

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 Burrige (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 & Burrige, 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 & Burrige, 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 & Burrige, 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 Burrige (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 & Burrige (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 Wares'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 Speech 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).