (p144)</p>	<p>In line with the commitment to develop the national aviation network carried out by the Garuda Indonesia Group, with the introduction of flight services on the Kertajati–Lampung–Palembang round trip route and the Kertajati–Balikpapan–Tarakan round trip route, we certainly hope to support the efforts to accelerate new economic opportunities in the eastern part of West Java and its surroundings,” said Director of Services of PT Garuda Indonesia (Persero) Tbk. Nicodemus P. Lampe. (p144)</p>

The data above describes that according to Director of Services of PT Garuda Indonesia (Persero) Tbk. Nicodemus P. Lampe by opening a new line of flight route to certain area in the country Garuda Indonesia Group hopes that it will support the efforts to accelerate new economic opportunities in the eastern part of West Java and its surrounding. In data (4-10), *harap* is the root of *berharap* translated to *hope* which means desire of someone for something to happen (KBBI,2016).

The translator clearly using the literal translation because it is too obvious and because the translator transferred the meaning from the SL to the TL text appropriately. In order to know the semantic features, the explication of *harapkan* is as follows.

Harapkan (harap)

X felt something (because X thought something)

Sometimes a person thinks:

“Something good is happen

I want things like this to happen

I can’t want anything else now”

When this person thinks this, this person feels something good

X felt something like this

Because X thought something like this

In English *hope* means to want something to happen and have some reason to believe that it will or might happen. As similar in *harapkan*, the feeling of the experienter towards something in the future is to happens. The explication of hope can be described as follows.

Hope

X felt something because X see something

Sometimes a person thinks:

“Something very good is happening

I want things like this to happen

I want this to be happening”

When this person thinks this, this person feels something very good

X felt something like this

Because X thought something like this

From the above explications, both lexicons express similar willingness about wanting something to happens in the future. In the willingness of wanting something, *harapkan* and *hope* are similar to each other; it can be seen through “I want things like this to happen”. Therefore, both of the lexicons are verb in which the subjects expect some good things to happen to him/her. In short, it can be concluded that *harapkan* and *hope* are closely equivalent. The translator translated this emotion properly into the target language.

IV. Conclusion

Based on the analysis of the data, there are some points to be drawn as conclusions. The conclusions are as follows: The first point is related to the first problem. It is about the category of emotion concepts; it was found that there are only two categories of positive emotions in the bilingual magazine *Colours*. They are “something good has happened”, and “good things can happen”. The first category is “something good has happened” and related concepts. The Indonesian lexicon found which are linked to this concept are *mencintai, menikmati, ceria, nyaman, serunya, ketertarikan, inspirasi, minat khusus, and ramah*. The concepts related to “something good has happened” and its English translation are *love, enjoy, playful, confident, thrill, interest, inspiration, passions, and friendly*. The second category is “good things can happen” and related concepts. The Indonesian lexicons found are *harapkan, optimis, terinspirasi, kepercayaan*. The concepts related to their English counterparts are *hope, optimistic, inspired and trust*.

The second problem was concerned with the mapping of the lexicon of positive emotions. By mapping those positive emotion lexicons, the similarities and differences of the lexicons used in the TL are explicated. Some of them could convey the message from the SL. Making them equivalent in the TL. However, the lexicons used in the TL are appropriate and meaningful contextually. In addition, if the emotions were translated less appropriately, suggestions were given in the TL to make them more appropriate. By NSM analysis, the scenario of negative emotion cognition can be revealed. The approach is an alternative to breaking the wall of transfer barrirer in translating the positive emotions. Since the translator tries to figure out the situation clearly, there is no lack of meaning and message from the SL into the TL. Therefore, the application of NSM through explication is really needed to configure the meaning of positive emotions from the SL into the TL.

Acknowledgements

I would like to dedicate my deepest and sincere gratitude to my parents, sister and fiancée for their endless love, hope, supports and prayers.

References

- Catford, John.C. 1965. *A Linguistic Theory of Translation; An Essay in Applied Linguistics*. Great Britain: Oxford University Press.
- Goddard, Cliff. 2010. The Natural Smeantic Metalanguage Approach. In Bernd Heine and Heiko Narrog (eds). *The Oxford Handbook of Linguistic Analysis*. Oxford: Oxford University Press. 459-484.
- Goddard, Cliff. 2012. *Semantic Primes, Smeantic Moleculesm Semantic Templates: Key Concepts in the NSM Approach to Lexical Typology*. Queensland: Griffith University
- Goddard, C. & Wierzbicka, A. (2014). *Words and meanings: Lexical semantics across domains, languages, and cultures*. Oxford: Oxford University Press. Deep-Burn Project: Annual Report for 2009, Idaho National Laboratory, Sept. 2009.
- Wierzbicka, Anna. 1992. *Defining Emotion Concepts*. Australian National University: Cognitive Science. 16: 539-581.
- Wierzbicka, Anna. 1996. *Semantics: Primes and Universal*. Oxford: Oxford University Press.
- Wierzbicka, Anna. 1986. *Human Emotions: Universal or Culture- Specific*. American Anthropologist, New Series. Vol. 88, No. 3: 584-594.
- Wierzbicka, Anna. 1999. *Emotions Across Language and Cultures: Diversity and Universal*. Cambridge University Press.
- Wierzbicka, Anna. 1999. *Emotional Universals*. Australian National University Language Design. 2: 23-69.
- Wierzbicka, Anna. 2010. The History of Emotions and the Future of Emotion Research: Emotion Review. *The International Society for Research on Emotion*. Vol 2:269-273.

World wide web

https://agencyfish.com/Garuda_Colours_Magazine/2019/January/index.html