

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communities have their own language to use in everyday life because language is important to people for communication. They use communication for sharing their stories, telling what they want or speaking what they mean. There are some ways for them to deliver communication; by direct speech, communication by phone or video call, text message, etc. And also they get some news from communication to know what has happening in world today, in the past or in the future.

They can get some news from listening to radio, watching TV, reading newspaper or magazine. Many people are interested in reading news of magazines; all people from children to adult can enjoy it. Magazine has various types to deliver some news. They are magazines about sports, fashion, cooking, politics, artists from aboard and the country, business, health, entertainment, etc. Sometimes people get news from abroad and then country. Besides, people are more interested in reading news in magazine because it always has some pictures, interesting articles and also it is always up-to-date.

Yule (2010, p. 127) states that communication also depends on not only recognizing the meaning of words in an utterance, but recognizing what speakers mean by their utterances. Communication has two kinds to deliver something

common used by human; verbal and non-verbal. Verbal communication is a communication to deliver directly by speaker to the hearer, while non-verbal communication is a communication by gesture or body language, facial express and eye contact to deliver the speaker's message to the speaker to hearer which has meaning. When communicates people must carefully deliver sentences, words or phrases because there are some words or phrases that do not sound good to speak directly or indirectly; it is called taboo words. When the speaker utters a taboo word, the speaker must look at good words to replace it, so that the hearer will understand what speaker means. Besides, in the news must write a good article; and the words or phrases must be politely delivered. Language in written is different from spoken, it is their way to deliver a message. The way of written form is write it down in a paper or book as a media to deliver their message. Most of the journalist will use explicit expression which more politely or softly. This is called as euphemism.

Euphemism is an expression that used by speaker to deliver message politely, softly, not disturbing the hearer to replaces words or phrases. Wardhaugh (1986, p. 237) states that euphemism refers to certain things are not said. Not because people do not talk about things, or, if those things are talked about, they are talked in very roundabout ways. It means that euphemism focuses on way when speaker communication to hearer or writer communication to reader and it has main purposes for politeness. Euphemism is one of figurative language. Kennedy (cited in Chatarini Septi Ngudi Lestari Trisnayanti, 2016) states that figurative language is language which is not a real meaning. It means figurative

language is transferred from a real meaning to not a real meaning but it still has relation between a real meaning and not a real meaning, if people wants to understand meaning clearly.

There are several types of euphemism (Allan and Burridge, 1991), those are: (1) metaphor, (2) rhyming slang, (3) remodeling, (4) circumlocution, (5) clippings, (6) acronyms, (7) abbreviations, (8) omission, (9) one-for-one substitution, (10) hyperbole, (11) understatement, and (12) euphemism through borrowing. Related to the topic that analyze news in magazine and contain of euphemism, it is clear that there are relationships between euphemism and politeness. Cruse (cited in Chatarini Septi Ngudi Lestari Trisnayanti, 2016) state that politeness is a matter of minimizing the negative effects of what one says on the feelings of other and maximizing the positive effects. Moreover, several types of euphemism meaning (Leech, 1981:9), those are: (1) conceptual meaning, (2) connotative meaning, (3) social meaning, (4) affective meaning, (5) reflected meaning, (6) collocative meaning, and (7) thematic meaning.

The reason why the writer is interested in analyzing *Time* magazine, is because the magazine provides many types and meanings of euphemistic expressions. Besides, the author who write an article or articles, should use words softly and politely to make reader more interested in reading the news. The second reason, is because *Time* magazine is one of popular magazine worldwide. This magazine was created in 1923 by Britton Hadden and Henry Luce. This magazine has online archive with formatted text for each article.

The writer finds three that related previous studies about euphemism. The previous studies mostly analyze the euphemism that focuses on various types, meaning and function such as what have been done by Siska (2010), Kaosa-Ad (2009), Pujaningrat (2011). Those written have different euphemism problem and source of data, but some of them use the similar theory to analyze of euphemism types. The writer is going to uses theory of types and meanings of euphemism which are used in the related one of previous studies above. Therefore, the writer is interested in analyzing euphemism because using words or phrases containing euphemism is polite, soft, not disturbing the reader. The writer also takes different data from previous studies above, which is going to analyze euphemistic expressions in magazine.

Based on the explanation above, the writer was interested in analyzing types and meanings of euphemistic expressions in *Time* Magazine. The writer chose *Time* magazine because it contains euphemistic expressions that may have affect the readers, for example, “*Shake in my boots*” for “to be afraid”. The writer’s motive of studying is to know types of euphemism and meaning of euphemism based on the semantic meaning.

1.2 Statement of the Problems

Based on the background of the study, there are two main questions that will be research of problem. Those are:

1. What are types of euphemistic expressions found in Time Magazine?
2. What are the types of euphemistic expressions through their meaning?

1.3 Objectives of the Study

Based on the research of problem above, the objectives intended to:

1. To find out what types of euphemistic expressions in *Time* magazine.
2. To provide explanations about what the types of euphemistic expressions through their meaning.

1.4 Significance of the Study

This study is expected to give theoretical significance and practical significance in analyzing euphemism that used in magazine.

Theoretically, the writer hopes this study will be reference for other writer that has interest to analyze; types and meanings of euphemism in the same source of data or use the same theory. The purpose of this study is to give better or more understanding of various types and meanings of euphemism that used in magazine to the readers.

Practically, the writer hopes the reader will get benefits to know how euphemistic expressions happen in daily life and also discover words or phrases that contain euphemism in printed media, especially magazine. The writer hopes the reader will be interested to know the real meaning of words or phrases and know why an article or articles used words or phrases is polite, soft and not disturbing when the author delivers a message or news.

1.5 Scope and Limitation of the Study

This study will analyze types of euphemism in *Time Magazine* by using the theory of euphemisms formation purposed by Allan and Burridge (1991). And this study will also analyze various types meaning of euphemism in *Time Magazine* by using theory of the types of meaning euphemism that purposed by Leech (1981). And the limitation of this study is only the data which contains euphemism in *Time Magazine*.

