AN ANALYSIS OF EUPHEMISM IN CNN

INTERNATIONAL NEWS:

SOCIOLINGUISTICS APPROACH

THESIS

By:
Desriani Gea
171210075

DEPARTMENT OF ENGLISH LITERATURE FACULTY OF SOCIAL SCIENCES AND HUMANITIES PUTERA BATAM UNIVERSITY
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Submitted in Partial Fulfillment of the Requirement
For the Degree of Sarjana Sastra

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171210075

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HUMANITIES PUTERA BATAM UNIVERSITY
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Nama : Desriani Gea

NPM : 171210075

Fakultas : Ilmu sosial dan Humaniora

Program Studi : Sastra Inggris

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Desriani Gea
171210075

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The undersigned below:

Name   : Desriani Gea

NPM   : 171210075

Faculty   : Social Sciences of Humanities

Department   : English Literature

Tittle   : An Analysis of Euphemism in CNN International   News:

                 Sociolinguistics Approach

Here with I declare that the thesis is real my own work, my knowledge that partially and entirely of this thesis never published or written by others. Except certain part which is I take as my references by following the rule and ethic of scientific writing, if my declaration is not true, this matter is entirely my responsibility.

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Desriani Gea
171210075

AN ANALYSIS OF EUPHEMISM IN CNN INTERNATIONAL NEWS: SOCIOLINGUISTICS APPROACH

THESIS

**Submitted in Partial Fulfillment of the Requirement
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**By:
Desriani Gea
171210075**

Has been approved to be examined on the data as indicate below

Batam, 23rd July 2021

Mhd. Johan, S.S.,M.Hum.
NIDN: 1021046905

ABSTRAK

Penelitian ini berjudul *"An Analysis of euphemism in CNN International News: Sociolinguistics Approach"*. *Eufemisme* digunakan untuk menghindari dan mengganti kata melecehkan yang dapat menimbulkan kecemasan atau penghinaan dari perasaan lawan bicara atau pendengar. Analisis ini bertujuan untuk mengidentifikasi jenis *eufemisme* dalam berita CNN Internasional dan menjelaskan fungsi eufemisme dalam berita CNN Internasional. Teori yang digunakan untuk mengidentifikasi jenis *eufemisme* menggunakan teori dari Kate Buridge (2012) dan Rawson (1981), kemudian teori yang digunakan untuk menjelaskan fungsi eufemisme menggunakan teori dari Kate Buridge (2012). Metode analisis yang digunakan adalah metode deskriptif kualitatif. Analisis dan penjelasan data yang digunakan sebagai persiapan dalam mengumpulkan data dimulai dengan cara menonton berita, mendengarkan dengan secara seksama setiap ucapan *reporte*r, kemudian menuliskannya dalam transkrip data, dari data transkrip tersebut diberi tanda pada setiap kata atau frasa yang mengandung makna *eufemisme*. Hasil analisis ditemukan 62 data, dengan tipe *euphemisme* yang digunakan dalam berita CNN Internasional terdiri dari *circumlocution*, hiperbola, meremehkan dan singkatan, dan fungsi *eufemisme* terdiri dari sebagai pelindung dan menghindari larangan, sebagai pelunak membingungkan atau sebaliknya dan sebagai provokatif untuk mengungkapkan inspirasi. Hiperbola menjadi yang paling sering di gunakan untuk tipe *eufemisme* dan *eufemisme* sebagai pelembut merupakan fungsi dari *eufemisme* yang paling sering digunakan dalam berita CNN internasional.

Kata Kunci: Eufemisme, Sosiolinguistik, CNN Internasional news.

ABSTRACT

This research entitled "An Analysis of euphemism in CNN International News: Sociolinguistics Approach". Utilization of euphemism to avoid and replace the harass word that cause anxiety or insult the feeling of interlocutor or listener. The aim this analysis is to identify the types of euphemism in CNN International News and to explain the function of euphemism in CNN International news. The theories ared used to identify the types of euphemism are Kate Buridge (2012) and Rawson (1981). The theory is used for explaining the function of euphemism is Kate Buridge (2012). The Method of analysis is descriptive qualitative method, the preparation of analyzing and describing the data is watching the news, listening utterance of reporter, and then writing into transcript data, from the transcript data, the writer marked each word or phrase which includes in euphemism. The Result of this analysis found 62 data, which types used in CNN International News consist of circumlocution, hyperbole, underestimate and abbreviation, and the function of euphemism consists of as shied and avoid forbidden, as softener of confuse or reverse and as provocative to express inspire. Hyperbole becomes the most popular from types of euphemism and Euphemism as softener of confuse or reverse is the most frequent function occurs in CNN international news.

Key word: Euphemism, Sociolinguistic, CNN news

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CHAPTER I

INTRODUCTION

1.1   Background of the Research

Naturally, human has a desire to express sense and feeling to comment or plan something in special purpose to achieve personal interests. Human makes language as communication tool. Language is a part of a sentence consisting of several words, all of them have different meaning and scope largely. Nowadays, most linguists agree that speakers have knowledge about language or speakers have knowledge about language slightly abstract, it is a rule and principle to convey and do something with sound and words (Aitchison & Wardaugh, 2006).

Social problem and language related to the social or environment, namely sociolinguistic. Sociolinguistic becomes a science independent, it focuses to study relation of language and community, each side of language structure has been set, the method of its use related to social and cultural functions. Sociolinguistic refers to language in society or language in social context, the other definition sociolinguistic is focus study in linguistic or language variation (Coupland, 2007).

Aitchison and Wardaugh (2006) said sociolinguistic investigated relationship between language and society. The language structure and function of language on should equivalence in society. All languages consist in parts of language in social context. The different social context determines form of a Particular language, and in a particular context, determines the social nature of an

event. People communicate in many different languages when they speak to each other, although human is free to speak and create new language, they must understand the norms speaking well. The speaker must understand the limitation in communication, and change arbitrary nouns and verbs whose results are unacceptable. People should understand the way to communicate politely and attitude speak to each other. Every people may prefer use language that has strong impact when they are sad, angry or happy, as instance some people use kind of languages as a bad language or inappropriate to use, one of the ways to express their feeling is using taboo.

The social taboo is custom of western which rest in tradition and etiquette, therefore set in parameter social such as society, culture, age, gender, race, sex, and education, there are significance differences between individual society and individuals within related to the level of tolerance which shows all kinds of behavior that against taboo which depend on value and belief system of the time.

Allan and Burridge (2006) said taboo is forbidden behavior that influence daily life, Taboo has been prepossessing many people since a long time ago, when people talk sensitive, unpleasant, offensive and impolite topics. The subject of taboo are varied such as death, religion matter, sex, politics and part of body. In English has taboo either, and extremely people who speak English knew it, and they will pay attention to the rule, if there is someone break the rule that will be resolve and create considerable comment (Stockwell, 2007), when people want to say something related to the sexual activities, joking about sex, addressing or

human body parts to someone, talking about intimate organ of human, it is not a sensitive topic to discuss, in general assumption that men speak differently than women in some ways, it can be concluded that women have high language-politeness than men. Women are more sensitive to use language than men to express their character (Fitriani, Syarif, Wahyuni, & Padang, 2019). Occasionally, it influences from social and economy.

Simple examples taboo in society to comment and mock someone. When the teenagers meet up in the cafe, one of teenager wants to comment his friend make-up "I know your make up **cheaper**, that's why your face likes **feces**". The word **cheaper** and **feces** are taboo, it makes interlocutor angry and offended. Normally, taboo uses in the social constraints to the individual's behavior, taboo used in the cases which the action of individual can cause the inconvenience, danger, injury or conflict to himself or the other (Allan & Burridge, 2006).

Taboo makes the interlocutor angry and offended. Even though, the speaker does not mean to insult someone or mock the hearer, but the sound of taboo will offend and impoliteness to the audience or hearer, because the speaker does not understand how to speak nicely without insult the hearer. The utterance that speaker thinks is good, it is not necessarily good to interlocutor. The words taboo can make someone feel embarrassing, hurt and make other people depression. Taboo obstacles individual's behavior where they are, it can cause uncomfortable, dangerous, and conflict. Social action can break up politeness. Violation taboo causes illness or death, and the smallest physical punishment, containment, social reduction and disapproval (Allan & Burridge, 2006).

In development of society, people concern and give attention to human right and privacy. Our society more polite than before if people in order to keep the good impression, therefore people definitely to use euphemism. The communication is going well if speaker and interlocutor always try to respect each other and speakers are not mocking each other, berating each other, and demeaning the other utterance, such as relation between speaker and interlocutor, and anyone within earshot, subject matter or oral and written media in used. In other word, utterance has relation with context, place and time that politeness is inoffensive and gives audience enjoy. The offensive describes impolite, the impoliteness is more obvious defined than politeness (Allan & Burridge, 2006). The utterance contains meaning taboo can replace with nice word to cover the rude meaning by using euphemism. Euphemism is a good way to speak politely and cover the meaning that sound unpleasant, as example above the word "**cheaper**" replace with euphemism "**economy class**" and word "**feces**" replace with euphemism "**dung**".

Euphemism is an indirect word or phrase that people often use to refer to embarrassing or unpleasant, sometime to make it seems more acceptable than it reality, pass away is euphemism for die, user fees is just a politician's for taxes (Oxford, 2015.p.510). The term of euphemism uses to cover taboo without offending each other. According Allan and Burridge (2006) that euphemism is a word or phrase used as alternative revealed that was not cancelled. They avoid spending face speaker, and also listener or third party. Language is not supported for expressing inappropriate, desirable or appropriate expressions. When

someone says something disgusting like dung instead poo, we can use poo to replace dung, to say a girl in blood, use period instead bleed and my cunt instead bits. Those are words removed the here's or audience"s lost face.

Stockwell (2007) said euphemism is not seen many lexical changes with different words as a substitute for related words, (metonymy is not a metaphor), "Rest room" is not a metaphor, but rather convey a slightly different and pleasant associations such as (bog, crapper, thunder box, shithouse, and many others) used polite language in a foreign language ('toilet, lavatory, natty' all mean 'washroom), euphemism is a taboo area used in the field of sociologists to map relationships and social attitudes. Euphemism is switching a mild word or phrase from rude or harass to make someone is not offensive, euphemism can help to avoid taboo and unpleasant expression that make hearer or audience resentful, euphemism help to convey information that we mean without offending the person concerned.

Usually speaker uses language terms that contain their own meaning to replace words that sound harsh to be more subtle and polite to avoid feel mocking, insulting and revile toward interlocutor. Allan and Buridge (as cited in Fitriani et al., 2019) classify the euphemism in several types. There are metaphor, hyperbole, understatement, colloquial, jargon and figurative expression, Promise and order. The main type of euphemism is the use of scientific terms in the official expression of the scientist or technical settings, in the use of euphemisms it may be considered a variation of language, but it has been observed that people use scientific terms to avoid direct expressions in polite settings (Spears, 1981).

As special language phenomenon, euphemism is not only accepted expression euphemism in certain community, but it includes the euphemistic communication style that people collect in all environments. The polite sentences should show to everyone, particularly in social media. Currently the user of media social grows very fast, such as Facebook, YouTube, Instagram, Twitter, and Google, social media is available for all ages. Therefore, media socials should present the tendency positive to audience. Socials media is right place to show and inform the tendency politeness. One of media socials which many people watch is YouTube.

YouTube has many various programs like program education, movie, songs, food or news. YouTube program should contain an educate broadcast. Especially in international news programs, international news program which is show some important information. They must inform the news by using English in politely, due all people in the world and everyone in hemisphere that they will watch the news every day, one of television international news most popular in the world is CNN news. Cable News Network (CNN) is a news channel from United States of America (AS). CNN is the first television channel that shows international news in 24 hours. Beside CNN news is international news, it is an international news program used English, CNN news displays information in whole world, they usually report news with vocabularies and polite language with following language norms, and it often uses for education news mainly in study English either. In other hand many words or phrases found in CNN news to avoid taboo, example the news find in CNN news using euphemism, CNN news on

October, they reported information about the corona virus"s victim **"Stunning before & after picture of nurse who survived virus"**, nurse shares photos of how Covid ravages the body (CNN news on 2 October 2020 in Minutes 00: 01:31).

The reporter reported that victim of corona virus extremely impressive or attractive how corona virus ravages his body. In the information, we can find that reporter CNN news used the euphemism to describes something distinguish to take attention of audience, How horrible the coronavirus can destroy his body from fat and muscular become thin, the reporter used word of ravages to describe coronavirus destroy the victim's body". The word "**ravager**" cover negative connotation and euphemism from word "**destroy**".

The other information found in CNN news on September by reported "Ecuador struggles to cope with overwhelming death toll" (CNN news on 3 October 2020 in Minutes 00: 01:06). The reporter uses overwhelming to describe something happened extremely to victim in cope Corona virus. The reporter used hyperbole to catch the audience attention. Allan & Burridge (2006) express type of euphemism in some parts, when the speaker goes beyond the boundary of a certain stage in exaggerated use of words can be turn as hyperbole (the antithetical strategy to underestimate).

As support and guidance for this analysis, there are some previous research has been conducted to analysis of euphemism. The previous research supports this analysis. The most theory used in this analysis is theory"s Allan and Kate Buridge, and the function of euphemism is Spearch Ricard. The relevance this analysis with previous research to know the original analysis related to the euphemism.

Aldriani (2019) entitled euphemistic expression of the late princess Lady Diana marriage life on online newspaper, the analysis purposes to portray euphemistic expression on the online newspaper using Waren‟s theory. The result of the analysis found types of semantic innovation namely particularization, implication, and metaphor. The most form appears in the analysis are implication and derivation. The similarity this analysis with Yessie Aldriani to find the types of euphemism and the differences between this analysis is occur in data sources, Yessie Aldriani‟s data source in online newspaper, than this analysis occur in CNN news International.Fitriani, Syarif and Wahyuni (Fitriani et al., 2019) entitled euphemism by men and women in Indonesia lawyers club TV one show. They focus to find the cause of differences gender in language form by men and women that influenced by their around. The result of the analysis that researcher found 9 types of euphemism, that are hyperbole, initials, jargon, metaphor, figurative expression, hyponym, colloquial, circumlocution and underestimate, and the writer also found 5 functions of euphemism such as euphemism as doublespeak, uplifting tool, entertain, the researcher use Allan & Burridge „s theory (1991) for taboo and offense.

The similarity between this analysis with Fitriani, Syarif, and Wahyuni found the types and function of euphemism by using Allan & Burridge theory and together used sociolinguistic approach. The differences both of analysis found in the data sources, the data sources of Fitriani, Syarif, and Wahyuni used Indonesia lawyers club TV one toward language and gender perspective while this analysis

in CNN news international, use theory"s Allan and Kate Buridge, and Spearch Ricard.

From the explanation above the researcher is attractive to analysis euphemism in utterance of reporter CNN International News, reporter has been filtered their utterance before reporting the news, the word of euphemism used by reporter, it can cover the taboo and becomes polite language in society. Hence, this research used sociolinguistic Approach in this research. The limitedness the knowledge of writer, the writer gives scope of analysis by analyzing CNN international news on 01-31 October 2020 and concern on news contains euphemism only.

1.2 Identification of the Problem

With the explanation above and while watching CNN international news, there are some problems that need answers, namely:

1. The lack knowledge people speaking politeness in CNN international news on

   01-31 October 2020.

2. The existence misunderstanding using taboo in CNN international news on

   01-31 October 2020.

3. Types of euphemism in CNN international news on 01-31 October 2020.

4. The functions of euphemism in CNN international news on 01-31 October 2020.

1.3   Limitation of the Problem

After making the identification, the analysis needs to make limitation of problem:

1.   The types of euphemism in CNN international news on 01-31 October 2020.

2.   The functions of euphemism in CNN international news on 01-31 October 2020.

1.4   Formulation of the Problem

The formulation of problem as following:

1.   What are the types of euphemism in CNN international news on 01-31 October 2020?

2.   What are the functions of euphemism in CNN international news on 01-31 October 2020?

1.5   Objective of the Research

Based on the problems that have been explained, the writer has main aim of study as following:

1.   To find the types of euphemism in CNN international news on 01-31 October 2020.

2.   To understand the functions of euphemism in CNN international news on 01- 31 October 2020.

1.6   Significance of the research

1.   Theoretical Significance

The theoretical significance in this analysis is to expand linguistics field, particularly related to understand euphemism in speaking English, in other hand this analysis expected make contribution linguistic theory of language and English

literature for the reader.

2.   Practical Significance

1.   Significance for society

This analysis adding insight for society related to term of language, especially by using euphemism, and this analysis is expected to widen people's vocabularies to avoid vulgar sound become more polite.

2.   Significance for student

This analysis gives beneficial and useful for students to expand the knowledge polite of language in news, especially development understanding people by using term euphemism in sociolinguistic. This analysis can be a literary review for students who conduct analysis related to euphemism as references.

1.7   Definition of Key Terms

To facilitate knowledge and to prevent misunderstanding in clarify the term used in this analysis, the definition of key term as following:

Euphemism: Euphemism is an indirect word or phrase that people often use or refer to embarrassing or unpleasant, sometime it make seem more acceptable than it really is "pass away is euphemism for die, user fees is just a politician's for taxes" (Oxford, 2015,p.510).

Sociolinguistic: Sociolinguistic is study about social problem and linguistic which have relation with environment, society is a group people who are interested together in certain goal or purpose. Language is certain member in speak (Aitchison & Wardaugh, 2006).

CNN: Cable News Network (CNN) is News channel from United

States of America (AS). CNN is the first television channel that

shows international news in 24 hours (CNN,2021,para.3).

CHAPTER II

REVIEW OF RELATED LITERATURES

AND THEORITICAL FRAMEWORK

2.1   Sociolinguistic

Sociolinguistic is study or discussion of language with speakers as members of the community. In other hand sociolinguistics studies and discusses social aspects of language, especially the differences (variations) found in language related to social factors (social). Sociolinguistic studies about relation language in society or language in context social. The other definition sociolinguistic focuses to study variant linguistic or language variation (Coupland, 2007). Sociolinguistic study about social problem and linguistic which have relation with environment, society is a group people who are interested together in certain goal or purpose. Language is certain member in speak (Aitchison & Wardaugh, 2006).

Sociolinguistic is a study language in social context. There are different fields which each field has its own terminology, sociolinguistic is speech varieties that used by noticeable community of speaker. In modern area, there is one variety of language that stand above another, it used in writing or speech of educated speakers, educational, government institute and speech of media. Speech community is community of speaker who has common character of language use (Masaitien, 2009).

The sociolinguistic approach has relation with this analysis, because this analysis discusses about language and society and almost all people in the world speak with different variants. The people should follow the norms and linguistic

behavior while communicate to each other. Sometimes a word sounds good, it does not mean good to each other, otherwise a word sounds taboo, it does not mean sound harsh to the other, this problem always occur in society and cause misunderstanding between language users. Hence, linguistic behavior needs to develop, especially using euphemism in society.

2.2   Definition of Euphemism

The euphemism comes from Greek word which "eu" has meaning "well" or "sound good", and "phemism" indicate to speech. Euphemis is soft, mild, agreeable or indirect words used in place of rude or offensive ones. Euphemism sound ridiculous which hide the things people fear, such as death instead dead or supernatural, and mask fact of life such sex, reproduction and excretion (Rawson, 1981).

Term and expression of euphemistic are not allowed saying unpleasant things, to help disguise inconveniences, such sickness, death, unemployment and criminality. The euphemistic expression is not allowed to give unpleasant task and make the attractive sound. Euphemism is endemic in society and breeding in front of public. Language user constantly changes the name of things and it is repackaged to make the sound better, speaker must remember about characterizing the future inhabitants of the world as fallen victims for euphemisms, the renaming of reality to suit the new social order, it is possible to argue that the 'politically correct' language is the euphemism in the new language disguise (Aitchison & Wardaugh, 2006). Euphemism used to cover word harasses and unpleasant sound when people want to convey information, it has implicit

intention in background of utterance, the speaker should know how to speak without offence and embarrassing people.

2.2.1 Types of Euphemism

The types of euphemisms have many variants. Some authors express their theory about the type of euphemism from their research. They argue that types of euphemism derived in some forms. Kate Buridge (2012) divide the types of euphemism into three main parts, analogy, distortion, and borrowing, likewise each main parts of euphemism involve some substitution (Burridge, 2012) as following:

2.2.1.1 Analogy

Analogy is a comparison between two basically different things. Analogy often explains a complex subject with something simpler or easier to understand (general in nature). Analogy focuses to the complex subject and makes simplify comparison. It can be in the form of a simple sentence or even in some paragraphs and it describes as a type of internal borrowing, because the speaker takes the expression from one part of the language and combines to another part. The substitution of analogy divides into three parts.

1. Metaphor

Metaphor is implicit expression and non-literal meaning, but metaphor is illustrated the comparison or equation of an object with other objects. Such as describe elderly parent has dating in website *"ultra-mature lovers*" uses for men and women falling somewhere between 50 years and 115 years called "*matured or mature"*.

2.   Underestimate

Underestimate is part of litotes where litotes is a form to expresses words in humble and soft, actually this is expression achieve to deny of its opposite. Such as in expression "white hair" describe "old age", "greying" describe "aging" and "graybeard" describe "old man"

3.   Hyperbole

Hyperbole is an excessive expression when speaker gets beyond the mark, such as where prime "best part, heyday" describes to physical beauty, professional ability.

2.2.1.2   Distortion

Distortion is general strategy of euphemism to cover taboo and modify offensive expressions in several ways. The substitution of distortion divides into three parts.

1.   Shortening

Sometime people cannot mention some words, and it will replace with sort words, example word of "*geri*" express from "*geriatric*" to describe "old age" which need special care.

2.   Acronyms

Acronyms is a type of euphemism which removes several words into one, such as OAPs (Old Age Persons or Pensioners), or COPs (crotched Old Patients), LOMs (Little Old Men) and LOLs (Little Old Ladies).

3.   Circumlocution

Circumlocution is a single word becomes longer expression or using some much letter to replace one word or phrase. Example "*toothbrushes*" describes home plaque removal instruments, and "*teacher*" describes learning facilitators.

2.2.1.3 Borrowing

There are many ways to create substitution of euphemism in other terms. Borrowing is an adaptation word from other language. The substitution of borrowing divides in two parts.

1.   Internal Borrowing

The substitution of internal borrowing can involve from sub-varieties such slang and jargon.

2.   External Borrowing

The substitution of external borrowing can involve from some words of morphemes are borrowed from other languages and express into own language.

2.2.2   Functions of Euphemism

Kate Buridge (2012) expands functions of euphemism into 6 categories, as following:

1.   The protective euphemism as shield and avoid forbidden.

Euphemism as categorized of avoidance language and evasive expression, before someone faced a complex problem, the language user should know how to speak in different contexts, and about things which for one reason and prefer not to convey about it, out of control in strong context. In this primary function, euphemism is a verbal exit created in response to taboo. This includes the usual suspect"s private parts, sex, anger, dishonesty, bodily functions, motion sickness,

illness, death, dangerous animals, madness, fear, and God.

2.   The underhand euphemism to mystify and to misrepresent

Euphemisms are dishonest expression, using euphemism base in context, some taboo acceptable with uses euphemism, however don't use the term directly. The vocabulary of euphemistic from variations language such as military, political and medical jargon adds an additional dimension of guile and secrecy to disguise. Here, using euphemism is not hiding offensive, but purposely disguise the topic and deceive. The sort of thing doubletalk modify to death into substantive negative patient care outcome, dying modify into terminal living.

3.   The uplifting euphemism to talk up and to inflate

Euphemisms used for alternatives to expressions that speakers prefer not to use a chance.

4.   The provocative euphemism to reveal and to inspire

Euphemism uses as provocative to express and inspire. Provocative euphemisms are more involved than politeness direct and shield face. However, it is more mainstream euphemisms that function as a face-saving tool are often more than just covering up resentful, the euphemism for death gives different perspective such as death as pass away or consolation of death as the beginning of a new life (going to a better place).

5.   The cohesive euphemism to show solidarity and to help define the gang

Euphemisms can use as trademarks within a group. Depending on the context, many examples of euphemistic nomenclature in the previous section are used among people who have similar work or related recreational interests, they

are euphemism as an additional function to strengthen and display group identity, especially when directed against outsiders. Where the language identifies taboo shared experiences, such as in the case of hospital staff that have to manage illness, dying and death every day, euphemisms make work easier to bear by disguising unpleasant realities, but also by creating relationships.

6. The ludic euphemism to have fun and to entertain

Ludic euphemisms are part of our daily verbal play, as Allan (this volume) shows, language manipulation displayed by the speaker sometimes it's very inventive ordinary speakers pick up sounds and ordinary letters, words and phrases.

Spear (1981) declare that the term "euphemism" refers to the substitution of softer expressions from harsh or unpleasant expressions. This is classical euphemism, like "pass way" for "dead", but it refers to any blocked words or phrases that are banned. "Crap" is easy to recognize as a euphemism for the word "shit", like the other words "dung", "excrement" or " dejection", it is used to avoid all low and common words for this topic. The process of making topics available more formal and polite situations is also part of euphemism. Euphemism and the process of euphemism have the following characteristics:

1. Euphemism is an expression to replace another expression which obtains a negative connotation.

2. Euphemism is an expression to replace synonym word or phrase for lower status.

3. Euphemism is expressions that are intentionally made to elevate the status

of concept.

4.   Euphemism is an expressions used to protect our self and the audience from embarrassment or other emotions.

Euphemism is switching a mild word or phrase from rude or crude to make someone is not offensive, euphemism can help to avoid taboo and unpleasant expression that make hearer or audience resentful, by using euphemism can help to convey information that it's mean without offending the person concerned. Euphemism as an alternative to expressing dislikes to prevent those who may lose face, with euphemism can prevent on selves from feeling sickness of others, or avoid the danger of punishment. Quote from Keith Allan and Kate Burridge said:

"Taboo arises out of social constraints on the individual"s behavior where it can cause discomfort, harm or injury. People are at metaphysical risk when dealing with sacred persons, objects and places; they are at physical risk from powerful earthly persons, dangerous creature and dieses. A person"s soul or bodily effluvia, may put him/ her at metaphysical, moral or physical risk and may contaminate other, social act may breach constraints on polite behavior. Infraction of taboo can lead to illness and death, as well as to lesser penalties of corporal punishment, incarceration, social ostracism or mere disapproval" (Allan & Burridge, 2006,p.7).

Verbal taboo is selective in Western society, and it is not absolute. Taboo against obscenities is observed both publicly and privately among religious people, but most taboos are only observed in public and are clearly related to social background, gender, age, speaker status, and audience. Among the expressions that are usually prohibited are profanity, curses, vows, discussion of sexual matters, and terms for filth, prostitution, death, homosexuality, and mental illness. Most verbal prohibitions are supported by a little etiquette tradition. They are often opposed and with little punishment, and not all walks of life adhere to

this taboo.

Taboo "is a Polynesian word for some religious prohibitions that prohibit certain behaviors usually under the threat of some kind of punishment. Many of these taboos are absolute, that is, they always apply regardless of any situation. Many of them involve violations of the spirit world and religious customs. The term "taboo" is often used for prohibitions imposed by social conventions, although some Western taboos are supported by law, some of which are codified as special laws. This dictionary is partly related to verbal taboos, namely the prohibition against the use of certain words or discussion of subjects certain.

Euphemism has become a part of our everyday life, but in the past, euphemism is used to cover things related to religion. For example, the Greeks changed the Furies into the *Eumenides* (the Kindly Ones) and Jewish calls the name of God is part of their culture, so they transformed it into *Adonai.* This euphemism is called negative euphemism, a euphemism which is defensive in nature, offsetting the power of tabooed terms and is used to prevent bad omen. In short, euphemism is a milder alternative word or phrase used to cover up or soften the term considered taboo, unpleasant, or simply, so the speaker or writer can avoid the loss of face, hurting other"s feeling, embarrassing oneself because of religious factor or social reasoning.

2.3 Previous Research

There are previous researches had conducted and analysis the topic of euphemism before this analysis was conducted, the writer collected some articles related with object study and used the articles as references in this research. Some

of them as following:

Sari, Refnaldi and Rosa (2013) entitled euphemism used in language of politic in Padang express newspaper, the research focuses to analyzed words of euphemism that used by Padang express newspaper. They used theory Leech (1975) to know meaning of euphemism and she used Williams (1975), Shipley (1977), Rawson (1983), Neaman & Silver (1983) and Allan & Burridge (1991) to know type of euphemism. Their research purposed to find the types and meaning word from euphemism by using journalist. The result of their analysis found 4 types of euphemism and there are 6 semantic change (semantic shift, metaphorical transfer, litotes, understatement, indirection, abstraction), borrowing divine in 2 parts (External and internal borrowing).

Gitawati (2013) who analyzed Type of euphemism article of Tempo Magazine, to expand the analysis looking for types of euphemism. She used Allan & Buridge‟s theory (1991). Her research purposed to analysis type of euphemism. Result of her analysis found 5 main type of euphemism, there were shortening, semantic change, circumlocution, remodeling, and borrowing.

Dhika,(2014) who analyzed about euphemism and Dysphemism in the movie remember me. She used theory of Warren (1992) to find out type of euphemism and Dysphemism, and she used theory of Mc Artur (1992) to find out meaning words of euphemism and dysphemism, she used also theory of Allan & Burridge (2006) to find out function of euphemism and dysphemism. Her research purposes to identification types of euphemism and dysphemism, to clarify literal meaning from euphemism and dysphemism, and clarify the function of

euphemism and dysphemism in the "Remember Me" movie. Result from her analysis found type of euphemism, there was semantic innovation (Overstatement, acronyms, implication, compounding, and there are some type of dysphemism (Epithets on real physical characteristic, term of insult or disrespect)

Novianti, Syarif, & Marlina (Novianti, Syarif, & Marlina, 2018) who investigated euphemism in celebrity news published in people website. She used theory of Allan & Burridge (1991) to find out type of euphemism, the aim of her analysis is function and form of euphemism in Celebrity news published in people, result of this analysis showed that there 4 forms 4 function of euphemism. The forms of euphemism mostly found in semantic change, and the function of euphemism that found in her investigated was to avoid taboo.

Bachriani and Yassi (2018) focuses on developing an analysis of euphemism in English and Bugis from one language to another. She used concept Wijana and Rohmadi (2008) for the function of euphemism and the concept of Allan & Buridge for the forms of euphemism in English, as well as using the Bachriani (Bachriani, Abdul Hakim Yassi, 2018) concept of euphemism in the Bugis language. The research aims to examine what happened in both languages, and this study also aims to describe the form and function of euphemism in English and Bugis, the results of this study obtained 16 forms of euphemism in English, and 18 forms of euphemism in the Bugis language. There are 6 points for euphemism functions in English, and 3 points euphemism functions in Bugis languages. This researcher also says that the function of euphemism in the Bugis language is more complex than the equivalent form and function of euphemism in

English.

The similarity from previous and present research together used theory of Allan & Buridge (1991, 2006). The distinguish previews and present research occur in data source, the present researcher prefer reporter by using euphemism in CNN news while convey the information, and this analysis never done before by previous researches.

2.4 Theoretical Framework

The researcher began with sociolinguistic as approach of analysis, to point out the data analysis according on its types of euphemism indicate from Kate Buridge (2012). The types of euphemism were divided into 3 parts, there are anatomy, distortion and internal and external borrowing, and to know the functions of euphemism expand by Kate Burried (2012) and Spear (1981). The data source of analysis is CNN International news

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Sociolinguistic

Society		Euphemism

CNN International News		The Types of Euphemism		The Functions of Euphemism

Analogy		Avoid forbidden		Negative connotation

Distortion		Softener		Synonym word

Borrowing		Provocative		Protect embarrassment

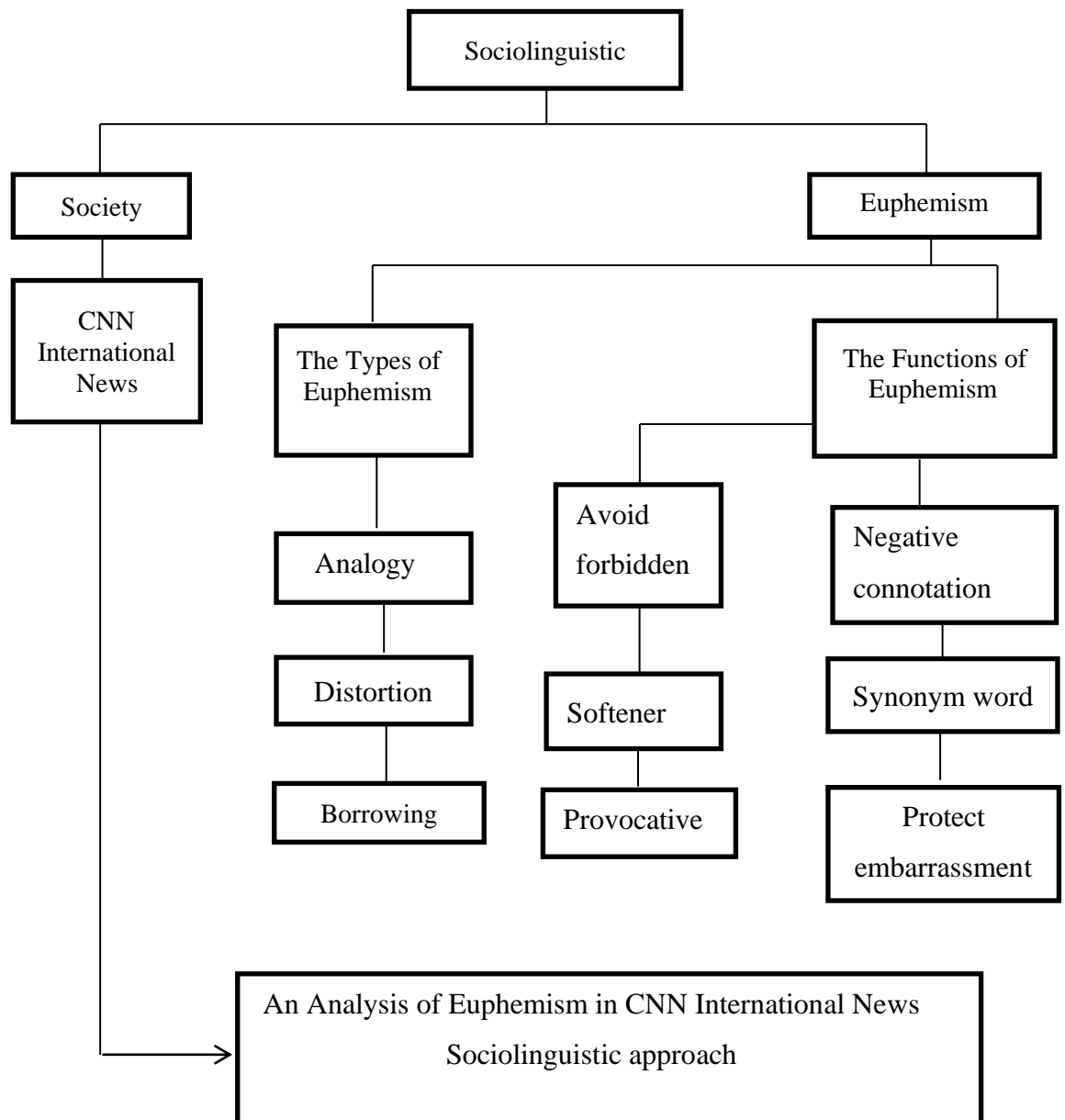| An Analysis of Euphemism in CNN International News Sociolinguistic approach |
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Figure 2.1 Theoretical framework

CHAPTER III

RESEARCH METHODOLOGY

In this chapter the researcher discusses all the elements of research method which related with this analysis, the discussion in this chapter involved research design, object of the research, method of collecting data, method of analyzing data, and method of presenting result of analysis.

3.1 Research Design

Research Design are plan and layout made by researcher as square off the activities to be implemented (Arikunto, 2011). This analysis used descriptive qualitative to describes the types and the function of euphemism in CNN international news, the research related with aspects quality measurement, value and meaning that contain in fact and phenomenon. The quality, value or meaning only expresses and explain through linguistic, language or words.

Creswell (2014) claimed that qualitative research is a method use for begin literature research, this method indicates to expand meaning society and human problem, and involves the question arises, data collected from participant, build from specific to general theme and the researcher gives interpretation from data. The researcher has chosen qualitative as the right method for this analysis because this research expresses and interprets the object base on phenomenon.

3.2   Object of the Research

The object of the research is main part of this research, object of the research analyzed the types and functions of euphemism. The utterance of reporter contained the euphemism had big impact to catch and invite the audience attention to convey the news. Hence, all the utterance already filtered by using politeness and pleasant language before the reporter present the news, these reasons above, the utterance of reporter that contained euphemism in CNN international news are fit as data source in this research.

3.3   Method of Collecting Data

Kinds of data used in this analysis are primary data. Data primary obtain from the data source directly (Sugiyono, 2012). Data is collected by writer directly from main source. The writer collected the data from CNN International news with observation. Observational is a complex process or structure process consist of biological and psychological (Sugiyono, 2012). The writer observed the data source by using the sense with watching, hearing and writing than make into transcript data. This research concerned with utterance of reporter only. Therefore, this research was categorized as non-participant technique which in this case the observer only acts as audience in news. Non- participant is writer does not take part with the activity or object being observed, the writer as an independent observer (Sugiyono, 2012).

There are three steps collecting the data. The first step is the writer watched the CNN international news then heard the news carefully, the second step wrote the utterance of reporter and arrange the noted in one transcript. Thelast, in the

data transcript the writer highlighted or marked some words or phrase which includes in euphemism base on Kate Burridge Theory (2012).

3.4   Method of Analyzing Data

The researcher used the sociolinguistic approach to connect the meaning of utterance in society. Sudaryanto (2015) said that classification of data related with theory of data. The first investigation in analyzing data search and compare the similarity of various sources, Creswell (Creswell, 2014) used qualitative method for presenting, quantify validity and reliability to interpret data in meaningful, the phenomenon take from utterance of reporter in CNN international news, after classification the data, the results of this analysis consider to find the types and functions of euphemism in CNN international news.

3.5   Method of Presenting Research Result

The last step in the research is presenting the analysis result. The writer analyzed the data with word or phrase from the utterance of reporter in CNN international news. The writer display the result of the analysis in narrative text and used simple table to facilitate the data, this research did not present the data with Chat, calculus, or diagram. Sugiyono (2012) said for displaying data besides of narrative text, it can display with graphic, matrix and chat either. The researcher used the simply language to make the reader easy to understand because the result of analysis used informal method. Informal method is presenting the result of analysis data with simple word (Sudaryanto, 2015).