

CHAPTER I

INTRODUCTION

This chapter consists of some subchapters, namely background of the study, statement of the problem, objectives of the study, significances of the study, and scope and limitation of the study. Those are important to be explained because they will describe this study generally.

1.1. Background of the Study

Communication is the key to interact with each other. In communicating, people will express their thought in a variety of expressions. In English words, there are many unpleasant expressions that are often brought up or heard from someone. This can be overcome by replacing these unpleasant expressions with other words that still have ties of meaning, one way is to use euphemism. This research will analyze about euphemisms in movie script.

Euphemism is one way to express taboo or harsh word become more subtly, politely, and not offends the listener. The necessity for euphemism is both social and emotional, as it permits discussion of 'touchy' or taboo subjects (such as sex, personal appearances, or religion) without enraging, or upsetting other people (Samoskete, 2011:4). Euphemism depends on the social context of the speakers and writers, where they feel need to replace certain words that may prove embarrassing for particular listeners or readers in a particular situation (cited from literarydevices/euphemism). Because it replaces harsh, rude, and taboo words into soft, smooth and polite so that the conversation

goes smoothly without offending the listener, the writer interested in analyzing the use of polite language in the movie script.

People who are in a certain situation and want to say a rude word or that should not be pronounced clearly in public or to the other person, they will say that word in the roundabout word 'rude' by applying the use of euphemism, to rename or package words to sound even better. The use of euphemism is in order not to hurt anybody else by using a substitute word that hides a little harsh meaning. According to Sari (2007), she can take these euphemism words such as, the word '*death*' may be represented by '*flight to glory*', the phrase '*act for murder*' neutralized by '*deed*', and '*sugar, shoot and shuck*' for '*shit*'. The word related to 'God' are strictly attentioned and avoided to mention, because it has a tendency to Christian religious teaching. An alternative that can be used is to replace the term 'God' using the following words; jees, gee, josh, holy, lord, gracious, laudy, and so on are euphemisms for God.

Euphemisms are words and expressions used to soften direct or crude meanings of ideas conveyed to the listener. Euphemisms are an necessary to language use: euphemisms are used by people from various cultures and people use the term 'euphemistic' to speak or write phenomena that appear to be embarrassing (e.g. words related to gender), frightening (e.g. death , wars, diseases, disasters, epidemics), and taboo (for example religion). However, euphemisms are often used to discuss things directly (considered) very inappropriate when explained explicitly. From Burrige (2012), there are 16

devices of euphemism, those are : (1) metaphor, (2) whole for part, (3) part-for-whole substitutions, (4) understatement, (5) hyperbole, (6) shortening, (7) acronym or initialism, (8) ellipsis, (9) circumlocution (long-windedness), (10) blending, (13) reduplication, (14) alliteration, (15) rhyming slang, (16) internal and external borrowing.

Based on the topic to be analyzed in a movie containing euphemisms, it is clear that between the notions of euphemism and politeness have a relationship. Then, the writer will analyze the devices of euphemism and the speech styles of the use euphemistic expression in the *Pitch Perfect 3 Movie*.

The reason why the writer is interested in analyzing *Pitch Perfect 3 Movie* is because the movie script provides many devices euphemistic expressions (like; metaphore, phonological remodeling, and circumlocution) and styles (like: formal, casual, etc) of euphemism applied. And the second reason is because *Pitch Perfect 3 Movie* has become the second highest-selling best-selling music comedy of all time, behind the second movie. The 2017 musical comedy directed by Trish Sie and written by Kay Cannon and Mike White also received mixed reviews from critics, and earned \$ 183 million worldwide on February 14, 2018.

Hence, together with the above explanation, the writer has in mind to carry out the research “*An Analysis of Euphemism in Pitch Perfect 3 Movie*”. The writer's motive of studying is to know the devices of euphemism and the speech styles used of euphemistic expression based on the euphemism that will be found.

1.2. The Statement of the Research Problem

Based on background of the study presented above, the researcher formulates the statement of the problem as follows :

1. What are the devices of euphemism utterances used in the *Pitch Perfect 3* Movie?
2. What are the speech styles that used in euphemism utterances found in the *Pitch Perfect 3* Movie?

1.3. Objective of the Study

Established along the statements of research problem, the objectives of this study are:

1. To explain the devices of euphemism utterances which used in the *Pitch Perfect 3* Movie.
2. To explain the speech styles of euphemism utterances used in the *Pitch Perfect 3* Movie.

1.4 Significance of the Study

The significance of this study are to give contributions and analyzing both theoretically and practically.

Theoretically, the result of this study are expected to give understanding about euphemism, some differences of euphemism devices uses and the speech utterances that found in *Pitch Perfect 3* Movie. The purpose of this study also intends to become an orientation in analyzing euphemism in the next study.

Practically, the findings of this study were expected to give practical contribution to the viewers of *Pitch Perfect 3* Movie easier in understanding the

message which sometimes the words inside movie script replaced by euphemism. And the next purpose of this study gives understanding about the speech styles of euphemism expressions that found in Pitch Perfect 3 Movie. The expectation after this study is the reader knowing the detail euphemism theory and applied in movie.

1.5 Scope and Limitation

The scope of this study focus in analyzing of euphemism, explain what are the devices of euphemism in the Pitch Perfect 3 Movie by using the theory of euphemisms proposed by Burridge (2012), who presents sixteen devices of euphemism, those are: metaphor, whole for part, part-for-whole substitutions, understatement, hyperbole, shortening, acronym or initialism, ellipsis, circumlocution (long-windedness), blending, reduplication, alliteration, rhyming slang, internal and external borrowing. In addition, the writer also analyses the speech styles of euphemism expression by Joos (1976) which classifies the styles into 5, those are: formal style, casual style, frozen style, intimate style, and consultative style.

The limitation in this study only analyzes euphemism in the third series of *Pitch Perfect 3* Movie that had been published on December, 22nd 2017 in America and February, 14th 2018 for the other country. The writer chooses to analyze euphemism in the *Pitch Perfect 3* Movie because the writer finds many euphemisms in this movie.