

ABSTRACT

Novianti, L. R. 13.05.111.00050. *A Study of Euphemistic Expressions used in Time Magazine*. Thesis. English Study Program of Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Misnadin, S.S., M.A., Ph. D.

This study aimed to explain the types and meanings of euphemistic expressions which are found in *Time* magazine of March 13, 2017 and March 20, 2017 editions. The objectives of the study are to find out what types of euphemistic expressions in *Time* magazine and to provide explanations about types of euphemistic expressions based on their meaning.

This study used the theory proposed by Allan and Burridge (1991) to analyze the types of euphemism, while to analyze the meanings of euphemism, this study used the theory proposed by Leech (1981). This study was conducted by applying a descriptive research design since the data are in the form of words. The sources of data are *Time* magazine of March 13, 2017 and March 20, 2017 edition. The data of this study are sentences which contain words of euphemism in *Time* magazine. The data were collected by using content analysis method proposed by Kothari (2004) and analyzed by using interactive model analysis proposed by Miles and Huberman (1994).

In the finding, the writer found 29 data. In terms of types, the writer found 4 data belonging to metaphor, 1 data belonging to rhyming slang, 5 data belonging to circumlocution, 2 data belonging to omission, 5 data belonging to one-for-one substitution, 5 data belonging to hyperbole and 7 data belonging to understatement. In terms of meanings, the writer found 9 data categorized as conceptual meaning, 3 data categorized as connotative meaning, 7 data categorized as social meaning, 6 data categorized as affective meaning, 2 data categorized as reflected meaning, 2 data categorized as collocative meaning.

Key words: Euphemistic Expressions, Connotative, Metaphor, Hyperbole, Rhyming Slang.