

**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 Burridge (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 express 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 & Burridge'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.

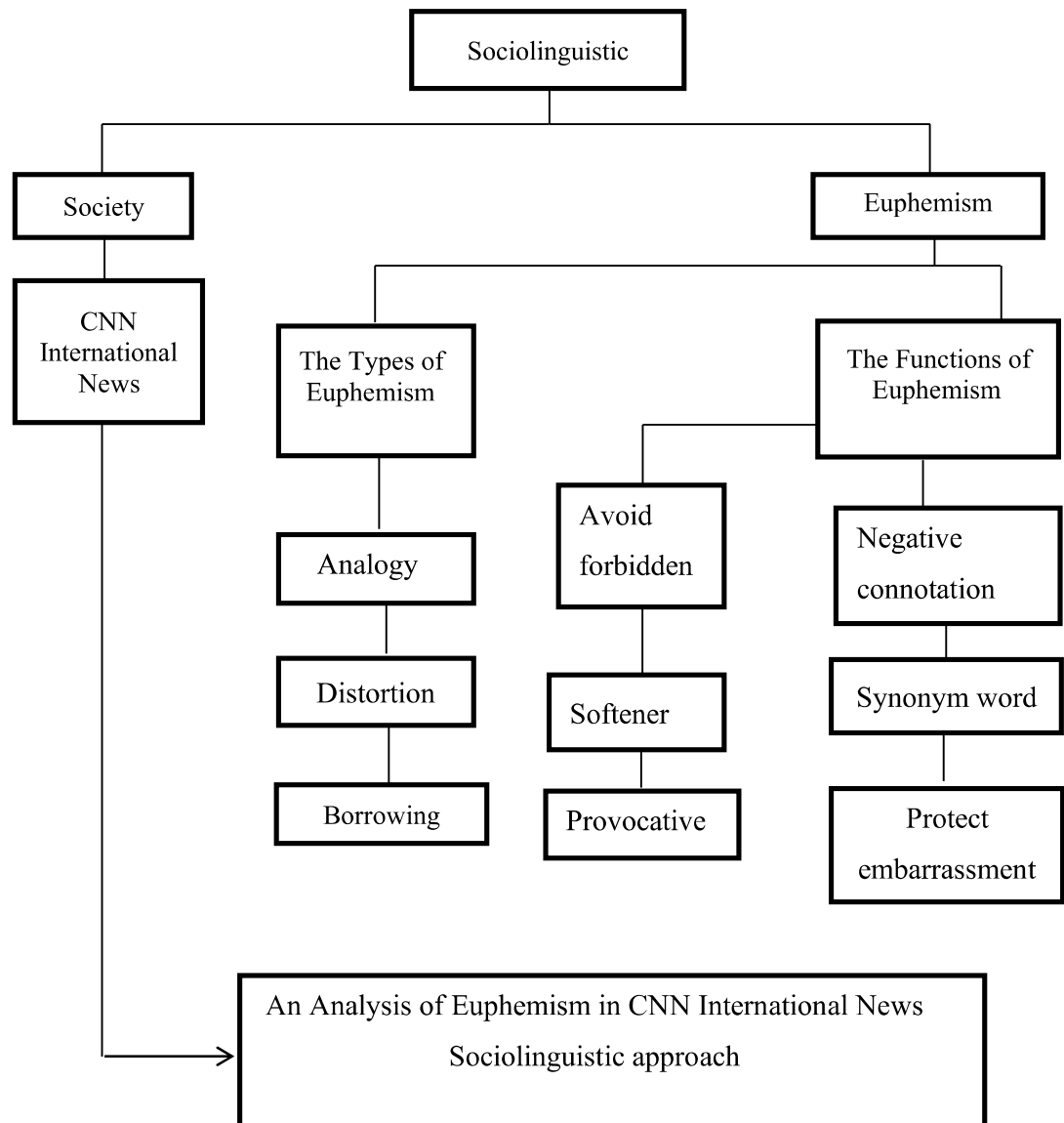
Bachriani and Yassi (2018) focuses on developing an analysis of euphemism in English and Bugis from one language to another. She used concept Wijana and Rohmadi (2008) for the function of euphemism and the concept of Allan & Burridge for the forms of euphemism in English, as well as using the Bachriani (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 & Burridge (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 Burridge (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



**Figure 2.1 Theoretical framework**