

CHAPTER 1

INTRODUCTION

This chapter consists of the sub chapters. They are background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the Study

Some words in English might be unpleasant to express or to hear from someone. The direction of replacing words by another related word is the best action. The operation of replacing words by another word in the sentences can use some ways, but this work only uses euphemism to replace neutral word. This study analyzed euphemism in the online newspaper.

According to Prasetyo and Widyastuti (2014: 1) Euphemisms are strategy in using language that are embedded so deeply in our daily life, this language represents a comfort word to reduce the tension when conversing. Euphemisms are soft and polite language to use in conversation. Its language created to substitute the harsh, rude, taboo and impolite language into soft, smooth and polite language. Because in the use of euphemism used to avoid harsh, rude, taboo, and impolite language, the writer interested in analyzing the use of polite language (called as euphemism) in the CNN online newspaper. In this online newspaper consisted many euphemisms in replacing harsh, rude, taboo, impolite language into soft, smooth, and sweet expression of language.

Euphemism also can view in the case of politically correct as Allan and Burridge (2006: 96) describe politically correct is now completely entangled with euphemism and jargon. The explanation continuously described by Allan and Burridge (2006: 96) in the next paragraph that euphemism is driven by many different things: euphemistic expressions can of course be motivated by a desire not to offend, but they are also motivated by the wish to display in-group identity markers, the wish to upgrade whatever they denote, and even the display of wit. Euphemism can have a more sinister motivation too: to blur reality, not so much to avoid offence, but to deceive. In the next example, the epithet ‘euphemistic’ could easily substitute for ‘politically correct’ to describe the sort of relabeling exercise euphemism in the politically correct.

Then, Allan and Burridge (2006: 97) said that politically correct inspired euphemism is not so very different: it aims not to disguise or conceal unpleasant reality, but to help remove the stigma of negative social stereotypes by compelling its audience to go beyond the simple content of the message and challenge prejudices embodied in language. Many people probably remain oblivious to the political message. It is more a case of mouthing the right-sounding words, consistent with the political correctness ethos. But this is the usual fate of taboos. Over time, original meaning gives way to unthinking ritual; fear and respect become lost in social convention. All of the explanation of euphemism in politically correct also used in analyzing the background of this study in the CNN online newspaper.

This study of euphemism only focuses on CNN online newspaper. This study is thought to demonstrate the use of euphemism in the newsprint used by CNN online newspaper. Euphemism would make the reader more comfortable if the writer of online newspaper does not write about unpleasant or embarrassing topics directly. The attempt at using polite language is to avoid offensive words by more satisfactory ones.

The purpose of the use of euphemism is to avoid unsuitable words in order not to offend readers. Some of the reasons for using euphemism are to make the newspaper reader comfortable in producing words. The purpose of analyzing euphemism in the newspaper is to know euphemism in the CNN online newspaper. This study also intends to know euphemism in the online newspaper, some reader might not know the reference of euphemistic words. Some euphemisms in the newspaper have some different kinds in the use, based on genre in CNN online newspaper like politics, health, military, sports, public opinion, etc. The way of replacing taboo and unpleasant words with euphemism in the CNN online newspaper is the reason for this study is interested to be analyzed.

Euphemism could be viewed as formal and semantic innovation. Warren (1992) presents a classy type of euphemism based on both formal and semantic innovation of euphemism. By formal features Warren means types of word formation devices, phonemic modification, and loan words. While semantic innovation is concerned with Warren's model also include euphemism resulting from particularization, implication, metaphor, metonymy, reversal,

understatement, and overstatement. Based on this classification, the writer is interested in analyzing the types of euphemism in the CNN online newspaper.

In addition, the writer also analyzes the functions of euphemism which classified according to the way in contributing to the context of the text. The four functions were clarified by Pan in 2013. The four functions are: the function of being polite, the function of gloss-over, the function of avoiding taboo, and the function of disguising. Based on this theory the writer analyzed the function of euphemism in the CNN online newspaper. Both theories of types and functions, the use of euphemism becomes the reason why the writer analyzed euphemism in the CNN online newspaper.

1.2 Statement of the Research Problems

Through this research, the writer emerges the following questions:

1. What are the types of euphemism used in the CNN online newspaper?
2. What are the functions of euphemism found in the CNN online newspaper?

1.3 Objectives of the Study

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

1. To explain some types of euphemism which used in the CNN online newspaper.
2. To explain some functions of euphemism which used CNN online newspaper.

1.4 Significance of the Study

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

Theoretically, the results of this study are expected to give understanding about euphemism, some differences use of euphemism the classification types of euphemism and function of euphemism in the CNN online newspaper. The purpose of this study euphemism also intends to become an orientation in analyzing euphemism in the next study.

Practically, the main purpose of this study is to help the reader of online newspaper easier in understanding the message which sometimes the words inside online newspaper replaced by euphemism. Another purpose of this study gives understanding about the function of euphemism in the CNN online newspaper. The expectation after this study some readers would not confuse again in understanding euphemism in the online newspaper.

1.5 Scope and Limitation

The scope of this study euphemism expression focus on analyzing of types of euphemism, explain how the types of euphemism and the function of euphemism found in the CNN online newspaper. Especially analyzing types of euphemism in the CNN online newspaper for both formal and semantic innovation. The theory was based on utterance by Warren (1992) who presents a classification based on both formal and semantic innovation of euphemism. By formal features Warren means types of word formation devices, phonemic

modification, and loan words. While semantic innovation also concerned with Warren's model includes euphemism resulting from particularization, implication, metaphor, metonymy, reversal, understatement, and overstatement. In addition, the writer also analyses the functions of euphemism by Pan (2013) that function of being polite, the function of Gloss-over, the function of avoiding taboo, the function of disguising. Based on this theory the writer analyzed the function of euphemism in the CNN online newspaper.

The limitation in this study only analyzes euphemism in the CNN online newspaper on April and May 2017 edition. The writer chooses to analyze euphemism in the CNN online newspaper on April and May because the writer finds many euphemisms in this online newspaper. Euphemism in these months, contains politically correct, some cases about USA government, and some taboo words.