

CHAPTER I

INTRODUCTION

This introduction chapter covers five sub-chapter which consists of background of the study, research question, objective of the study, significance of the study and scope and limitation of the study as theories which help the writer conducting the research and writing this thesis.

1.1 Background of the Study

Words are a tools to communicate each other. In communication, people must maintain social relations with others people by paying attention to the words spoken. Speakers must think about all factors that related to the norms that exist in an environment. The speaker must pay attention to all factors that influence their speech like how the situation happened, who are the listener, where it was, and on what topic being discussed. In that case, speaker need to talk and communicate ideas with nice words to maintain good relationship.

People can still talk about something in harsh and offensive words in other way and rephrase it to make it “ sound better “ which is called Euphemism. According to Allan & Burrige (2006), Euphemism are alternatives expressions that sound pleasant or are may not to used when carrying out certain events on certain occasions. Euphemism used to for avoid a harmful word in context of religion, sex, bodily and others. People still can talk about forbidden words without making a listener lose face by using the euphemism. Using euphemism can be considered not to demean others people.

Similar to Allan & Burrige (2006) statement, Murphy and Koskela (2010) stated that euphemism are diffrent ways of explaining something that make it sound nicer to hear or speak. When phrases or words uses a euphemism, their meaning often deviates from the literal meaning. It used to cover up bad meaning, although the word is not always hurtful.

likewise, euphemism are used to express words that are offensive, as we know, that euphemism keep us at a safe distance from offensive or harmful words themself. Elevating the status of something is another way to employ euphemism (

e.g. the word “steward” more elevated than “ helper on the plane”, and using “ underprivileged” sound much better than “poor.). Generally, euphemisms are words that are employed to speak something that are difficult to say out loud.

Some Euphemisms cause a change in language by making it appear or disappear of some meaning of the lexeme, or a suitable meaning in a higher style. Usually, An euphemistic term usually can have Semantic changes. Semantic Changes is a the insertation of new meaning to an existing word or expression, and some already existing vocabularies get more refined meaning (Ariani, Beratha, & Malini, 2020).

Semantic changes is possible to become wider, narrower, more preferred, or less preferred. In addition, other meanings could alter as a result of perception change or a character similarity (Allan & Burridge, 1991). In other word, Semantic changes happen when a word loses its prior meaning. The lexeme’s denotation’s expansion and contraction have the biggest effects on the alterations.

Euphemism also used to express feelings through various creative media, including song lyrics. Šebková and Kristýna (2012, p. 7) support this statement by say that euphemistic expressions refer to the topic of sex are usually very creative and humorous. Because of the offensive topic, modern singers need euphemism. Musician or Singer express their feelings are often found using euphemisms to overcome the limit set because it will make the lyrics more acceptable. Song is one of those media that uses euphemisms.

Bruno Mars is one of the singer who has succeeded in producing songs that use euphemisms to cover sensitive topic. Bruno Mars is singer and songwriter from California, United States of America. He is a very popular singer, it is supported by his achievement in 2018, for which he was nominated in six categories. The trophies he bought were in the categories of Best R&B Album, Best Engineered Album, (Non-Classical), Album and Record of the Year, Song of the Year, Best R&B Performance, and Best R&B Song. Bruno Mars song lyrics’s contain many offensive word, especially about sex. He brought up offensive words but he spiced up the offensive word by using euphemism.

Euphemism aims to produce a light and deliberate effect. In other words, the use of euphemism word is to avoid hurting others by saying less than the truth or hiding the truth. For example the word “ death” it is neutralized by *passed away*, the word “ beetween job” for unemployed, the word “ underprivillage” for *poor*.

The writer interest to analyze song lyrics by Bruno Mars’s album entitled 24K Magic because it contain a lot of euphemism in the lyrics and also to show that euphemism is used in song lyrics. That album contain of euphemism to cover up offensive word to make the lyrics more acceptable. That songs are populer and the lyrics of that songs are have hidden meaning, Its make writer more interest to learn euphemism by that songs.

The English language is developing, new terms are being created, and many meaning are emerging increased from before. Number of variations of both euphemism and taboos grow. More and more expressions are made in express and convey messages. And also, euphemism causes semantic changes in language which causes the meaning to be broader, narrower, more favorable, or less favorable. Therefore, research on euphemisms and Semantic changes are very important and must continue to be developed.

As a result, this study was conducted as an analysis of euphemism and semantic change to investigating and to find out the types of euphemism and semantic change in euphemistic term in Bruno Mars’s album entitled 24K Magic. In analyzing the elements, the writer chooses Johnson and Lakoff theory and supported by Searles’s theory as a tool to analyze.

1.2 Statement of The Research Problem

From background above, there are some questions that are generate to this study, they are :

1. What are the types of Euphemism in Bruno Mars’s album entitled *24K Magic* ?
2. What are semantic changes of euphemism terms in Bruno Mars’s album entitled *24K Magic* ?

1.3 Objective of The Study

Concerning with the research question above, this study have two objectives

1. To describe the euphemism terms into types of euphemism taken from Bruno Mars song lyrics in 24K Magic album.
2. To explain what kind of semantic changes of euphemism term in Bruno Mars song lyrics in 24K Magic album.

1.4 Significance of the Study

The significance of this study is expected to provide benefits both theoretically and practically contribution. Theoritically, this study is expected to give a contribution to Semantics Study especially about Euphemism and Semantic Changes. Practically, this study will find the types of euphemism and types of semantic change in euphemistic term in Song lyrics and also this study expected to provide informative information for readers, especially student majoring English department

This Study hopefully can be used to study Euphemism not only from handbook but also from song lyrics. In addition, students can use this method to increase their knowledge of Euphemism by analyze the song lyrics.

1.5 Scope an Limitation of The Study

The scope of this research focuses on analyzing a Semantics issues such as a kind of Euphemism and Semantic changes taken from *24K Magic* Album by Bruno Mars. The limitation of this study is analyzing type of Euphemism of song lyrics in Bruno Mars album entitled *24K Magic*. The songs in album are *24K Magic*, *Chunky*, *That's What I like*, *Versace on the floor*, *Perm*, *Straight Up & Down*, *Finessse*, *Calling All My Lovelies*, and *Too Good to Say Goodbye*. The writer applies a euphemism theory from Allan & Burrridge (1991) and Abrams (2005).

The writer applies those theories in order to get all data of euphemism in that songs lyrics can be used to analyze completely. The writer also applies a semantic change theory proposed by Burrridge (2012) and O'grady (1996).