

## CHAPTER I

### INTRODUCTION

This chapter discusses about the background of the research, research problem, research objective, research significance and definition of key terms.

#### 1.1 Background

Since both male and female are social creatures, they have to communicate to each other. Here, language plays an essence part for them as a device to communicate between human. It also used as an expression of someone's state of mind as well as feeling. According to Holmes and Meyerhoff (2003:11), "Language is a resource which can be drawn on creatively to perform different aspects of one's social identity at different points in an interaction." Based on Holmes and Meyerhoff statement, that language is a reflection of different points and user, it divides language into several varieties which are uttered according to the specific context of the utterances.

The diversity of context occurred where the language is uttered by the speakers generally based on their social, age or gender. This situation makes language divided into two varieties. Those are formal and informal language. The difference of formal and informal language lies in the words choices, context as well as the structure or grammar. Formal style in language is used when we pay more attention to how we are speaking while in informal language we pay less attention (Yule, 2006:208). The characteristic of formal language is constructed

by standard language as well as standard grammar while informal language is vice versa. The standard language and grammar are commonly given in the process of education in the school. While the use of informal language produces the raise of non-standard language and even offensive language.

Offensive language is often used by the speaker caused by specific situation or occasion which affects them to utter it. In common, the speakers use it when they are swearing. When people swear, they spontaneously express their emotions or anger. Moreover, swear words sometimes contain taboo words or offensive words. In line with this statement, according to the data of the main reason why people are swearing in 2000, Jay (2009:155) stated that swearing occurs caused by personal and interpersonal expression of anger and frustration. The negative effect of the swearing can produce several offensive words. The words which are produced by swearing largely are taboo words. Also O'Connor (in Jay, 2009:157), "the negative framing of swearing reinforces the notion of taboo words as substandard speech and is used by authority figures to relegate swearing to bad behavior that cannot be condoned."

In swearing, people frequently use taboo words as well. Taboo words are words contained taboo things which included into offensive language caused by it is very uncommon to use in the public. The word '*taboo*' comes from Polynesian words. Freud divided taboo into two types, "in one hand, taboo is anything related to sanctified, but in the other hand it is related to forbidden, dangerous and unclean." (Freud, 2012:13). In contrast with Freud, Wardhaugh (2006:247). emphasized "taboo is the prohibition or avoidance in any society of behavior

believed to be harmful to its members in that it would cause them anxiety, embarrassment, or shame.” Things which are classified as taboo are commonly related to religious and offensive or vulgar terms which cause taboo are rarely and prohibited to be spoken in society. Many linguists has classified the swearwords which produces offensive language in several types. In this case, Ljung gave a characteristic to categorize the swear words. He names it as theme. Those are the religious/supernatural theme, the scatological theme, the sex organ theme, the sexual activities theme, and the mother (family) theme. In addition, there is also a theme which is less used or less widespreaded in swearing called minor theme. There is also the euphemism type.

Regardless of the prohibition in speaking the swear words, there are some reasons which led them to be spoken by the speaker. As what is cited in the previous paragraph, that swearing can be an expression of the speaker’s feeling of surprise, pain, fear, anger, disappointment and even joy (Ljung, 2011:22). However, cultural norms for the expression of anger or aggression vary by gender, and women and men use these emotions differently (Jay and Janchewitz, 2008:271).

In the use of swearing by male and female, many research discovered that female are less in using offensive words in swearing. Female refer to use polite manner than to use taboo or vulgar words in swearing. To evade the use of impolite or offensive words, women rather use the alternative words. Women use less direct, more vague terms for describing sexual intercourse or genitalia because they are expected to use more polite speech (Lakoff, Crosby & Nyquist in

Payne, 2001:92). The use of polite language by women is the effect of chronicle in the medieval history of the silence of women, for example in the Victorian era “speaking properly” became associated with being female and being lady (Mugglestone in Holmes & Meyerhoff, 2003:104).

Since women speak more polite than men, women rarely use taboo or vulgar words in swearing. There is a term which makes taboo words or vulgar words sound more polite. This term is called euphemism. Euphemism is the process of replacing the structure of the words from the original word but it has the same meaning to the original word. One of the factor people use euphemism is they try to avoid the direct naming of unpleasant things, they want to sound polite and tactful and sometimes more official (Arif, 2015: 153). On the contrary with taboo words, euphemism can be produced in a formal situation. In order to be polite to a casual acquaintance of the opposite sex, in a formal situation, in a middle-class environment, one would normally be expected to use the euphemism (Allan & Burrige, 2006:35). The examples of the euphemism in swearing can be seen in the nineteenth century while this word used by the polite society. The interjections used in previous religious swearing like ‘*Jesus!*’ and ‘*God!*’ were euphemized and hidden behind linguistic peculiarities like ‘*Gee!*’ and ‘*Gosh!*’ (Ljung, 2011:66).

Swearing can be spoken in any situation. It also can be uttered by whether male and female. One example occasion is when people solve a game. The situation of solve a problem in a game makes the players express their emotions and feelings. It affects them to produce a language or words as Turocy and

Stengel (2002:4) stated that the concepts of game theory provide a language to formulate, structure, analyze, and understand strategic scenarios. There are many situations when people solve a game, they could be feeling angry, enjoyed or frustrated if they cannot win the game. The specific situations can arise depend by the genre of the game they are playing. The reason of people swearing and expressing taboo words according to Baumeister and Bushman (2008: 300) is because they are frustrated. This case caused them to swear and produce some swear words.

The previous research about swearing words have been published by Aditia in 2011. In his research, he applied Jay's theory about swear words and as the result is he found three kinds of swear words those are psychological condition, social class and ethnic group. Next is Sumirat's research in 2013. In Sumirat's research, she revealed seven classifications of swearwords according to Hughes' theory those are religion, general swear words, genitalia, stupidity, anatomy, excretion, and animal. Then, Anggita's research in 2015, which concluded the classification and function of the words according to Batistela and Wardaugh. Also, Sari's research in 2007. Sari found 13 types of euphemism. All the research revealed the function or the reasons which caused the character on the movie speak the swear words also the types of swearing words largely in taboo words and euphemism that uttered by the character in the movie.

In contrast with the previous research which take movies as the object for the research, in this research the writer decided to make a real event in the reality as the object of the research. Also, different from the previous research, this

research use gender differences studies between male and female gamers in selected game-review video on Youtube site.

## 1.2 Statement of Problem

Swearing produces several uncommon words which contains offensiveness. However, swearing can be uttered as a spontaneous response of the speakers about somewhat that is happened to them. This response triggered by several reasons related to their feeling or emotion. The production of the words when they are swearing is various.

According to the background of the research and the statement above, therefore, the researcher interested to analyze the swear words uttered by several gamers in *Youtube* site. The male and female gamers are swearing as a response when they reviewing a game. Knowing that there are several swearwords uttered by both male and female gamers, and as the perspective from this era where women have an equality with men, it is interesting for the researcher to explore the problem related to the categories, dominant categories of swear words and the reason of the swearing. Thus, the problem of the research can be formulated as follows:

1. What categories and dominant categories of swear words uttered by male and female gamers?
2. What is the reason of swear words uttered by male and female gamers?

### 1.3 Research Objective

Based on the research problem above, thus research objective can be formulated by the writer as follows:

1. To discover the categories and dominant categories of swear words uttered by male and female gamers while they reviewing a game.
2. To reveal the reason of swear words uttered by male and female gamers.

### 1.4 Research Significance

According to the research problem and research objective above, thus research significance can be described theoretically and practically as follows:

1. Theoretically

This research has underpinning theories. The theories applied in this research are sociolinguistics as main theory, pragmatics as supporting theory, swearing as well as gender based language. Hopefully this research could reject, strengthen or revise the related theory. It depends on the result of this research.

2. Practically

Over and done with this research, hopefully the readers know how and when swearwords used suitably since it contains vulgar and offensiveness. Also, hopefully this research can give a contribution in linguistics fields as an analysis of swear words using gender differences and can be a groundwork for the further specific research.

## 1.5 Definition of Key Terms

This chapter describe about several terms which are often appeared in this research. This chapter is made in order to make the meaning clearly defined and to avoid misunderstanding meaning of terms used in this research. The explanation below will provide clarification terms of: swearing, swear words, language and gender, taboo words, euphemism and gamers.

### a. Swearing

The term swearing used in this research is a condition of feeling and emotion of the speaker which leads them to speak swear words. For example, the speakers uttered “*Geez!*”, “*Motherfucker!*”, “*what the hell?*”

### b. Swear Words

The term swear-words used in this research is the production of words from a speaker when they are swearing. For example, *Son of a bitch!*, *fuck!*, *asshole!*

### c. Language and Gender

The term language and gender used in this research is a study of language variations used by male and female with analyzed by gender differences in using language. This study explores the distinguish use of language between men and women.

### d. Euphemism

The term euphemism used in this research is a more polite words used to evade the offence of taboo terms. For example, the word *Jesus!* is euphemized as *Jeez!*

e. Gamer

The term gamer used in this research is a player of a virtual game and uploaded their experience in playing the game to *Youtube*.

