

# CHAPTER I

## INTRODUCTION

This chapter presents the general description of the paper. It consists of research background, research questions, research objectives, research significances, research limitation, previous study and organizations of writing.

### 1.1. Research Background

Nowadays people can easily obtain various information both domestically and abroad. They can also enjoy almost all information in various fields, for example in politics, law, economics, and so on. They can get this information through mass media as like as print media, electronic media, and online media. The competition between print media, electronic media and online media demands to have more value in presenting the hottest and most recent news.

One of the online media that provides information about news in the world is online newspapers. The online newspaper is currently in great demand by many circles. One of the things that prove it is all newspaper companies have their own websites. Some reasons online media much in demand by the public is because of their easy and practical use. In addition, because this online newspaper is text that is presented through the internet, this media can be read repeatedly and can be opened at any time.

The language used in online newspapers is not like the language used in daily life, the online newspapers will use formal language to inform the news. In writing news many dictions will be chosen by journalist in accordance with the general conditions so that the readers could understand the contents of the news.

Budyatna (2009) argues the language used by the press in the newspaper must be complete, easily translated, and immediately explains what is agreed upon. That must use words that are efficient so that the news or information delivered can be easily read by the general public. Journalists in reporting news must present news that is in accordance with facts that occur in

the field. However, in publishing news, journalists must replace taboo or harsh words with soft, polite and acceptable language in all circles.

The language used for replacing taboo or harsh words becomes noticeably more subtle and polite is called euphemism. Allan and Burridge in Astuti (2014:1) assumes that euphemisms are words (or phrases) substituted for other words thought to be offensive to avoid the loss of face: either one's own face or, by giving offense that of the audience, or some third party.

Euphemism means talking by using good or subtle words, which gives a good impression. Efforts to display the forms of words that are considered to have a finer or more polite meaning to replace words that are used and are considered rude (Chaer, 2010).

The kind of euphemism is often found in everyday life, in order to maintain social relations and exchange ideas which is better and people always try to avoid using unpleasant, inappropriate or embarrassing words and expressions to them or to whom they speak. Friedman (2004:10) states that euphemism usage will be more interesting when it is used for specific purpose in a certain communication. It is not only prominent for a certain group of people, but also involves all levels of society to use euphemism to avoid losing face.

This topic considered sensitive, such as death, religion, excretion, sex, fear, shame, and disgust are the main factors that motivate the use of euphemism. Examples of these domains are death, menstruation, mental illness, militarise, profanity, and tabooed body parts. It is detailed with a consistent and serious linguistic analysis of the language and context in which it occurs (Timothy B. Jay, 1997:519). To be polite, people tend to cover up factors that are considered sensitive or offensive. This is in accordance with the Leech's statement (1981:45) that euphemism is as "the practice referring to something offensive or delicate in terms that make it sound more pleasant".

People communicate by using euphemism in their speak, both verbally and in writing, to cover or soften unpleasant connotations and denotations of several words or expressions. The expression is used as an alternative to a

dispreferred expression, in order to avoid possible loss of face either one's own face or, through giving offense, that of the audience, or of some the third party (Allan and Burridge, 1991). Then, the intention can be conveyed, and the person who receives it feels happy because of the choice of the word they like.

Meanwhile, many euphemisms are figurative language. Euphemism intersects and interrelates with the other figures of speech. There are some characteristics for judging the intersection between euphemism and the other figures of speech. First, euphemisms are used to avoid being offence. The euphemisms often cover up unpleasant things. Then, euphemism is not restricted to the lexicon. There are grammatical ways of toning something down without actually changing the content of the message. Take the two sentences *Michael has been known to take a campaign contribution (a bribe) now and then* and *Michael is known to have taken a campaign contribution (a bribe) now and then*. The first sentence is milder.

Figure of speech is a word or phrase which is used for special effect, and which does not have its usual or literal meaning. Perrine (1991:61) defines that "Figure of speech is anyway of saying something other than the ordinary way". On the other hand, figurative of speech is a use of a word that diverges from its normal meaning, or phrase with a specialized meaning not based on the literal meaning of the words such as a metaphor, simile or euphemism, and often provide emphasis, freshness of expression or clarity.

Figure of speech compares two different things. It describes something new through something which is already familiar (Madden, 2002). The usage of figure of speech is the special way to get special intention of something that said special. It means that the usage of language style is not taken literally. Fogelin (in Danziger and Kronrod, 2013) argues that figurative language uses words and expression which employ the connotative meaning. While Heller (2011) defines figurative language and speech refers to the alterations of words that exaggerate the usual meaning and provide the connotative expressions.

In addition, this research uses the semantic approach that study of meaning. Semantics as a branch of linguistics is mainly concerned with how

the 'meaning' is conveyed by the linguistics system consisting of different unit structures like sentence, phrases, words, morphemes etc. Semantics as a study of meaning, which relates language to the various aspects of non-linguistics reality, is also of interest to various disciplines such as philosophy, anthropology, psychology, communication theory etc (Leech, 1981:6).

The meaning of a word is determined through its contextual use; the words in the sentence that surround the word you are trying to define will give you contextual clues to help you define the words meaning. A word is defined within the context of a sentence. We must also pay attention to whether the word is used as a noun, adjective, or adverb. Contextual meaning also gives the reader clues to the denotative (literal or specific) and connotative (interpreted or emotional) meanings of words.

Related to the contextual meaning, there are several senses in which theories of meaning might be classified as contextual (Lyon, 1979:607 in Arkaan 2019:2). Hence most words have more than one meaning and he (1977:4) also states that meaning is a word of ordinary, everyday vocabulary of English. The meaning of a word is determined through its contextual use; the words in the sentence that surround the word you are trying to define will give you contextual clues to help you define the words meaning.

Besides, Bloomfield (1933:139) defines that the meaning of a linguistic form as a situation in which the speakers utter and response which calls forth in the hearer. Moreover, Richard (1985:172) has argued that meaning is what a language expresses about the world we live in or any possible or imaginary word. The word "meaning" has number different notions and varieties since speakers, in expressing their ideas, minds, feeling, use a word to mean something different from what it denotes.

This research examines **The Use of Euphemism in Violence Topics of Articles in *The Guardian's* Online Newspaper**. This research focuses on the types and functions of euphemism, which deals with the expression used to describe a terminal sickness and to implicitly encourage the readers to see a sickness or disease in a more positive way. Whether the journalists, reporter or

newsman will use euphemism to express or explain taboo or sensitive word, sexual acts and/or related body parts, or uses the actual terms as what they are.

Thus, the use of euphemism becomes the solution for all these problems that arise in sensitive communication. Euphemism does not only give a more positive connotation to a negative context but also protects, at the same time, maintains the face of both of the participants.

#### 1.2. Statement of the Problem

The language contained in the news text must use kind and polite words. Even so, there are many taboos or harsh words in the text of the online newspaper The Guardian on violence topics. From the statement of the problem, the following research questions are formed:

1. What types of euphemism are found in The Guardian's online newspaper on violence topics?
2. What the functions of euphemism are used in The Guardian's online newspaper on violence topics?

#### 1.3. Research Objectives

Based on the research questions presented above, the general objective of the study is to achieve comprehensive understanding regarding the use of euphemism in The Guardian's online newspaper. The specific objectives of the research are as follows:

1. To find the types of euphemism by Allan and Burrige (1991:14) theory in The Guardian's online newspaper.
2. To analyze and describe the functions of euphemism by Allan and Burrige (1991:11) theory in The Guardian's online newspaper.

#### 1.4. Research Significance

According to the explanation about this research in background of the research, research questions and research objectives. This analysis is very important for a better understanding of the euphemism. Therefore, it can be assumed this research will be useful theoretically and practically:

#### 1.4.1. Theoretically

It can be useful for the readers who are interested in studying Semantics focuses on euphemism. And this research also becomes a reference for further research in the same field.

#### 1.4.2. Practically

It can be useful for the readers to find out how to choose words or sentences that are better and polite in speaking or writing, so there is no miscommunication or misunderstanding that makes people offended or angry, by learning through this research that will tell which words or sentences are better to use and which sentences should be replaced in their use. Besides, by conducting this research, it also becomes somewhat a little help to other researcher whose research is similar or in the same field which is euphemism.

#### 1.5. Research Limitation

In this research, the writer limits the problem of only talking about the theory of Allan and Burrige then being related to the concept of semantics study. The objective study in the research is some news the violence case of articles in The Guardian's online newspaper. By determining the focus, this research focusing is to explain the answers to research questions. Hence, there are some focuses the researcher determines. Those are:

1. Focus on some interesting news on violence topics of articles and certainly which are a lot of euphemism and was taken according to the period from April to October 2019.
2. Focus on taboo or sensitive words in the news on violence topics of articles which are then classified into the types of euphemism and describe the functions of those euphemisms.

#### 1.6. Previous Study

Related to this theme research, the writer is greatly helped by previous researchers, because of becoming references in working on this research. The writer enters several previous studies that are identical discussing euphemisms but different in terms of objects and data. Here are some of the writers:

The first was employed by Astuti (2014), entitled “Euphemism Used in The Jakarta Post Newspaper”, by using sociolinguistics approach, focusing on the usage of euphemism as additional data to observe. She analyzed to find out the types, styles and functions of euphemism in The Jakarta Post Newspaper, and the findings showed seven types of euphemism: metaphor, idiom, circumlocution, acronym and abbreviation, hyperbole, metonymy and synecdoche, four styles of euphemism: formal, casual, intimate, and frozen style, and four functions of euphemism: to inform, to convince, to evaluate and to modalyze.

The second, was conducted by Jurianto (2016), her research examined the euphemism formations, according to Allan’s (2012) classification of euphemism formations, for death and sickness, and sexual terms in Dr. Oz Indonesia Talk Show. The findings showed the euphemisms are formed by using clipping, general-for-specific, circumlocution, litotes, hyperbole, substitution and verbal play.

The last was applied by Pangestu (2018), the problems studied in this thesis are about the types and the functions of Euphemism in comedy script “It’s Bad For Ya” by George Carlin. The main findings of his study there are seven types of euphemisms: metaphor, rhyming, circumlocution, clipping, abbreviation, hyperbole and understatement. In the other result, he concluded that euphemism was used in the text of online newspapers to make them softer and polite.

Finally, based on the three studies above, each related to the literature that serves the various applications in the research. Meanwhile, this research is concerned with violence cases contained in news texts. This paper is entitled "The Use of Euphemism in Violence Topics of Articles in The Guardian's Online Newspaper".

### 1.7 Organization of Writing

The organization of writing describes the parts in this research. This research is composed into five chapters. Those are:

#### CHAPTER I : INTRODUCTION

Chapter I consists of introduction which describes the research background which is divided into sub-chapters namely research questions, research objectives, research significances, research limitation, previous study and organization of writing.

#### CHAPTER II : REVIEW OF THE RELATED LITERATURE

In Chapter II, this chapter reviews the theories that related to this research. It involves semantics, meaning, figurative language, cognitive linguistics, euphemism, types and functions of euphemism.

#### CHAPTER III : METHODOLOGY

Chapter III presents the research methodology of the research. This chapter discusses the method of the research which includes the research design, the sample of data, the source of data, the technique of collecting data and the technique of analyzing data.

#### CHAPTER IV : FINDINGS AND DISCUSSION

Chapter IV provides the findings and discussion. This chapter discusses the analysis of the data. The research questions which presented in chapter one are answered in this chapter. Thus, this chapter is divided into two sections. The first section is to answer the first question about the types of euphemism and the second one is to answer the question about the functions of euphemism.



## CHAPTER V : CONCLUSION AND SUGGESTIONS

The research will be concluded in Chapter V. In addition, the research will give some suggestions for the readers. The conclusion is drawn based on the formulated research question, while suggestions are intended to give information to the next writers who are interested in conducting similar research.

